

Shattuck Avenue

Commercial Corridor Historic Context and Survey



Prepared for:

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Department of Planning and Development
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05.28.2015 FINAL DRAFT



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ACKNOWLEDGMENT

The activity which is the subject of this historic context has been financed in part with Federal funds from the National Park Service, Department of the Interior, through the California Office of Historic Preservation. However, the contents and opinions do not necessarily reflect the views or policies of the Department of the Interior or the California Office of Historic Preservation, nor does mention of trade names or commercial products constitute endorsement or recommendation by the Department of the Interior or the California Office of Historic Preservation.

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Introduction

Background to this Study

Berkeley's downtown is as vibrant today as it has been for over a hundred years. The compact core of commercial buildings has remained intact for a century, and maintains the sense of a special urban place that is clearly understood as "Downtown Berkeley."

This sense of place exists today notwithstanding changes that have occurred to individual properties since World War II, changes that has modernized and rehabilitated many of the aging buildings built during the early parts of the twentieth century. The introduction of the Bay Area Rapid Transit to the city's core forty-five years ago helped to divert a decline that had started to occur with the loss of rail mass transit to the downtown in the late 1950s. This decline was happening in other older San Francisco Bay Area downtowns as well. The post-war period of rapid suburbanization within the metropolitan Bay Area saw many inner city areas, such as Oakland, San Jose, Santa Clara, and Sunnyvale, gutted of their historic identity as the vitality of their downtowns disappeared.

The downtown transit hub centered on Berkeley Square and serving both the residents of Berkeley and commuting students enrolled at the University of California, has kept the commercial core populated and active. While other medium-to-large cities throughout the nation lost their historic urban cores during the years of federally funded Urban Renewal, or state-enabled redevelopment financing programs, Berkeley continues to enjoy an intact urban setting that is rooted in the origins of the city. Within the downtown core area, the historic setting has evolved incrementally with the evolution of the city as a whole, rather than through drastic changes brought on by the boom and bust cycles of the national and regional economy.

This study, initially described in grant applications as the *Downtown Shattuck Avenue Commercial Corridor Refined Historic Context and Intensive-level Survey Project*, derived from Berkeley's *Downtown Area Plan Environmental Impact Report*. As a part of that 2012 adopted Plan, the section Historic Preservation and Urban Design Policy HD-2.2: Historic Subareas specifically recommends consideration of creating a historic district along Shattuck Avenue using historic district criteria in Berkeley's Landmark Preservation Ordinance and applicable National Park Service guidelines.

A reconnaissance survey of the greater downtown was conducted in 2007 by Architectural Resources Group. This current study, the refined context and intensive-level survey, builds on that earlier survey, and was funded through a donation from Equity Residential with matching funds from the California Office of Historic Preservation (OHP). As a part of the Acheson Commons project at 2133 University Avenue, Equity Residential offered partial funding to assist the City of Berkeley in completing historic resource survey work in the downtown. The matching funds from OHP were awarded under the Certified Local Government program, in which the state and the National Park Service partner with local governments in administering the

National Historic Preservation Program. The City of Berkeley was granted matching funds from OHP under a competitive grant program used to facilitate the recognition and preservation of local historic resources.

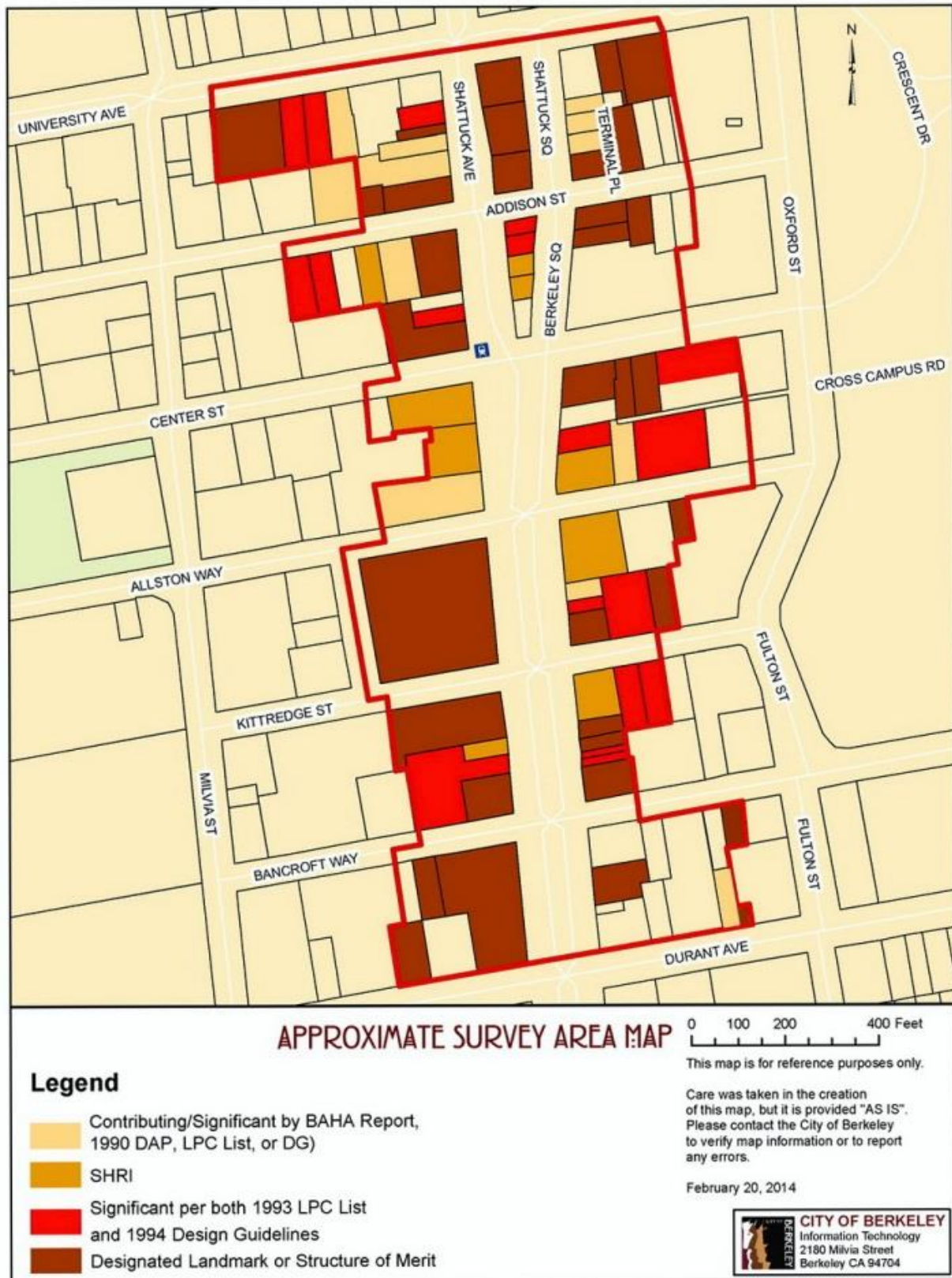
The context and survey are being prepared according to the guidelines developed by the National Park Service, as explained in *National Register Bulletin 24: Guidelines for Local Surveys: A Basis for Preservation Planning*. This report includes a project narrative of findings including methodology, boundaries, and a historic context statement for the study area. The context statement derives from a historical narrative that is based on detailed research on the study area within the context of Berkeley's historical development, and understanding of the period(s) of significance. Relevant significance criteria under local, state, and national registration programs are included in this report as an appendix. Incorporated into the report is a qualitative description of important character-defining features that exist today in the downtown area.

The results of this study include this refined context statement, DPR523 series property recording forms for both contributing and non-contributing properties within the proposed historic district area, and DPR523D forms that note the significance, period(s) of significance, and boundaries of the prospective historic district. This information can be used in the future by the City of Berkeley to fully consider possible nomination or certification processes for a downtown historic district centered on Shattuck Avenue. The information will also be used to inform the City's environmental review processes in the future when development projects are proposed in this area. If the district received certification by the National Park Service, the information can also be used by individual property owners of depreciable buildings to pursue Federal tax incentives of historic preservation by application to the California Office of Historic Preservation.

Study Area

The general survey area was defined in the Downtown Area Plan (see map next page), and consists of, but is not limited to, properties fronting and adjoining Shattuck Avenue between University Avenue and Durant Avenue. Related properties that were thought to have a primary relationship with the Shattuck Avenue properties were also included in this study area, and include commercial and residential properties to the east and west of Shattuck Avenue as well as commercial and residential properties on the south side of University between Milvia and Walnut Streets. The related properties front on the east-west streets of University Avenue, Addison Street, Center Street, Allston Way, Kittredge Street, Bancroft Way, and Durant Avenue.

The boundary edges were re-considered as a part of the refinement of this historic context study, and are more fully discussed later in this report. The proposed district boundaries are graphically presented at the end of this report. The maps also identify each included property as either a Contributor or Non-Contributor, indicators that are a result of the intensive-level study of each individual property and its association and integrity with the historic themes and significant period of development that have been discussed and identified for the proposed historic district.



Setting

Berkeley is located on the eastern shore of the San Francisco Bay, in northern Alameda County, California. Named for eighteenth-century bishop and philosopher, George Berkeley, Berkeley is also the site of the oldest campus within the University of California university system, the University of California-Berkeley, as well as the home of the Lawrence Berkeley National Laboratory.

Within the city of Berkeley, the commercial corridor along Shattuck Avenue is well-known as a visually identifiable place of community importance and activity. Combined with the adjacent landmark Civic Center Historic District to the west, the larger area of commercial and institutional buildings is culturally recognized as the city center of Berkeley—its downtown core.

The Shattuck Avenue commercial area extends beyond this core area to the north and south along both sides of this major thoroughfare. The larger commercial zone also extends, as well, along University Avenue, beginning from the western edge of the University of California campus at Oxford Street, to the terminus of University Avenue at the Eastshore Freeway (Interstate 80) and the San Francisco Bay.

The Shattuck Avenue commercial corridor, the subject of this study, is defined primarily by the open, wedge-shaped fork in Shattuck Avenue where the street splits into two segments north of Allston Way, with the eastern leg terminating at University Avenue.

The historic development that established the setting of Berkeley's downtown commercial core is directly related to the historic railroad yard at Berkeley Square that once extended from University Avenue to Allston Way. The commercial center of Berkeley grew around this early transit hub; a grouping of mostly commercial buildings that served, and continues to serve, as a destination for commerce-related activities for the larger community of Berkeley.

This pattern of development has existed from the early years of the twentieth century to the present, and today's urban setting remains a visual and functional link to Berkeley's history and its story of community evolution.

The three blocks south of Allston Way, south of where Strawberry Creek once bisected Shattuck Avenue



1 Berkeley Station looking north on Shattuck Avenue in 1888, courtesy Berkeley Public Library

at Allston Way, have a similarity of development character. Their adjacency to the transit hub facilitated early expanded commercial development that is bound to the northern three blocks of Shattuck Avenue by walkable urban commercial development that has remained viable as part of the urban center.

The wide boulevard of Shattuck Avenue continues southward past Durant Avenue to beyond Carlton Street, where it narrows to a two-lane collector south of its intersection with Adeline Street. The area south of Durant Avenue has developed character that is different than the area that is the subject of this study (Durant Avenue north to University Avenue). This difference is partly due to the later development pattern than that of Berkeley's downtown core area. The southern portion of Shattuck Avenue evolved at a distance from the early mass transit related development at the city center. The development of Shattuck Avenue south of Durant Avenue is closely linked with the introduction of the automobile, and its character is today a reflection of this later phase of urban development—like much of University Avenue to the west of the downtown core area.

In response to the disruption caused by the construction of BART in the late 1960s and early 1970s, the City of Berkeley reconfigured street-side parking on the blocks south of Allston Way in an attempt to make the downtown core more automobile-friendly. Today, the three commercial blocks from Allston Way to Durant Avenue have medians and street plantings that spatially relate more to the commercial area south of Durant; however, the character of the buildings themselves that line the thoroughfare are connected by design with the downtown core.



2 Shattuck Avenue from south of Durant Street



3 Aerial of study area, excerpt from USGS, US Farm Bureau, via DigitalGlobe.

Summary of Findings

The Shattuck Avenue commercial corridor is recognizable today as a historic district that represents its architectural and historical significance from the period 1895-1958.

The commercial corridor is populated by a concentration of historic buildings that have been recognized as such under registration programs at both the local, state and national level. The area is clearly understood as a place, and some boundaries are easily defined; however, some of the boundaries of the historic commercial area are visually less precise, and blend into other areas such as the greater University neighborhoods and the Civic Center, and what is called the Outer Core or downtown buffer areas.

The pair of high-rises at Center Street, the 1927 building now known as the Wells Fargo Bank building at 2140 Shattuck Avenue, and the more recent 1969 First Savings Building at 2150 Shattuck Avenue, anchors the center of this commercial district at what is today the city's primary transit hub, the Downtown Berkeley BART Station. Their imposing presence helps to establish the district, as they serve as the "markers" of the commercial core. The properties surrounding these prominent buildings continue to be populated by retail stores, restaurants, theaters, hotels, offices buildings, and mixed-use buildings that line the streets. This commercial setting has defined the Berkeley's city-center for over a century, and speaks today literally as Downtown Berkeley.

There are few breaks in the streetscape of this commercial district; the suburban-designed Bank of America building at Center Street serving as the sole exception to an otherwise unified setting. The concentration of historic commercial buildings and the continued pattern of renovations and replacement buildings with their walkable pedestrian orientation provide a distinctive character to the downtown. The preservation of historic materials and details, such as brick walls in a variety of colors, stucco walls with a variety of textures, tile accents, wood windows with paneled spandrels, decorative cornices, and unique historic signage, contribute to downtown Berkeley's unique sense of historic place.

The long-time role of downtown as a historic transit hub is essential to understanding the significance of the district, as the transportation routes played a pivotal role in its development beginning in the 1870s. Waves of development occurred through the first part of the twentieth century, and regeneration continued after World War II until a short decline began in the late 1950s, following the loss of interurban train service in the downtown. For almost two decades after the interruption of train service, Berkeley experienced a deterioration of retail viability as shopping patterns shifted outward from the city core, much like what was happening throughout the region in other older cities.

The introduction of BART and the construction of the Downtown Berkeley Station, although clearly disruptive to the businesses during construction, re-established the core as a transit hub, and reversed the downward development spiral as Berkeley again saw its core regenerating as a destination. The subsequent years have seen some losses in historic fabric, but also the inclusion of new buildings and uses that contribute to the making of today's vibrant urban center and its enduring sense of historic place.

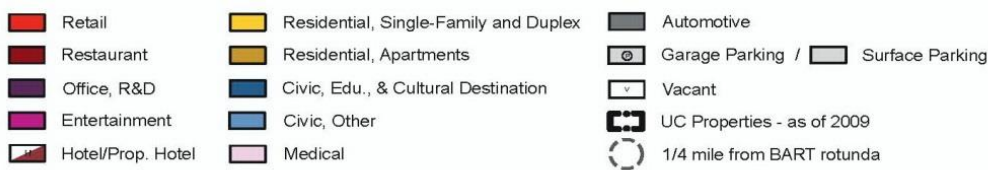
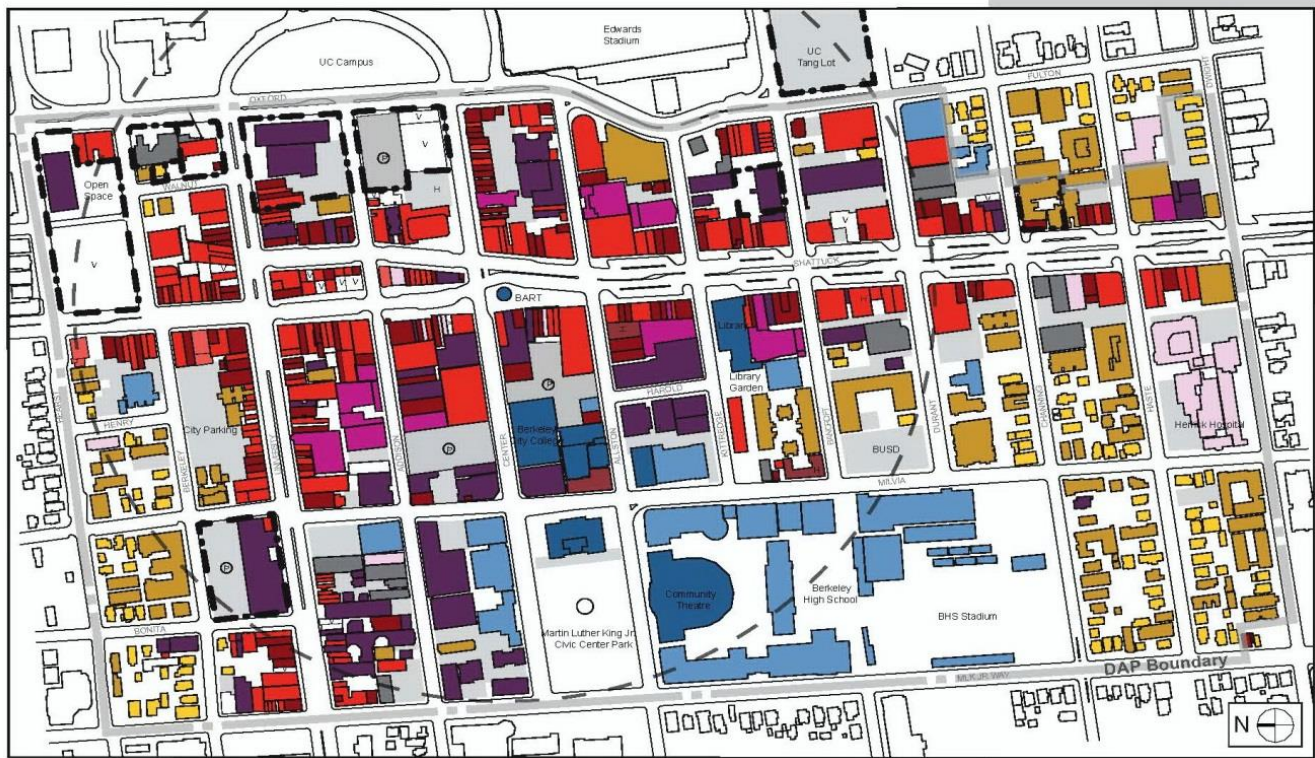


FIGURE IN-4:
Existing
Street-Level Uses
as of 2006



4 Excerpt from the Downtown Area Plan showing distribution of commercial uses in the core area.

Historical Background

Berkeley was built upon a terrace of land between the foothills of the Diablo Range and the waters of San Francisco Bay. This area had been home to indigenous peoples for thousands of years. The history of the earlier residents is elusive, and part of a field of study called pre-history. In the late-1700s a period of changing occupation began with the arrival of immigrants whose roots were in Mexico, Europe, and Russia. Historical development, the subject of this study, begins with the founding of modern California by the Spanish government. The City of Berkeley was founded a century later.

Berkeley is located on the eastern shore of the San Francisco Bay, in northern Alameda County, California. Named for eighteenth-century bishop and philosopher, George

Berkeley, Berkeley is also the site of the oldest campus within the University of California university system, the University of California-Berkeley.

The Shattuck Avenue commercial corridor runs through the heart of Downtown Berkeley along Shattuck Avenue, from north of University Avenue to south of Durant Avenue. This corridor (including the intersecting side streets: Bancroft Way, Kittredge Street, Allston Way, Center Street, and Addison Street) features a group of historic commercial buildings that share common historical context, themes, physical attributes, and characteristics. Together, the Shattuck corridor forms a potential historic district that is vital to the understanding of the City of Berkeley as a whole.

Early History

In 1769, the Spanish explorer Gaspar de Portolá and a company of sixty-four men were the first non-Native Americans known to visit the place that would come to be known as the San Francisco Bay Area. This expedition was intended by the Spanish government to expand the frontier territory of *Nueva España*, their new world colony in North America. The Portolá Expedition first approached the southern reaches of the San Francisco Bay Area near the Pajaro River in what is now known as Santa Clara Valley, but then continued up the coast around the Monterey Bay to an encampment place north of what we now know as Santa Cruz.

A small contingent of seven men, led by Sergeant José Francisco Ortega, crossed the coastal range in early November 1769, and unexpectedly came across the bay. The Spanish soldiers worked their way across the southern edge of the bay and explored the eastern shore up to the area now known as Hayward. These expeditions were soon followed by several other Spanish visitations, including that of explorer Juan Bautista de Anza in 1774.

In 1776, Juan Bautista de Anza returned, leading a large group of settlers (*pobladores*) across the valley on the way to establishing the Presidio of San Francisco for the Spanish. This expedition is noted by signage along Interstate 80, which runs along the San Francisco Bay shoreline of Berkeley. Among Anza's soldiers was a man named Luis Peralta. In return for his services, he was awarded a large expanse of land on the east shore of the Bay (the *contra costa*, which means opposite shore) including what is now the City of Berkeley.

Spanish Period (1777-1822)

The Spanish colonization strategy utilized three types of institutions when they colonized new territories: presidios, pueblos and missions. The presidio was a military fort used to control native populations and defend the colony from invasion. The military government, installed in *Las Californias* shortly after the Portolá Expedition, was intended to protect the Spanish frontier from encroachment by other countries of Europe, and more specifically was directed against Russian global advancement into

North America during this historical period. The first presidios at San Francisco and Monterey were established to address this threat.

The pueblo was a town settlement, establishing Spanish commerce and settling farmers in a territory. The civil settlements were established to supplement the crops grown within the Franciscan mission system and to support Spain's military garrisons.

The Roman Catholic Church founded missions to convert native populations and civilize them to European standards. The Franciscans, acting in behalf of the Roman Catholic Church, established a system of missions to convert and proselytize the native population, a partnership with government authorities that had existed for centuries during Spain's colonial period. The missions were the dominant colonizing influence in *Las Californias*, and later Alta California (the renamed Upper California from 1804 onward) during the Spanish Period. Each mission's sphere of influence radiated from its center (with buildings for worship, housing, and industries) outward to surrounding grain fields and livestock grazing lands.

The period of Spain's governance in the region lasted until 1821.

Mexican Period (1822–1846)

The Napoleonic wars of the European continent gave France control over the Spanish navy in 1797, leading to the eventual destruction of the Spanish fleet. This destruction caused a decline in Spanish presence in the new world, but rising nationalist sentiment combined with this absence to spark a revolt in Mexico. This revolution in Mexico, beginning in 1810, eventually led to Mexican independence from Spain in 1821.

By 1833, official policy demanded that the lands in California be returned to the native Indians. Governor José Figueroa had intended to uphold the bill that had been passed by the Mexican congress, but his death in 1835 negated this plan, and the lands were turned over to the wealthy and politically-connected in California.

Another change in policy which had far-reaching effects in Alta California was the secularization of the Franciscan missions and the establishment of large private land grants. In 1824, Mexico passed a law for the settlement of vacant lands to try to stimulate additional colonization of the territory. The colonists had a more relaxed attitude about boundary lines between neighboring properties than the Spanish had. When *rancho* grants began to be awarded by the Mexican government, title was based on a rough verbal description and hand drawn sketch maps (known as *diseños*) of the desired lands.

During the 1820s through early 1840s, large tracts of land were granted by the Mexican government to local residents. Each rancho had a *hacienda* that was, in many cases, a self-supporting village, composed of the main rancho house, laborers' housing, corrals, grist mill, tannery, and other ancillary buildings surrounded by vineyards and cultivated fields.

The City of Berkeley is located within the environs of what was known as the *Rancho San Antonio*, granted to Don Luis Maria Peralta, by Governor Pablo Vicente de Sola, the last

Spanish governor of California. Peralta was a sergeant in the Spanish Army, and the land grant was his reward for his forty years of loyal service. Issued on August 3, 1820, the 44,800-acre land grant also included the future cities of San Leandro, Oakland, Alameda, Emeryville, Piedmont, and Albany, in addition to Berkeley. Luís María Peralta never lived on the rancho himself, but his four sons and their families did. With their wives, families, landless Mexican laborers, and surrounding native peoples, the Peralta sons established the first Spanish-speaking communities in the East Bay. In 1842, Peralta split the rancho up among his five sons, and shortly after passed away in 1852.

With the relaxation of immigration regulations by the Mexican government in 1828, more foreigners began to settle in California, arriving first by sea. The first overland migrants arrived in Alta California in 1841, and by 1845, the growing American population prepared the way for relatively easy occupation of Alta California by American forces in 1846.

Early American (1847-1875)

In May 1846, the United States declared war on Mexico; and shortly thereafter, the American flag was raised in Monterey and San José. The hostilities finally ended with the Battle of Santa Clara in January 1847. The hostilities between the United States and Mexico resulted in the creation of the American territory of California following the concession of Alta California by Mexico to the United States in 1848 in the Treaty of Guadalupe Hidalgo. Soon after was California's admittance to the Union in 1850. Subsequent American westward migration by wagon and boat set the stage for the rapid development and economic growth to follow in the ensuing decades. The frontier period was dominated by the superimposition of American culture on the Hispanic way of life.

On the heels of the acquisition of California by the United States was the discovery in 1848 of gold in the Sierra foothills, which precipitated a sudden influx of population to the state from continental United States, Europe, Mexico, South America, and Asia. Soon following the Treaty of Guadalupe Hidalgo, it became apparent to the rapidly growing, land-hungry population, that the pre-existing system of land ownership would no longer be sufficient. New American settlers did not understand or accept the Mexican concept of land tenure in the form of ranchos and they were frustrated since much of the best land in California was taken up by the large Mexican land grants.

In many cases, the boundaries of the ranchos, such as San Antonio, were only roughly identified. Throughout California, many of the new settlers believed that the territory ceded by Mexico in the Treaty was now the public domain of the United States, and in many locations they tried to make claim to lands outside the pueblos. They immediately came into conflict with landowners who had acquired title under Spain or Mexico. Until a drought in 1864, cattle-ranching was the primary economic activity in the region, including the lands of the eastern San Francisco Bay. During the Mexican Period, open range methods were followed since grazing lands were ample. As smaller grain farms began to spread throughout the Valley, pasture land was reduced, and cattle ranching became concentrated in the foothills.

Under the Treaty, the pre-existing property rights were to be preserved. To bring order out of chaos, the United States government created the California Land Claims Commission in 1851, to provide a process to validate the Mexican titles by determining legal ownership, and by establishing fixed boundaries for property granted under Spanish and Mexican authority. Intended to protect the pre-existing landowner, this process in many cases worked to their detriment. The process of title confirmation was long, cumbersome, and expensive, and many ethnic Mexican rancheros found the economic and legal difficulties insurmountable.

In 1856, the patent to the Rancho San Antonio was awarded to the Peralta family by the United States Supreme Court. An internal dispute within the Peralta family, however, soon came to light; the Peralta sisters apparently felt cheated out of the family land, and contested their brothers' claim to the Rancho San Antonio land grant. The court case, known as the "Sisters Title case" was eventually resolved in the brothers' favor by the California Supreme Court in 1859.

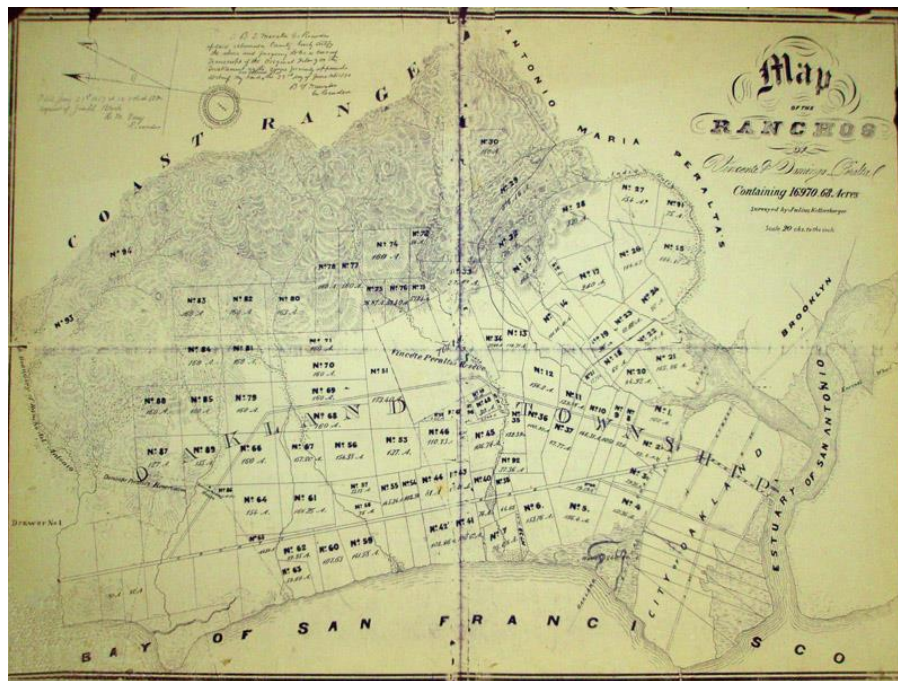
The City of Berkeley lies mostly within what was Domingo Peralta's section of the rancho, although by the early 1850s, large portions of the rancho had already been sold to several American pioneers, and the brothers' land holdings were significantly reduced, as Gold Rush prospectors arrived in the newest State in the Union and began to rapidly occupy and purchase valuable land. The United States' Congress had allowed the passage of two acts that would shape the American West. The Homestead Act and the Pacific Railroad Act (both in 1862) were responsible for the settlement of many western states, including California, and, in particular, Alameda County.

The Homestead Act was driven by an idealistic goal to populate the west with farmers, while the Pacific Railroad Act was decidedly less altruistic, granting the railroad companies immense tracts of land in exchange for their progress building the Intercontinental Railroad that would connect the western United States with the east. The Homestead Act allowed any individual to claim 160 acres of public land for a small \$10 filing fee, and they would receive the title to the land if they then farmed and made improvements to the land for five years. The railroads, not satisfied with the lands they received from the Railroad Act, took advantage of the Homestead Act and bought up land across the west, which they then sold to settlers, profiting further.

Many of the so-called "public" lands however, that American settlers were claiming were actually already owned by the *Californios*¹, who had received their lands from the Mexican-era government. The Peraltas were forced to sell off large swathes of their holdings to pay their legal fees for a multitude of boundary disputes with the swiftly arriving settlers, and by the early 1870s, the Peralta's domain had all but ceased. In 1877, they triumphed in the California courts, at this point it was too little too late, as the family owned almost none of their original holdings.

¹ Historical and regional Spanish term used to identify those born in Alta California between 1769 and 1848.

On March 25, 1853, Alameda County was created by a division of Contra Costa County, as well as from a small portion of Santa Clara County in the south. One year earlier, four men had laid claim to areas that together would become greater Downtown Berkeley. Each man is shown to own 160 acres on an early plat map known as *Kellersberger's Map*. The area surveyed by the map included all of what are today Berkeley, Albany, and the downtown and waterfront areas of Oakland. Created by surveyor Julius Kellersberger in 1852, it was intended to ease the subdivision and sale of the lands of the Mexican-era Rancho San Antonio to American settlers. Four of the claimants referenced in this very early map include the four whose lands made up Berkeley's core: Francis Shattuck, George M. Blake, James Leonard, and William Hillegass. The lots are numbered, and correspond to a (partial) list of landowners. Shattuck claimed Lot 68 and Blake laid claim to Lot 69, which together form the boundaries of the subject area of this context statement.



5 Julius Kellersberger's 1852 Map of Alameda County Ranchos

The dividing line between the parcels claimed by Shattuck and his brother-in-law George Blake became the alignment of a new county road whose construction the Board of Supervisors assigned to Shattuck, as a member of the newly-formed board. The new road was laid out from where Strawberry Creek intersected the old Temescal Road (a Mexican-era road that ran between the homes of the Peralta brothers, Domingo and Vicente). The new alignment of the road extended southward to an intersection with the Telegraph Road (today's Telegraph Avenue). The road became known as "Shattuck's Road", and Shattuck then built his new home above the north bank of Strawberry Creek at the northern terminus of the county road, which was also the northern boundary of Shattuck's claim, along the alignment of what is now Addison Street. The creek and Shattuck's home were situated along what is now Allston Way.

Today, Shattuck Avenue itself runs north-south through Alameda County, connecting Berkeley and Oakland. At its southern end, it merges with Telegraph Avenue in Oakland. It terminates at Indian Rock Park in the Berkeley Hills north of the downtown.

Shattuck himself served as the fifth mayor of Oakland beginning in 1859, and represented the 4th District (including Berkeley) in California's State Assembly from 1860-61. He also served many years on the Board of Supervisors of Alameda County starting in 1860. He was elected to the Board of Trustees of the Town of Berkeley in 1884.

In 1853, the direct predecessor of the University of California was founded in Oakland, the Contra Costa Academy. Within five years, it would be renamed the College of California, and, within another decade, it would be chartered as the University of California by the legislature of the State of California. The land of the modern day campus in Berkeley was dedicated for use as an institute of higher learning in 1860. According to a newspaper article published in the *Alameda County Gazette* November 3, 1868, "Berkeley is the name of a projected town near Oakland, laid out on the ground of the College of California." That same year, at the behest of the first Board of Regents, the College of California was asked to remain in operation until 1869, when the University began functioning on the former College's Oakland campus. In 1873, the University of California officially took up residence in Berkeley, where it has remained ever since.

In 1866, the College Homestead Association, an organization established to raise funds for the new site of the College of California, had filed a plat map with the object of selling parcels of land near the site of what is now the University of California. The plat map proposed names for several streets in a grid pattern, incorporating the alignment of Shattuck's Road, but designating it "Guyot Street." The name never stuck, and Shattuck Avenue remains named for Francis Kittredge Shattuck, as does the intersecting Kittredge Street. Berkeley itself is named for eighteenth century British philosopher George Berkeley, a staunch supporter of education. Berkeley's namesake continues today to convey the City's origins as an epicenter of learning in the East Bay. Berkeley, much like the campus of the University, grew and expanded in the latter half of the nineteenth century.

Evolution of the City – Commerce and Transportation in Downtown Berkeley

1870s

- **No extant buildings within study area**

Berkeley was officially incorporated as a town in 1878. Beyond the grid layout still maintained in the downtown today, few, if any physical structures remain in the downtown from the 1870s. However, several patterns of development remain evident in the downtown reflect how Berkeley was settled.

The important role that rail transportation played in the development of the East Bay as a whole remains only vaguely understandable to most residents and visitors to Berkeley. Unique not to just Berkeley, trains directly influenced the growth of the communities of Alameda and Contra Costa counties in the late-nineteenth and early twentieth centuries. The early land promoters and developers knew that in order for the town surrounding the university to flourish, a dependable railway link south to Oakland, and across the San Francisco Bay to San Francisco would need to be constructed.

When the new campus opened in 1873, the majority of students commuted to Berkeley from nearby Oakland via the Telegraph Avenue horsecar line, which dropped students off at the southern end of campus. Within a few years, access to Berkeley from neighboring cities like Oakland was provided by steam dummy train (a steam engine enclosed in a wooden box structure that resembled a railroad coach and popular in the United States between the 1830s and the 1860s). Initially, the idea to provide a direct route from Berkeley to San Francisco can be credited to Hiram Graves and Henry Durant. In 1874, Durant and Graves formed the Berkeley Railroad and Ferry Company, with the idea to run a rail line down Shattuck Avenue to a pier in the small waterfront community of Ocean View, where a ferry service would shuttle passengers across the bay, between Jacob's Landing and San Francisco. The duo raised enough capital for the ferry services, but fell short of their goal to construct the rail line. Leland Stanford, former California Governor and railroad magnate and one of the "Big Four" (the nickname for the four major businessmen who were the key investors in the Central Pacific Railroad)², then offered to construct a line into Berkeley as a part of the Central Pacific East Bay network expansion.

By the time of the incorporation of the Town of Berkeley in 1878, Shattuck's Road had become Shattuck Avenue and it had been extended northward to Rose Street. Shattuck, along with his neighbor James Barker, provided the Central Pacific with a free right-of-way through their lands along Shattuck Avenue. They also donated 20 acres for a station and rail yard to be located between what is now Center Street and University Avenue, where Shattuck Avenue forks into two branches around an island intersected by Addison Street. Today, the northern rectangular portion of this island is known as Shattuck Square, and the southernmost wedge-shaped portion is known as Berkeley Square. Shattuck also provided the Central Pacific with an award of \$20,000 in cash to entice the railroad to build a branch line from Oakland to central Berkeley.

This 3.84-mile long route was called the Berkeley Branch Railroad, and it operated as a subsidiary of the Central Pacific. The line opened on August 16, 1876. Its initial terminal point was at Shattuck and University Avenues, but by 1878, the line was extended north along Shattuck to Vine ("Berryman's Station") with the original terminus then becoming the Central Pacific Berkeley Station.

²The Central Pacific Railroad was incorporated on June 28, 1861. Leland Stanford was elected president. His other three associates known collectively as the "Big Four" were [Charles Crocker](#), [Mark Hopkins](#), and [Collis P. Huntington](#).

Restaurants, boarding houses, groceries, laundries, and other commercial enterprises with amenities a student could need began to locate along the route connecting Oakland with Berkeley. Professors and other employees of the University began to purchase and build upon the lots immediately surrounding the campus. This residential influx led to more small businesses being located in the immediate area surrounding the campus, to provide residents with easy access to everyday necessities and amenities.

Shattuck Avenue, with the railroad station, hotel, shops, social hall, and residences quickly became both the civic and public center of Berkeley, so that by the time of the city's incorporation, Shattuck Avenue was already considered to be the "downtown". The unusual width of Shattuck Avenue is a direct reflection of its history, as it needed to be wide enough to accommodate the train station, freight yards, tracks, as well as pedestrian and horse traffic. Berkeley has always depended upon Shattuck Avenue to serve as its business and civic epicenter, a fact clearly reflected by its size and physical characteristics.

The 1880s

- **No extant buildings within study area**

In 1885, the Berkeley Branch line was assigned to the control of the CPRR's affiliate, the Southern Pacific Railroad (SP) briefly. In 1888, the SP consolidated the Berkeley Branch Railroad into its subsidiary, the Northern Railway. At this time, the Berkeley Branch



6 West side of Shattuck Avenue south of University Avenue in 1890, courtesy Berkeley Public Library

ceased to exist as a corporation, but the trackage continued to be called the "Berkeley branch line".

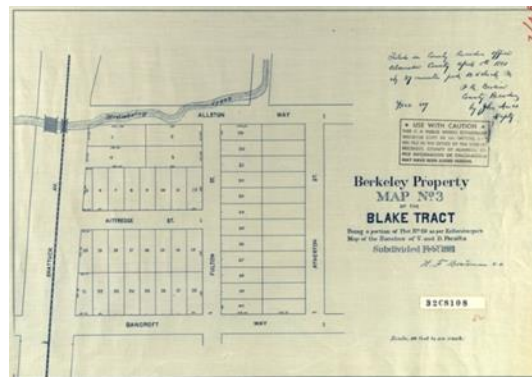
The 1880s also led Berkeley to expand physically, with new homes being constructed as more and more people made their permanent residence in the town. With this came the infrastructure needed to support this new steady population. These new "Berkeleyans" transformed the land around the University from a rural landscape to a more-urban setting by constructing their homes, businesses, and churches mostly within a few

blocks of the railroad and the school, populating the downtown core during its first phase of development.

The 1890s

- **2072 Addison** American Railway Express (1895)
- **2108-12 Allston** Hinkel Block (1895)
- **2117-19 Kittredge** A.H. Broad House & Storefront (1894)
- **2124-26 Kittredge** Robert Elder House (1895)
- **2171 Shattuck** F.W. Foss Co. (1895)

In 1892, Shattuck Avenue was still a mostly one-sided street, built-out along the west side with all of the buildings facing eastward. That year the roadway was graded along the east side of the railroad tracks, allowing the public direct access to the properties along Shattuck Avenue's east side, facing westward. On only a handful of streets that intersected Shattuck Avenue (including Durant, Dwight, University, and Channing) had owners been able to develop lots prior to this. The downtown was a mix of commercial and residential uses during the late-nineteenth century, as lack of easy transportation led



7 1881 Blake Tract Map No. 3 from Allston Way to Bancroft Way

people to live near their place of business or job. Few commercial buildings still extant in the Downtown reflect this pre-1900 downtown scale, as they have been altered. In the late 1800s, commercial buildings were constructed mainly as wood-framed two-story buildings with first-floor storefronts and second-floor residences.

By 1894, Berkeley's downtown commercial area had grown significantly. The Sanborn Fire Insurance Company map from that year shows that commercial uses were concentrated along Shattuck Avenue, with dense development between University Avenue and Center Street. The businesses stretched south to Allston Way. Additional

businesses wrapped the corner of Shattuck Avenue and extended eastward on Center Street. The second commercial district at Shattuck Avenue and Dwight Way remained small and was separated from downtown by residential development.

Commercial buildings were generally one- and two-stories of wood frame construction with small rectangular footprints. The majority of buildings directly abutted neighboring structures. The businesses met Berkeley residents' general needs and sold merchandise such as: harnesses, carpets, paint, stationary, produce, groceries, fruit, meat, baked goods, drugs, and cigars. In addition, barbers, cobblers, and blacksmiths offered their services. South of downtown in the Dwight Way commercial area, the types of shops and businesses were similar: barbers, bakeries, drugs, dry goods, and a billiards hall.



8 Early train on Shattuck Avenue, photo courtesy Berkeley Architectural Heritage Association

While a majority of residences located on Berkeley's downtown streets were demolished during the ensuing decades, to make room for larger, more commercially focused structures, a small handful of ca. 1890s houses, specifically the grouping located at 2117-2119 Kittredge St., 2124-2126 Kittredge St., and 2138 Kittredge St. were adapted into commercial storefronts, while remaining residential in the rear. These original rear wings are representative of residential uses that were adapted for commercial purposes as the twentieth century progressed, and as the commercial aspects of Shattuck Avenue began to extend beyond the main thoroughfare. The expansion of transportation options

in the early twentieth century, as well as a burgeoning commercial downtown, led to an increasing amount of commercialization of the side streets directly off of Shattuck Avenue as the nineteenth century gave way to the twentieth century.

The 1900s

- **2071 Addison** *Golden Sheaf Bakery* (1905)
- **2119 Addison** *Heywood Apartments* (1906)
- **2110-14 Addison** *Underwood Building* (1905)
- **2060 Allston** *Shattuck Hotel* (1909)
- **2105 Bancroft** *Masonic Temple* (1905)
- **2124-26 Center** *Mikkelsen & Berry Building* (1902)
- **2142 Center** *Thomas Block* (1904)
- **2110 Kittredge** *Wanger Block* (1903)
- **2138 Kittredge** *John C. Fitzpatrick House* (1904)
- **2110 Kittredge** *Wanger Block/Peet's Coffee* (1903)
- **2036 Shattuck** *Francis Shattuck Building* (1901)
- **2045 Shattuck** *Studio Building* (1906)
- **2170-80 Shattuck** *Constitution Square Building* (1906)
- **2276 Shattuck** *Morse Block* (1906)
- **2037 Shattuck** *Studio Building* (1905)
- **2109 Shattuck** *F.D. Chase Building* (1909)
- **2161 Shattuck** *Wright Block* (1906)
- **2171 Shattuck** (c.1905)
- **2231 Shattuck** *Brooks Apartments* (1906)
- **2283 Shattuck** *Cardeville's French Laundry* (1904)
- **2327 Shattuck** *Venus Restaurant* (1905)
- **2042-44 Shattuck** *Joseph Davis Building/The Victoria* (1905)
- **2070 University** *Campanile Hotel* (1905)

An electric line had been completed linking West Berkeley, Emeryville and Oakland in 1901; another was installed on University Avenue in 1902. However, the Key Route established in 1903, and the Southern Pacific established in 1911, were the two most important developments in the electric trolley lines connecting Berkeley to the greater Bay Area.

In 1903, the Key System, a line of electric trains connecting Bay Area cities, extended its line to Downtown Berkeley via Shattuck Avenue, reinforcing the street's position as the city's commercial center. The Key System Railway and Ferry (Key Route) was a linking of railway travel to the trestle and ferry slips, and resembled a key extending into the Bay connecting Berkeley and Oakland to San Francisco.



9 Berkeley Station ca. 1906, courtesy Berkeley Public Library

The Key System (Key Route) began as the San Francisco, Oakland, and San Jose Railway (SFOSJR), incorporated in 1902, under the ownership of Francis Marion "Borax" Smith. Ernest Alvah Heron, a Berkeley capitalist and developer (and owner/builder of several buildings in the study area) in the early twentieth century was also one of the key investors and organizers of the San Francisco, Oakland and San Jose Consolidated Railway. The Key System was a consolidation of several smaller streetcar lines under Smith's control, providing mass transit to cities throughout the East Bay. It remained in operation from 1903 until 1960, when the system was sold to AC Transit.

The first Key System cars left Shattuck and University Avenues for ferry connection on October 26, 1903, making transportation between Oakland, Berkeley, and San Francisco quick and affordable. This in turn spurred the development of numerous residential tracts in Berkeley and Oakland. This growth brought in more customers and thereby spurred intensive commercial development in downtown Berkeley. In 1905, to promote Berkeley's commercial interests, a Chamber of Commerce was founded, replacing the previous Board of Trade. One year later, Berkeley's downtown received an unexpected and tragic boost.

The San Francisco earthquake in the early hours of April 18, 1906, shook the entire Bay Area, but the subsequent devastating fire was limited to San Francisco. In Berkeley, the ground rolled and shook, causing dishware to shatter, walls to crack, and brick chimneys to topple. People ran outdoors, and as the shaking ceased, the town seemed to have been spared. Only here and there did there seem to be major visible damage, including several school buildings, and some buildings downtown. These buildings included the Carnegie Library on the corner of Kittredge and Shattuck (the predecessor to the 1930 extant Central Public Library), the Homestead Loan Association Building at 2210 Shattuck Ave., and the Masonic Temple. Whilst the former two buildings merely

had cracked walls, the Masonic Temple, which was under construction at the time of the earthquake, lost two steel girders, which fell onto the roof of the Capdeville French Laundry next door, causing some messy, but ultimate fixable, damage.

As the morning went on, however, Berkeley residents began to see rising clouds of smoke across the San Francisco Bay. San Francisco was on fire. Thousands of refugees fled across the Bay via the ferries that many had used daily to commute for work. While public transportation was only disrupted for several morning hours in the East Bay, services in San Francisco all but ceased, and thousands took advantage of the Southern Pacific and Key Routes offer for free passage out of the stricken city via rail or ferry.

Many refugees were housed and fed in Berkeley, and residents opened their doors to those who had lost everything. Tent encampments appeared on the University of California campus, and public buildings were put into service as temporary shelter and aid halls. The UC Cadet Corps (male students enrolled in military training) who had donned their uniforms for an annual inspection and maneuvers drill that very morning marched off to assist with guard duty and firefighting in stricken San Francisco, with little more than a rucksack of food and a blanket.

As a result of the quake, many people and businesses moved, some temporarily and others permanently, to communities such as Berkeley and Oakland. On April 17, 1906, Berkeley's population hovered at around 26,000 people. One year later, the population of Berkeley had ballooned to nearly 38,000³, largely due to the San Franciscans who had relocated to Berkeley and remained there even after the fires were put out. Writer Warren Cheney in a December 1906, article in *Sunset Magazine* described the transformation the San Francisco earthquake and fire had on commercial enterprises in Berkeley:

It will give everyone who was familiar with commercial San Francisco a queer and creepy feeling down his spine to drive along the streets of commercial Berkeley and contemplate the business signs. He will find Tillman & Bendel, the California Furniture Company, Tatum & Bowie, the California Power Works, the Yosemite Engraving Company, the Van Em on Elevator Works, the Sperry Flour Company, and a host of others which before the fire were the milestones in the San Francisco commercial roads.

³ Population figures taken from Richard Schwartz's *Earthquake Exodus, 1906: Berkeley Responds to the San Francisco Refugees*.



10 Postcard with Wright Block during first decade of the twentieth century

Berkeley's slow growth had ended abruptly with the Great San Francisco Earthquake of 1906. Following the earthquake, building techniques and building materials were developed to be "earthquake resistant". The Wright Block, a three-story commercial storefront building at Shattuck Avenue and Center Street (now a City of Berkeley Landmark) was an example of this shift in construction methods in the Downtown. In the wake of the devastating shaking, the Wright Block's concrete foundation, steel framework reinforced with concrete, and anchoring of floor and roof joists all contributed to the buildings earthquake preparedness.

The addition of the finished Wright Block was also one more cornerstone in transforming Downtown Berkeley into a more modern downtown, replacing the old wooden (and fire susceptible) nineteenth-century pioneer town. The Heywood Apartments building was also constructed just after the San Francisco Earthquake of 1906. It remains one of a handful of buildings today that signify the transition of the early Berkeley downtown from a mostly wooden-built commercial setting to the masonry and concrete "fireproof" environment that began to evolve during the early twentieth century.

In October of 1906, the construction of the Brooks Apartments at 2231 Shattuck Ave. was a milestone according to the Berkeley Daily Gazette because "With the completion of this building, Shattuck Avenue will be solidly built on both sides from University Avenue to Bancroft Way".

In 1908, a statewide referendum (initially started by the new Berkeley Chamber of Commerce) that proposed moving the California state capital to Berkeley was defeated by a margin of about 33,000 votes. The city named streets around the proposed capitol grounds for California counties and these names remain today, a legacy of the failed referendum.

As stated by the *Berkeley Reporter* in 1908, "The town has grown in all directions. Much of this is due to the operating of the car lines in sections which would otherwise not have been marketable."⁴ This growth was reflected in residential and commercial building projects, and Shattuck Avenue continued to develop, with newer construction continuing to replace the older buildings.

The Southern Pacific Railroad constructed a new station for Berkeley in 1908. When it was constructed on what is now the Berkeley Square island, Center Street was still the main thoroughfare between the station and the University. Both the train station and the park that occupied the Shattuck Square block to the north were a gift to the City of Berkeley from Southern Pacific Railroad President Edward Harriman. Harriman gave them to the City after UC Berkeley President Benjamin Ide Wheeler and local poet Charles Keeler stated at a dinner that the previous extant station was unworthy of Berkeley, the "Athens of the West."⁵ The park adjacent to the Southern Pacific station

⁴ "The Key Route: A Natural Aid in Development in Berkeley", *Berkeley Reporter* 24 December, 1908.

⁵ Original proclamation of California governor Newton Booth in 1873.

was closed in 1926 when Shattuck Square was developed, and the Southern Pacific station was demolished in 1938 when the Mason-McDuffie Company developed Berkeley Square.

In 1909, the citizens of Berkeley adopted a new charter, and the Town of Berkeley became the City of Berkeley. Berkeley was marching into the twentieth century with her head held high, and Shattuck Avenue was the crown on the top of her head.

1910s

- **2115 Kittredge** *California Theater* (1914)
- **2008-12 Shattuck** *Hotel Central* (1917)
- **2014 Shattuck** *Heywood Building* (1917)
- **2018-2020 Shattuck** (1910)
- **2017 Shattuck** *Nish & McNeill Men's Furnishings* (1915)
- **2023 Shattuck** *Bowles Building* (1915)
- **2033 Shattuck** *First Savings Bank of Oakland Branch* (1915)
- **2225 Shattuck** *Radston's Stationary* (1913)
- **2327 Shattuck** *Blake & McGuire Grocery* (1911)
- **2018 University** *Fox Theater* (1916)
- **2111 University** (1911)
- **2138 University** *Ernest Alvah Heron Building* (1915-16)
- **2145 University** *S.J. Sill & Co. Grocery* (1915)
- **2154 University** *Martha Sell Building* (1911-1912)

In 1911, Berkeley's mayor, J. Stitt Wilson, proclaimed that, "any kind of day in Berkeley seems sweeter than the best day anywhere else."⁶ Berkeley was entering a period of growth that would continue until the late 1920s.

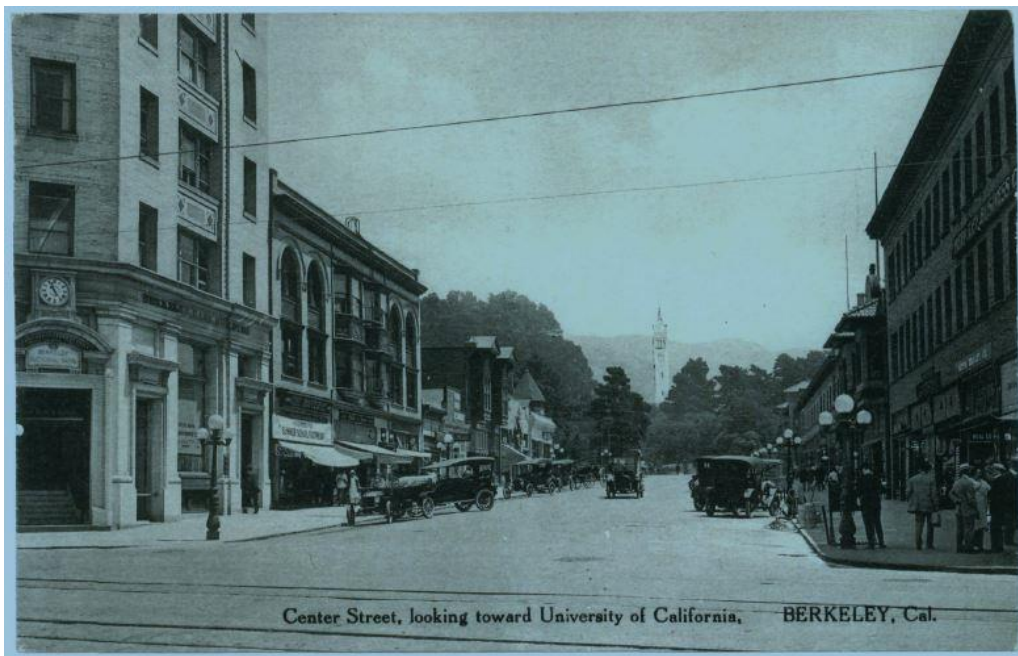
In the early 1910s, Berkeley citizens responded to the expansion of the University of California with a period of growth in downtown commerce. The success of the Key System spurred competition. The Southern Pacific Railway began modernization efforts to move toward electric railways. Between the years 1909 and 1915, the company constructed a system of street railway lines throughout the city. The Southern Pacific announced that it would cut commute times and implement a "flyer" with only a few stops between the Oakland pier and central Berkeley. In 1911, Southern Pacific spent one million dollars converting all steam trains to the electric "Red Car" line. Steam trains

⁶ Wollenberg, Charles. *Berkeley: A City in History*. Berkeley: University of California Press, 2008.

were abandoned and the new "Red Cars" began to run along Shattuck Avenue, with new lines on Ellsworth and in North Berkeley, including the Ninth Street Loop.

A map of Berkeley from 1911 indicated the prevalence of the Key System and Southern Pacific transit routes. Both lines extended service through Shattuck Avenue's commercial core. The Key System ran additional north-south lines on Grove (Martin Luther King, Jr. Way), and College Avenue, as well as a line that ran along the University's border. In addition to the north-south lines, an east-west line ran along University Avenue from the campus to the ferry slips. Southern Pacific transportation lines extended north on Shattuck Avenue into residential districts with an additional north-south line on Telegraph.

The 1911 Sanborn map showed that the general patterns of commercial development established in the late-nineteenth century were primarily the same in the early twentieth century. Businesses remained focused on Shattuck Avenue but had extended further south. With minor interruptions, commercial buildings stretched from University Avenue to Bancroft Way with a second grouping around Dwight Way. Shattuck Avenue north of University Avenue had previously been residential, but by 1911 had become increasingly commercial in character. Center Street had grown into a prime commercial street and was lined with shops and offices. The 2100 block of Center Street, the business center of Berkeley at the time, had been bestowed with the first electric street lamps in 1910 to reflect this commercial power.



11 Center Street with new streetlamps, postcard courtesy Berkeley Public Library

Downtown commercial buildings in the early twentieth century were more substantial than those of the late-nineteenth century. Between 1901 and 1916 many of the small nineteenth-century wood-frame commercial buildings were replaced with larger-scale masonry buildings. In contrast to the small buildings shown on the 1894 Sanborn map,

those on the 1911 map had much larger footprints. Rather than single shops in individual buildings, larger commercial blocks with multiple ground-floor shops were more common. In addition, although two-story commercial buildings were still the norm, buildings with three to six stories had been constructed including the six-story Berkeley National Bank building at 2129 Shattuck Avenue (no longer extant), the five-story Studio building at 2045 Shattuck Avenue, and the five-story National Bank building at 2134 Shattuck Avenue.



12 Shattuck Avenue from Berkeley Square, postcard courtesy Berkeley Public Library

On the 1911 Sanborn map, many commercial spaces were listed only as shops, without specifying the types of goods sold; however, identified businesses included: restaurants, creameries, meat shops, banks, drugstores, hardware stores, and laundries. Berkeley's downtown entrepreneurs offered residents and visitors a variety of services and products including: drugs, restaurants, baked goods, photography shops/studios, hardware, billiards, banks, paints and wallpaper, laundries, electrical shops, bicycle repair, and pool halls. The growing popularity of the automobile was also evident in repair shops, auto sales, vulcanizing shops, and garages. Additional types of commercial enterprises in Downtown Berkeley included hotels, department stores and furniture stores. The corner of Shattuck Avenue and Allston Way was selected as the site of the Shattuck Hotel in 1907. The hotel opened on December 15th, 1910, and was immediately recognized as the finest hotel in Berkeley.

The building boom that Shattuck Avenue and the surrounding area experienced during the first decades of the twentieth century expanded the core commercial density. The development grouping of the historic Studio Building at the corner of Shattuck Avenue, the Heywood Building across the street from the Underwood Building, and the adjacent Chase Building on Shattuck Avenue form a substantial and intact grouping of large mixed-use multi-story buildings at this portion of downtown Berkeley.

1920s

- **2020 Addison** Stadium Garage (1925)
- **2072-74 Addison** Woolsey Building (1922-1923)
- **2128-30 Center** Ennor's Restaurant Building (1923)
- **2000 Shattuck** San Francisco Federal Savings (1927)
- **48, 64, and 82 Shattuck Square** (1926)
- **2024 Shattuck** Bauml Building (1927)
- **2120 Shattuck** Roy O. Long Co. Building (1927)
- **2140 Shattuck** Chamber of Commerce Building (1927)
- **2300 Shattuck** Corder Building (1910)
- **2271 Shattuck** Tupper & Reed (1925)
- **2277 Shattuck** Hezlett's (1925)
- **2323 Shattuck** Fidelity Guarantee Building & Loan Association (1926)
- **2101 University** MacFarlane Building (1925)

The "Roaring Twenties" ushered in an era of mass-consumption in the United States. The decade produced material prosperity and growth in both California and in Berkeley, and the population went from 56,000 at the beginning of the decade to 82,000 by its close.⁷ This boom would continue until 1929, with the Stock Market Crash and the ensuing Great Depression. Prior to 1929, the largest catastrophic setback in Berkeley occurred in 1923.

On September 17, 1923, a major fire swept down the hills toward the university campus and the downtown section. Around 640 structures (584 of them residential) burned before a late afternoon sea breeze halted the fires progress, allowing firefighters to put it out. The exact cause of the fire was never determined, although it began in Wildcat Canyon, east of the ridgeline of the Berkeley Hills. It was spurred on by the wind, and swept through the La Loma Park and Northside residential neighborhoods of Berkeley.

The fire quickly overwhelmed the Berkeley Fire Department, and began to advance towards the downtown area, along the east side of Shattuck Avenue, north of University Avenue. The Acheson building at 2129 University Ave. was very nearly destroyed during the Berkeley Fire, when it was nominated to be dynamited as a fire break to spare the Downtown. The building (and the downtown) was spared by the last minute shift in winds, which impeded the fire's progress.

⁷ Population figures taken from Wollenberg.

Reconstruction following the fire ensued immediately, with the City issuing building permits at a rapid pace. Reconstruction of the burned-out areas occurred alongside new commercial construction in the Downtown. The 1927 built Chamber of Commerce Building (now Wells Fargo) was the City's first skyscraper, and remains an icon along Shattuck Avenue today.



13 1926 from Shattuck Square of Chamber of Commerce Building under construction with Francis Shattuck building in front, photo courtesy Berkeley Architectural Heritage Association

The 1920s also ushered in the age of the personal car. The affordability of the automobile, coupled with a new-found consumerism, led to what became known by the mid-twentieth century as the “age of the automobile”. Berkeley residents enjoyed their newfound mobility, and public transportation suffered.

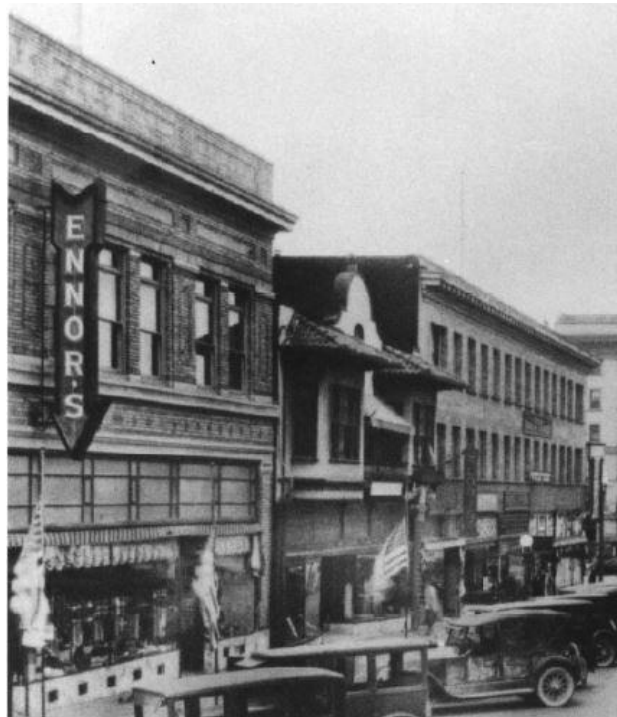
However positive the individual interest in personal mobility, the increasing popularity of the automobile led to an array of problems in urban centers. These including: traffic

accidents; loss of street space to parking; and potentially fatal interactions between pedestrians, streetcars, and automobiles. In response municipal governments pushed back curbs, widened streets, and installed an array of directional signs, lights, and traffic controls to help the more nimble and potentially lethal motor traffic intermingle safely with horses, wagons, pedestrians, and streetcars. At this time, Shattuck Avenue was chaotic with cars, horses, trains, and pedestrians.

In 1926, three commercial buildings were constructed on the Shattuck Square Island, following the removal of the previously extant park adjacent the Southern Pacific Railroad station. All three buildings were designed by the San Francisco architectural firm of James R. Miller and Timothy L. Pflueger. Today, the island and three extant buildings serve as the northern anchor of the commercial downtown corridor.

Roos Brothers Department Store was a San Francisco-based department store with a branch in Berkeley at Shattuck Square. The Roos Company merged with Robert Atkins Men's Clothier and became Roos/Atkins, a chain of upscale men's clothing stores. The chain expanded after World War II but declined in the 1980s; closing all locations by the early 1990s. Additionally, Hinks Department Store in Berkeley, located behind the Shattuck Hotel, was a downtown fixture from the 1920s until it went out of business in the 1980s. Breuners and Stone Pierce were two prominent furniture stores in downtown.

The U.S. stock market crash in 1929 spurred the greatest economic depression in American history. The Great Depression hit Berkeley hard, but not as hard as many other places in the U.S., thanks in large part to the University of California.



14 1920 photos along Center Street - courtesy City of Berkeley

1930s

- **130 Berkeley Square** Southern Pacific Downtown Station (1938)
- **134 Berkeley Square** Southern Pacific Office (1938)
- **2090 Kittredge** Berkeley Public Library (1931)
- **2270-72 Shattuck** Homestead Loan Association Building (1905/remodeled 1931)
- **2036 Shattuck** S.H. Kress and Company Store (1933)

- **2116 Shattuck** Boudin Bakery (c. 1938)
- **2274 Shattuck** United Artists Theater (1932)

As the Depression continued in the United States, the Bay Area became a hub for migrants. Over one million people moved to California, marking the first mass migration of impoverished people made possible by the invention and mass production of the car. By 1930, Oakland was California's third largest city, following closely behind both Los Angeles and San Francisco. Berkeley however, did not experience an influx of Depression migrants, in search of work and living hand to mouth in tent cities. Berkeley's population remained relatively flat during the 1930s, and although the economic effects were felt throughout the Downtown area, Berkeley remained insulated from the very worst of the Depression era.



15 United Artists Theater at time of opening, photo courtesy Berkeley Architectural Heritage Association

To help employ people and spur economic recovery, President Franklin D. Roosevelt instituted a public-works program, known as the New Deal, run by the Works Progress Administration (WPA). One such project that would have a lasting impact on Berkeley and the rest of the East Bay was the construction of the Bay Bridge. Although funding had been approved the federal government in 1929, the actual construction of the bridge occurred at the beginning of the 1930s.

The New Deal also led to projects that directly impacted the aesthetic of the downtown. The Hinkel Block was an early large-scale commercial building within the downtown core that had withstood the 1906 San Francisco Earthquake, and was remodeled as a part of the modernization program that began during The Great Depression. Promulgated by the Berkeley Chamber of Commerce with low-interest loans obtained from Federal Housing Authority (FHA) in a program called "Modernization for Profit", was a brief attempt at downtown revitalization and jobs.

During the Depression the Key Route system was reorganized under a holding company and renamed the Railway Equipment & Reality Co. Finally, in 1938, the official name became the Key System. The opening of the Bay Bridge in 1936, the last hurdle for personal car ownership and commuting in the East Bay, directly resulted in abandonment of ferry service by the Key System and the Southern Pacific Company in 1939.

The Southern Pacific station was demolished in 1938, when the Mason-McDuffie Company developed Berkeley Square in an attempt to recreate the success of a similar endeavor in 1926 with the Shattuck Square Island. Southern Pacific established their new station in the subject building in 1939, as a companion to their office located in the building to the south. The building located at 134 Berkeley Square is the mid-point of the Berkeley Square Island (“the new transportation center of the community”), one of the four buildings which divides Shattuck Avenue into two branches at University Avenue.

In the midst of the Depression, the S. H. Kress & Company five-and-dime store constructed a prominent Berkeley location on Shattuck Avenue in 1932. The Kress Company was founded in 1896, and was in business until 1981. Many California cities have extant Kress stores (although they no longer serve as actual “Kress” stores); these stores often are of a high architectural quality, including the Berkeley store.



16 Ca. 1940 photo showing the 2200 block of Shattuck Avenue with buses now sharing transit service in the downtown

Berkeley was shielded by the worst effects of the Depression that to University of California. Despite state budget cuts, the campus continued to serve as the economic lifeblood of the City.

Theaters, from nickelodeons to moving picture palaces, were well established in the city's downtown during the end of the first decade of the twentieth century. The attraction of moving pictures had begun to replace of recreational activities in the downtown such as billiard halls popular during the nineteenth century. Some of the first movie houses had been located on the ground floor of residential buildings such as the University Apartments at 2057 University Avenue and the Brooks Apartments at 2231

Shattuck Avenue. Two large theaters were constructed just prior to World War I; the T&D at 2111 Kittredge in 1911, and the U.C. Theater at 2036 University Avenue in 1917. At one point the greater downtown was host to 12 theaters. At the beginning of the Depression, movie theaters took on a new dynamism with the introduction of the 1932 United Artists Theater at 2274 Shattuck Avenue that brought competition of the newly remodeled Fox California on Kittredge. With the University Theater at the north end of the downtown, the larger theaters have continued on into the present. The design of the UA, and the James Plachek designed 1930 Berkeley Public Library at the corner, was joined with a remodeling in the Art Deco style of the old Homestead Loan Association Building in between at 2270 Shattuck Avenue creating a three building Art Deco composition along this part of the Shattuck Avenue commercial corridor.

1940s

- **100-115 Berkeley Square** Greyhound Lines Building --north and south halves (1940)
- **2108 Allstone Way** Hinkel Block (1941 remodeling)
- **2017 Shattuck Ave.** Nish & McNeill Men's **Furnishings** (1945 remodeling)
- **2281-83 Shattuck Ave.** Paul's Shoe Store (1947 remodeling)



17 west entry to Greyhound Depot



18 1941 Chamber of Commerce office

Berkeley's next big growth occurred with the entrance of the United States into World War II. Large numbers of people moved to the Bay Area to work in the many war industries, like the Kaiser Shipyards in nearby Richmond. A relatively stagnant population of the 1930s gave way to an explosion in the population in the early 1940s, as Berkeley increased in population by 40 percent. The Bay Area had entered its second "Gold Rush", only this time the rush was for government and military contracts and technological advancements.

Berkeley itself played its own role in the birth of the atomic age. The University of California Physics professor and Berkeley resident J. Robert Oppenheimer is among the persons called the “father of the atomic bomb”, for his role in the Manhattan Project, the World War II project that developed the first nuclear weapons. At the end of the decade in 1949, the element berkelium was synthesized and named, recognizing the university, thus also placing the city’s name in the list of elements.

With the demolition of the Southern Pacific Station on Berkeley Square in 1938, the block was redeveloped with a smaller railroad ticket station and office, and Greyhound Lines had a new station built at the north end of the block at the dawn of the new decade. The bus station continued in use providing intercity bus connections to the downtown until the late 1960s when work on BART began to disrupt downtown traffic circulation. The discontinued use of local streetcars in 1948, followed by the loss of commuter trains in 1958, indicated that the nature of transportation had shifted again and now focused on individual, or at least motorized transit, rather than mass rail transit.

1950s and beyond

- **150 Berkeley Square (1958-1959)**
- **2190 Shattuck Avenue, J.C. Penney Co. (1955)**
- **2119 Shattuck Avenue, The Luggage Center (1959)**

The immediate post-World War II years brought moderate growth to Berkeley, as events on the University of California campus began to build up to the recognizable activism of the 1960s and 1970s. Today, Berkeley is strongly identified with the rapid social changes, civic unrest, and political upheaval that characterized this time period. By comparison, the 1950s were fairly calm.

In the decade following World War II, the American public further intensified its love affair with the automobile. By the 1950s, America, and California in particular, had become a car-oriented society. This aspect of American culture is reflected in the architecture and resource types of the contemporary period. The abandonment of urban downtown environs like Berkeley’s Shattuck Avenue corridor led to an increasingly suburban population in both the Bay Area and the United States. Suburban housing tracts were characterized by prominent, attached two or three car garages. Commercially, the post-World War II period is characterized by the proliferation of fast food chains and other quick service, car-oriented establishments. Major and minor strip mall shopping centers sprung up to serve outlying residential areas, attracting additional residential and commercial development outside of the Downtown core.

Although twenty-one years had passed between the 1929 and 1950 Sanborn maps, the pattern of commercial development during this period had remained fairly consistent along Shattuck Avenue. The most notable change was the increase of automotive-related businesses throughout the greater downtown area including: gas stations, garages, repair shops, new car sales, used car sales, parking lots, auto body shops, and tire services. Most of these automobile-related businesses provided their services at the fringes of the downtown commercial corridor, along Oxford Street, on Shattuck Avenue south of Durant Street, and on University Avenue west of Shattuck Avenue.

In the late 1950s, the downtown began to stagnate with the decline of its focus as a major mass transit hub. The Greyhound station and the local bus lines provided transit options, but the automobile continued to lead Berkeley to a more suburban commercial environment. After World War II a steady rise in population continued, as people returned or relocated to Berkeley from war-time duties. The evolution of transportation in Downtown Berkeley responded to the increase in population and expanded use of the automobile. Shattuck Avenue, as the commercial center of Berkeley, remained the main-thoroughfare. The discontinued use of local streetcars in 1948, followed by commuter trains in 1958, indicated that the nature of transportation had shifted again and now focused on individual, rather than mass transit.

In America's downtowns, like Berkeley's, one common function of the two-part commercial block was a residential hotel. First floor spaces were usually rented as retail or office spaces, and hotel accommodations often for bachelor workers, were housed on the upper floors. Although these single room occupancy (SRO) hotels were present in Berkeley since the early twentieth century, they became problematic in the 1960s. Berkeley has a number of these early multi-level residential buildings remaining throughout the downtown, from the Campanile, Nash, Central, Crail, and University Hotels/Apartments at the north end, and the Brooks Apartments and Morse Block at the south end. By the 1960s many of these residential building had deteriorated and were subject to increasing code enforcement actions, contributing to the deterioration and loss of vitality of the downtown commercial core.

By the time work began on BART with a resulting disruption of the vitality of the commercial district in the early 1970s, Berkeley was experiencing a decline in population. This decline was an echo of a larger pattern in cities across the United States. Berkeleyans specifically were responding to both rising costs of living in the Bay Area, coupled with a decline in several industries as well as accessibility to the downtown, made more difficult by the BART construction.

World War II had changed the character of the city's population and U.C. Berkeley's student body. The G.I. Bill drew many returning veterans to the University, swelling the number of students and increasing the diversity of the student body, and the campus expanded as a result. The population change was followed by a cultural shift. In the 1950s many U.C. Berkeley faculty refused the University's demands for a loyalty oath, and in 1964 the Free Speech Movement developed in opposition to the University's ban on the distribution of political literature on campus. The conflict climaxed in the People's Park crisis in 1969. Many of these events occurred on campus or just south of campus at the park, but the effects were felt in the downtown as well.

The first of the "underground newspapers," the Berkeley Barb was founded in 1965 the day after the Vietnam Day Committee's demonstration blocked troop trains in Berkeley and Oakland. Beginning in 1968, through the political agitation of the late 1960s and early 1970s, the paper was housed at 2044 University Avenue in the John Davis Building. The paper reported on leftist and student movements in Berkeley and provided work for "street people" as sellers.

KPFA, the first of the Pacifica Foundation's nationwide listener-sponsored stations, was founded in Berkeley in 1949 by Lesa Knight Thomson and others. The station was originally housed in the Koerber Building at 2050 University Avenue and moved to 2201 Shattuck Avenue, the Hinkel Building, in 1950. The station was known as a "voice of freedom" during the Cold War era and broadcast the liberal-radical viewpoint during the 1950s and 1960s Free Speech, Civil Rights, and Anti-War Movements.

Architectural Theme

Historic buildings are a primary resource for retaining information about the past. They are valued for their ability to illustrate the lifestyle, priorities, materials, tools, economic conditions, and values of people from the past. In some districts such as Berkeley's commercial downtown, the buildings share a common story, and together as a grouping, they illustrate a larger historic context about the city. The buildings in Downtown Berkeley share a commercial focus, with related entertainment and mixed-use elements. The buildings have display windows and open storefronts, as well as upstairs façade designs that provide a sense of style based on the time of the building's construction.

Architectural resources can be defined by different categories. First, a building can be of a certain "type" of building. This term can refer to the original use and/or overall construction methodology for any given structure. Second, a building can be of a certain "style" of design, which refers to the architectural finish materials, forms, and detailing. Not every building fits precisely into the commonly named groupings, but the sorting process provides a common framework and vocabulary for understanding the history of any given structure.

Commercial Building Types

One and Two-Part Commercial Blocks

In 2007 Architectural Resource Group prepared the "Downtown Survey and Context" for the City of Berkeley. They identified two major commercial building types that can be found in the downtown; two-part commercial block, and one-part commercial block, and elaborated on this below:

The bulk of construction in Berkeley's downtown occurred between the late 1870s, when the construction of the area commenced, to the 1930s when the number of buildings constructed diminished due to the Great Depression and other economic pressures. Many of the buildings from the nineteenth century were one- or two- story wood structures with small footprints. These were replaced with more substantial masonry buildings in the early twentieth century.

In 1910 the Shattuck Hotel, the city's first reinforced concrete building was constructed. There is a wide variety of commercial building types in downtown Berkeley, but the most common has been the one- and two-part commercial blocks. This versatile building type that accommodates many types of uses were built out of a variety of materials in a range of styles.

One-Part Commercial Block

The one-part commercial block is similar in form and ornamentation to the street level section of the two-part commercial block discussed next, and was essentially a subset of this type. The type developed in the mid-nineteenth century and became common in towns and cities throughout the country. The type was distinct from the one story freestanding shop with pitched roof, which was common in towns in the eighteenth and early nineteenth centuries. The one part commercial block buildings had simple box forms with flat roofs, storefronts, and ornament at the cornices. These smaller versions of the two-part block could house the needed functions and generate income but were relatively inexpensive to build. Most of these structures were used as retail stores and were often replaced with more substantial multi-story structures. Some, like the Corder Building at 2300 Shattuck Avenue, were built as one-story commercial buildings; and upper floors were added at a later date. Typically, these buildings were long and rectangular in plan with the narrow side facing the street. Grouped units, or rows of units, were also common, such as along the south side of University Avenue east of Shattuck Square. Glazed storefronts usually dominated the facade, and the wall surface above was used for signage. This configuration generally limited ornamentation to the cornice or parapet. The styles used for ornamentation were similar to those of the two-part commercial block.

Two-Part Commercial Block

Throughout the nation from the 1850s through the 1950s, the two part commercial block was the most common building type used for small- and moderate-sized commercial buildings. The type is characterized by horizontal architectural features dividing the building into two sections between the first and upper floors. The separation was often highlighted by an intermediate cornice. The distinction between the two sections often marked a change in use; the street level frequently housed public spaces such as retail stores, hotel lobbies, or restaurants. The upper floors were usually more private in nature and commonly included offices, hotel rooms, or meeting halls.

In Berkeley's downtown, two-part commercial blocks were generally two to four stories. In the early twentieth century, Neoclassical style buildings became very popular in the downtown. In addition to Classical ornamentation, these buildings had a Classical form, which consisted of the two-part commercial blocks with the addition of a prominent classical cornice or separately articulated top floor, creating a three-part vertical block representative of the parts of a classical column: base, shaft, and capital.

By the late nineteenth century, plate glass was more affordable, and storefront areas were usually filled with wide expanses of show windows.

As new businesses moved in, or existing businesses sought to improve or change their image, the storefronts were remodeled. Typical ground floor alterations to storefronts included everything from additional awnings or signage, to new siding (false stone masonry or stucco over the original fabric), to reconfiguration of windows such as covering the mezzanine lites.

Additional Building Types

A field survey within the Shattuck Avenue commercial corridor of the downtown found a broader range of building types:

- Commercial buildings with storefronts for retail/office/restaurant use (one-part)
- Commercial buildings with upper floors of apartments and/or office space (two-part)
- Commercial buildings that emulate residential forms
- Residences altered for commercial use
- Theaters (one-part buildings with two-part facades)
- Stand-alone bank and savings & loan buildings (one-part)
- Commercial/industrial buildings that are intended for car service or repair (usually one-part)

Residences altered for commercial use

There is a small grouping of mixed-use buildings on Kittredge Street that began their existence as large wood-frame residences. Their design is visible from the street and includes the three-dimensional forms, side setbacks and sloped roofs common to residential construction. The houses originally had large front yards that were used as the building site for new commercial construction. The front additions each has a rectangular footprint and meets the sidewalk in a way commensurate with the commercial types listed above.

Theaters

There are a number of historic theaters in Downtown Berkeley. Theater buildings have a slightly different façade intent than their commercial counterparts. In lieu of open storefronts and ground-floor display windows, a typical urban theater is notable for its recessed covered outdoor meeting space, marquee, blade sign(s), exterior box office, and bold façade ornamentation in the place of fenestration or other typically commercial design elements.

Banks

Historic bank buildings have a different typology from commercial buildings, based on the late-nineteenth- and early-twentieth-century design goal of providing an imposing image of security. This typology changed in the second half of the twentieth century, when branch banks became more visually accessible and suburban; however, earlier banks have a design vocabulary that spans the various eras and styles. Traditional bank buildings have ground-floor openings, but often raised bases; they often have imposing,

over-height façade features, such as columns, pillars, or arches. A typical bank is likely to include heavy or “strong” building materials, such as stone, at its street frontage.

Car Service Buildings

The development of the automobile culture created a separate typology for commercial/light-industrial buildings that were intended for car storage, sales, or service. The necessity for driveways and car-sized display windows, and the lack of second-floor car structures, created a lower, more-open building type. Large beam spans and wide-open glazing are a trait of this building type.

Design Styles

Considering the amount of expressive difference visible in downtown Berkeley, the buildings are categorized into relatively few stylistic labels. In particular, the eclectic revival styles and the Neoclassical designs allow for a great deal of architectural differentiation, with ornament such as colorful tile, decorative wood trim elements, and bas-relief. The Art Deco and Art Moderne designs also provide a striking amount of variety. In Downtown Berkeley, buildings significant for their architectural character can be identified using architectural categories. The majority of the categories below were developed by Architectural Resources Group for the City of Berkeley as a part of the Downtown Plan EIR, and are incorporated below with some minor modifications:

Victorian Era (mid-1880s through 1905)

Victorian architecture refers to designs roughly associated with the period of the reign of Queen Victoria of Great Britain—approximately the last quarter of the nineteenth century. Within this catchphrase are a number of specific styles that have some commonality and some differences. Generally, the common traits include a sense of verticality expressed in the proportions of the massing, trim, and windows and doors. Asymmetry is also an attribute of Victorian architecture; in particular, most designs from this era have asymmetrical towers, bay windows, gables, cantilevers and other projecting objects that interrupt the basic, underlying building form. Much of this era of design focuses on elaborate decorative elements. In residential construction, the various styles are built of frame construction, often platform-framed for differentiation between the first and second floor plans. This lightweight or “western” construction method slowly replaced the earlier “balloon framed” houses of the National and Italianate styles.

“Styles of the Victorian era include, among others, Gothic, Queen Anne, and Eastlake. Although each had its unique characteristics, Victorian commercial buildings were united by the profusion of ornament made possible by machine-made architectural features and the easy transportation of mass-produced items along the new transcontinental rail lines. Victorian styles allowed builders and architects great freedom in combining architectural features and materials to achieve picturesque and intricate

designs. Common character-defining features are asymmetrical facades, accentuated cornices, variety of materials, textures, and colors, carved, lathe-turned and scroll-cut woodwork, towers or turrets, bay windows, and stringcourses or intermediate cornices between floors.” (From ARG)

Shingle-style houses are also a subset of Victorian-Era residential design. These houses are recognized by their broad, gabled forms—often multiple stories or half-stories are protected by the same gabled roof. Shingle-style wall walls have cantilevers, bays, and eyebrow forms that are frequently shingled to smooth and integrate these complex articulations into the larger design. Shingle-style houses often include Neoclassical-style porch columns, window casings with pilaster trim, and heavy brackets and dentils. These motifs and materials were utilized in Berkeley and other Bay Area communities over a long period of time.

Examples of Victorian-Era Design

One large-scale commercial building in the downtown represents an altered Victorian-era design with multiple bay windows, including an original (now reconstructed) corner turret:

- **2104 Shattuck Ave.** – Francis Shattuck (1901)

There is a small grouping of mixed-use buildings on Kittredge Street that began their existence as large wood-frame Shingle-style (Victorian-Era) residences; commercial front wings were added later:

- **2117 Kittredge** – A.H. Broad House (1895)
- **2124 Kittredge** – Robert Elder House (1895)
- **2138 Kittredge** – John P. Fitzpatrick House (1895)

Classical Revival / Beaux-Arts Classicism /Neoclassical (1890-1930)

“The Classical Revival style was popular in Downtown Berkeley from the 1890s through the 1920s. The style reinterpreted Classical Greek, Roman, and Renaissance architecture and was used primarily for grand public buildings and substantial commercial buildings. Classical Revival style buildings often utilized order, symmetry, and Classical ornament and were built with a variety of materials including wood, brick, and stone.

Beaux-Arts Classicism was a more elaborate and detailed incarnation of Classical Revival. The Ecole de Beaux Arts in Paris was the preeminent school of architecture in the late nineteenth century. Many American architects trained at the school, and many others were taught by Beaux-Arts trained professors at American Universities. The Ecole promoted the Classical Renaissance tradition for city planning, building form, and ornament. The 1893 Chicago World's Fair and its famous White City popularized the style and the proliferation of the City Beautiful movement. In Downtown Berkeley

between 1901 and 1916, many of the nineteenth century Victorian-era buildings were replaced with larger Classic Revival styled masonry buildings, reflective of the city's growth and new architectural trends. The style was also used for some of Berkeley's civic buildings. Classical Revival style buildings are often characterized by:

symmetrical hierarchical facade composition; flat roof with balustraded parapet; raised basement level, often rusticated by emphasizing masonry joints, exposing mortar, and using rough-hewn stone; use of Classical Greek or Roman orders and detailing; classical ordering of windows ranging from larger on the first floor to smaller above; round arch or segmental arch openings; keystone lintels over arched doors and windows; articulated entrances; metal or cast cornice; classical moldings, dentil courses, modillions and consoles; and columns and pilasters with classical capitals." (from ARG)

Also of note is the relationship of the design of banks with the Neoclassical style. Neoclassical designs are associated with imposing and secure imagery.

Examples of Classical /Neoclassical Revival/Beaux-Arts Classical Designs

- **2105 Bancroft Way** – Masonic Temple
- **2284 Shattuck Avenue** – Morse Block
- **2225 Shattuck Avenue** – Radston's Stationery Building

Eclectic Revival (1900 - 1940)

"The California Mission, Mediterranean Revival, and Spanish Colonial styles blend the architecture of Mediterranean, Italian, Spanish, and Moorish traditions with the architecture of early California settlement. In general these revival styles sought to convey the feelings and associations of early California Spanish settlement, specifically Spanish and Mexican forms. The Mission Revival was popularized by the California Building at the 1893 World's Columbian Exposition in Chicago, and the Spanish Colonial Revival was employed at the 1915 San Diego's Panama-California Exposition.

Although often identified with Southern California, the styles were also frequently used in Northern California. They suited the warm California climate and became a favorite building idiom in the 1920s. Though the designs drew on non-American sources, this revival style is an American creation. Character-defining features include:

red clay tile roofs; curvilinear gables; smooth-stucco exterior walls (usually painted white); arched openings; balconies and balconets; wrought-iron ornament; terra-cotta ornament; and colorful tile work." (from ARG)

Example of Mission Revival Design

- **2124 Center Street** – Mikkelsen & Berry Building (1902)
- **2260 Allston Way** – Shattuck Hotel (1909)

Example of Renaissance Revival Design

- **2161 Shattuck Avenue** – Wright Block (1906)

Examples of Mediterranean-Revival Designs

- **2277 Shattuck Avenue** – Hezlett’s Silk Store (1925)
- **2323 Shattuck Avenue** – Fidelity Guaranty Building & Loan (1925)
- **2104 Addison Street** – Mason-McDuffie Realty (1928)

Some buildings started as earlier styles, and were altered in this era

- **2177 Shattuck Avenue** – F.P. Foss Company (Built 1895; remodeled 1926-28)
- **2142 Center Street** – Thomas Block (Built 1904; remodeled 1925)

Example of Venetian Gothic Design

- **2008 Shattuck Avenue** – Heywood Building (1917)

Art Deco and Art Moderne (1925-1945)

“The typical ornamentation of commercial blocks in Berkeley changed again between the two world wars. Styles such as Art Deco and Art Moderne, which were inspired by European modernism, became popular. Art Deco derived from the 1925 Exposition Internationale des Arts Decoratifs and Industriels Modernes in Paris. The style was used for exterior and interior ornamentation and product design and utilized geometric forms, stylized ornament, and an overall vertical emphasis. Art Deco buildings usually had flat roofs surrounded by parapets, often with crenellation-like molding extending past the roofline. Additional architectural detail was focused on door and window surrounds and was generally composed of contrasting materials such as terra-cotta, glass block, and various metal panels and grills. The style was popularized in Berkeley, and the United States as a whole, by Depression-era relief projects, such as those completed by the Works Progress Administration (WPA). In Berkeley the style was applied to commercial buildings in the 1920s, 1930s, and even early 1940s. Typical character-defining features of Art Deco buildings are: overall vertical emphasis; angular geometric forms and lines; polychromatic decorative glass, glazed brick, or tile; chevron molding; decorative geometric panels and grills; stylized floral and animal patterns; decorative parapet; decorative cornice; ornamentation at windows and doors; and low-relief ornamentation.” (from ARG)

Examples of Art Deco Design

- **2090 Kittredge Street** – Berkeley Public Library (1931)
- **2274 Shattuck Avenue** – United Artists Theater (1931-32)
- **2115 Kittredge Street** – California Theater (Built 1914; remodeled 1930)

Streamline Moderne (late 1930s into the 1940s)

“The Streamline Moderne... style was influenced by the simplicity of the International style and industrial design aesthetics. Curved walls, trims, and railing; smooth wall surfaces; and horizontal bands suggested motion and speed. The style was not as popular as Art Deco in Berkeley. Design features of Streamline Moderne buildings often include:

asymmetrical facade; smooth surfaces such as stucco or masonry; rounded corners; flat roofs; glass block; metal sash windows; horizontal bands suggesting speed and motion; and nautical references such as "porthole" windows and metal railings.” (from ARG)

Examples of Streamline Moderne Design

- **100-115 Shattuck Square** – Greyhound Bus Depot (1940-41)
- **2108 Allston Way** – Hinkel Block (1941 remodeling)

Significance and Architecture Type and Style

When a building illustrates a story of the events, aesthetic values, or patterns important to a community it can be considered historically significant. Buildings can be significant for their rarity, utility, beauty, associations, or an ability to convey other important associations. Although significance can relate to larger community themes, architectural significance is identified when a building distinctly represents a particular style, building type or historic material, and, therefore, illustrates through its appearance alone the artistic and practical values of the community. Individually architecturally significant buildings and structures represent excellent composition, proportions, detailing, and materials, and often are a reflection of their original designers' body of work.

In a historic district, the individual architectural significance of a building may be less critical than how its design works as a piece of a larger design context. Repetition of elements, density of building footprints, patterns of the development of blocks and streetscapes work in concert, lifting the significance of one building due to its association with the larger grouping.

Key architectural features that affect the overall urban design of a district include setbacks, continuity of materials, and building massing, scale, and size. In a district like that in the downtown Shattuck Avenue area, a limited number of building styles and types predominate, and the structures that demonstrate those patterns are significant for their contributions to the overall character of their surroundings.

Integrity of Design in a Historic District

Often in a commercial historic district, there is a strong visual presence of historic materials and design at the upper façades, and major alterations at the ground floor storefronts. The ground floor alterations can cause a building to lose its ability to convey its history on its own. However, if the tenant improvements are framed by the historic fabric, and the historic design of the upper facades remains readable, the altered building façade might retain adequate integrity to bridge the streetscape in the larger context.

Critical elements that convey the continuity of historic design include the proportion of walls to windows, the rhythm and placement of windows within the larger configuration, the wall materials, the detailing of cornices, trim, and other decoration. If the scale and materials of the ground-floor storefronts maintain the scale and palette of the overall historic composition, or are easily reversible, the building can be considered to have adequate integrity to serve as a contributor to a district.

Architects and Builders

The following architects and buildings constitute many of the individuals involved in the building of the downtown commercial center. As more information is generated about specific individuals, the significance of their works in Berkeley can be better understood in the context of both their work and that of their peers.

Broad, Alphonso Herman

Alphonso H. Broad (1851-1930) was an Architectural Designer and Building Contractor. Born in Maine on a farm, he first arrived in Berkeley in 1877. He initially started out as a carpenter, but by 1880, he was working as a building contractor and designer, in the 1900s working as famed local architect Bernard Maybeck's contractor. Broad was known throughout Berkeley and Oakland for his Eastlake-style cottages (his earliest surviving work is the William Clark residence from 1883). His best known structure is the City of Berkeley Landmark George Edwards House, a two-story Queen Anne residence commissioned by local lawyer George Edwards, who served with Broad on the City of Berkeley's Board of Trustees.

Broad served as Town Marshal and Superintendent of Streets, and constructed an underground sewage system to improve Berkeley's sanitation. He was the superintendent of reconstruction of Berkeley schools damaged by the earthquake. He was also an amateur artist, self-taught in the Barbizon school of plein-air painting, specializing in California and New England landscapes. Broad, wife Julia, and their two daughters resided at 2117 Kittredge St. from 1907-1915, and the house remained in the family until 1962.

Balch and Stanbery, Architect and Engineer

Balch and Stanbery, Architect and Engineer (also Architects-Engineers) was a Los Angeles partnership of Architect Clifford A. Balch (1880-1963) and Engineer Floyd Edgar Stanbery (ca . 1892-1949) between the late 1920s and late 1930s. The firm specialized in movie theaters, most in Southern California, including the Fox Coast Theatres, as well as several in Northern California, including United Artists Theatre in Berkeley remodel, the Bob Hope Theatre in Stockton, and the Visalia Fox Theatre.

Clifford A. Balch was born in Minnesota, the son of a carpenter. The Balch family moved to Pasadena, California in the early 1890s. Following the death of his father in the early 1900s, Balch worked as a residential architect to support his mother and three younger brothers before marrying Pearl Payne, with whom he had two daughters.

Balch was well known as a designer of theaters. As part of the firms Walker and Eisen, Balch and Stanbery, in partnership with his brother William Balch, and as a sole practitioner, he was responsible for over 20 classic Art Deco-style theaters across California and Nevada, including the United Artists Theatre in Berkeley remodel and the Four Star Theatre Building and the El Rey Theatre in Los Angeles.

Cornelius, Albert W.

Albert W. Cornelius was a San Francisco architect who specialized in theaters in the late 1800s and early 1900s, incorporating all of the latest trends at that time in theater construction. Albert W. Cornelius was born in Halifax, Nova Scotia and immigrated to the United States at the age of 16, first appearing in East Bay directories in 1892. Cornelius worked initially as a house builder in Alameda and Oakland in the late nineteenth and early twentieth centuries. He worked with architect John Conant frequently during this time, likely training under him.

Beginning in 1907, Cornelius is listed in San Francisco directories as an architect, with an office on Kearny Street, and in 1908, he received his architect's license from the State of California. Cornelius remains best known for his theater designs, many of which still exist in Northern and Central California. His designs include the California Theatre in Richmond and the Fox Theater in Salinas. His designs were featured in an article in *Architect and Engineer* titled "Development of the Moving Picture Theater," published in 1915.

Day, Clinton

Clinton Day (1847-1916) was born in Brooklyn and moved to California when he was eight years old, where his father became a senator and trustee of the College of California, which later became University of California Berkeley. Day attended the College of California while it was still in Oakland and made his home in Berkeley at the age of 31. As a highly regarded architect, he designed many of the buildings on the Berkeley campus. Some of his best known buildings were the Golden Sheaf Bakery, UC Berkeley Agriculture Building and Budd Hall in Berkeley, the Treadwell Mansion in Oakland, the Stanford Memorial Chapel, and Gump's in San Francisco.

Hertzka, Wayne Solomon

Wayne Hertzka was born in 1907 in Spokane, Washington. He received his Master of Architecture from MIT in 1956, although prior to this he was a registered architect in California. He, like his business partner William H. Knowles, served as the President of the Northern California chapter of the AIA. Hertzka died in 1973, which prompted the retirement of Knowles from their firm in 1974.

Hudspeth, John

John Hudspeth was an Oakland based architect who is attributed with the design of the 1941 Greyhound Lines Depot building in Berkeley Square. His work is not well known, although he is attributed with substantial wartime structures in the Alameda shipyards. University of California commissions include the Engineering Field Station Headquarters, Richmond, and the Russell G. de Lappe addition to Hesse Hall on the Berkeley campus. He has been identified as one of the architects used by Mason-McDuffie Co. in their real estate development projects. He was the architect of Berkeley's 1959 Alameda County Courthouse.

Knowles, William F.

William F. Knowles was born around 1875, and educated at Stanford University, from which he received a degree in engineering. He initially found employment as a draftsman for architect Clinton Day in the mid-1890s, but by 1897, Knowles had opened his own firm. In 1901, Knowles received his license to practice architecture in the State of California. He is primarily known for his residential architecture, especially those in San Francisco's Pacific Heights neighborhood. Examples of his work were frequently featured in *Architect and Engineer* magazine.

Knowles, William Howard

William Howard Knowles was born in San Francisco in 1909, and was educated at the University of California Berkeley (1930) and received his Master of Architecture from MIT in 1932. A member of the American Institute of Architects, Knowles would go on to serve as the Secretary-Treasurer of the Northern California Chapter from 1942 to 1943, and as its Director from 1945 to 1949. Knowles formed a partnership with Wayne Solomon Hertzka in 1932, and together the firm designed several BART stations in San Francisco as well as buildings on the UC Berkeley campus. Knowles retired from the firm in 1974, and died in 1998.

Masten & Hurd

Masten and Hurd, Architects operated in San Francisco 1919-1959, becoming Masten, Hurd, and Gwathmey in 1959. Among their many projects were Cabrillo College, Watsonville (1961), Foothill Junior College, Los Altos Hills (1960-62), VA Hospital, Fresno (1949), and UC Berkeley buildings in the 1930-1950s.

Charles Franklin Masten, Sr., was born in 1886. Masten earned his Bachelor's degree from the University of California in 1912, and a Master's one year later. He also trained at the California School of Arts and Crafts in Oakland. He worked as an inspector for John

Galen Howard in San Francisco in 1914 and 1915, and was an instructor at the U.S. Art Training Center in France in 1919 at the end of World War I. When he returned from France, Masten initially established his own architectural practice in February of 1920, and designed the Kezar Stadium in San Francisco's Golden Gate Park. Masten was the sole practitioner in the firm from 1921 until 1924, when he joined up with Lester W. Hurd. Masten partnered with Lester Hurd beginning in 1924 for the remainder of his career.

Lester W. Hurd was born in 1894 and was raised in the East Bay, and after graduating from the University of California he attended the École des Beaux Arts in Paris. He also served in World War I, as a Captain in the U.S. Army Corps of Engineers in Europe from 1917 until 1919. He received his license to practice architecture in California in 1922.

Mohr, George L.

George L. Mohr (1872-) was born in New York State, and is listed on the 1910 Census as a house builder. Responsible for the Acheson Physician's Bldg., as well as the Bonita Apartments at 1940-44 University Ave., William Such Bldg. at 2171 Alston Way, Heywood Apartment Bldg., 1921 Walnut St., the Campanile Hotel as well.

Plachek, James L.

James William Plachek was born in 1885, in Illinois, to Czechoslovakian immigrant parents. At the age of 15, he began an apprenticeship as a draftsman under Chicago architect J. E. O. Pridmore, and then went on to study engineering. Following the 1906 San Francisco Earthquake, Plachek, along with several others, was sent to San Francisco by the Mayor of Chicago to study the effects of the devastation. Under this directive, Plachek worked with William Weeks, the State Department of Architecture in Sacramento, and the City Architect's Office in San Francisco. In 1912, Plachek received his certificate to practice architecture, and he moved to Berkeley to set up his own firm.

Until his death in 1948, Plachek was active in Berkeley civic life, and designed and executed a multitude of Berkeley buildings, including the Heywood Apartments at 2119 Addison St., the UC Theater at 2036 University Ave., the Plachek Building at 2014 Shattuck Ave., the Stark and Central Hotels, and the Berkeley Public Library.

Ratcliff, Walter H.

Walter H. Ratcliff, Jr. (1881-1973) was a long-time Berkeley resident and considered one of Berkeley's most prominent architects. He was educated at the University of California, Berkeley, graduating in 1903. He was a principal in his own firm beginning in 1909. His notable projects include the Berkeley Day Nursery, Frederick H. Dakin Warehouse (1906), several UC Berkeley buildings, and an extensive portfolio of commercial and residential buildings located throughout Berkeley. Ratcliff also has the distinction of having been the only person ever named as the City of Berkeley's Chief Architect.

Sibbert, Edward F.

Architect Edward F. Sibbert was born in Brooklyn, New York, in 1889. He began his education at the Pratt Institute studying structural engineering for two years in 1919. He then attended Cornell University, graduating from the architectural program in 1922. He found work following graduation as a draftsman for W.T. Grant and Company, a retail dime store. In the mid-1920s, Sibbert relocated to Miami where he found work in the Florida land boom of the 1920s. When a Hurricane and the real estate bubble ended the building boom, Sibbert moved back north to Brooklyn.

He designed the Kress Stores in Bakersfield and Berkeley in the early 1930s, and the Van Amberg Building in Alhambra, California in 1923.

Snyder, Edwin Lewis

Edwin Lewis Snyder (1887-1969) was an architect who pioneered the Spanish Colonial Revival style in architecture, working primarily in residential but designing other major commercial/institutional buildings such as Berkeley's 1927 Roy O. Long Co. Building and the 1930 Community YWCA building. Born in Stockton, CA, he graduated from the University of California, Berkeley in 1909, and practiced locally until moving his practice to Carmel-by-the-Sea in 1942, where he maintained his practice until retiring to Lodi in 1961.

Miller & Pflueger

The firm was a partnership of James Miller and Timothy Pflueger

James Rupert Miller (1869-1946), Architect. Born in Canada, naturalized in 1890 in San Francisco, after immigrating to the US in 1878. Resided in Burlingame with his wife, Florence, whom he married around 1912. He worked as a draftsman for several San Francisco architecture firms prior to the turn-of-the-century. Worked as a Principal in his own firm 1902-06, partnership with George De Colmesnil 1906-13, apprentice with firm named Timothy Pflueger hired in 1907 and worked his way up to become partner in 1923 with Miller, Miller and Pflueger partnership 1923-1937 when Miller retired. Notable buildings included the Fairmont Hotel in SF (1902-07), Oregon State Capitol building in Salem (1930), several theatres in Bay Area.

Timothy Ludwig Pflueger (1892-1946), Architect. One of five brothers born to August and Attilee, German immigrants. Never married, and failed to graduate from high school, only reaching the eighth grade in 1906. Attended night classes at the SF Architectural Club while apprenticing for Miller and De Colmesnil. Training based firmly in the Beaux-Arts style. Together with Miller, designed some of SF's most notable office buildings of the 1920s, and independently designed the Top of the Mark Lounge at top of the Mark Hopkins Hotel (1940), Union Square parking garage (1942) and I. Magnin stores in California, and served as Design Consultant of the Bay Bridge.

Stone & Smith

Stone & Smith was an architectural partnership between Louis Stone and Henry Smith. Louis S. Stone was born in San Francisco in the 1870s. He married Emma Mills, and the

couple initially resided in San Francisco before later moving to the East Bay. Stone was a partner in the firm of Aston and Stone before 1890, and then partnered in the firm of Stone and Munson from 1890 until 1894. At the turn of the century he worked and partnered with Henry Smith, but when the partnership dissolved, he opened his own firm with offices in both Stockton and Oakland in 1909. In 1908, Stone was listed as an Architectural Editor of the industry publication *Architect and Engineer of California*. In October 1918, it was reported in *Western Architect* that Louis S. Stone was working with the Young Men's Christian Association to help rebuild France following the end of World War I. Stone went on to have a prolific career during the early decades of the twentieth century in California schoolhouse architecture, according to *The Architect and Engineer of California*.

Henry C. Smith was a native of Santa Clara County, born and raised in nearby Evergreen, a community on the outskirts of San Jose that his father had co-founded. Henry had spent eight years in Pennsylvania, studying architecture at the University of Pennsylvania and being mentored by James H. Windrim of the firm James H. Windrim & Son. He returned to San Francisco, and eventually became known as the “hillside architect” for his ability to nestle homes into the hilly terrain of San Francisco.

Smith was a prolific and influential architect in the San Francisco Bay Area and throughout California. He was awarded the prize for his schoolhouse designs at the 1915 Panama-Pacific Exposition, which led him to design over 125 schools and public buildings throughout California. Many of his private residential homes still exist in San Francisco's Pacific Heights, Russian Hill, Nob Hill, and Presidio Heights. He was an early proponent of Mission Revival architecture in California and Arts and Crafts architecture, and had a diverse and eclectic capacity to work in both classical styles and the many revival styles popular in the 1920s and 1930s.

The partnership between Stone and Smith operated out of San Francisco for a brief period of time during the initial years of the twentieth century. Other Berkeley works included apartment buildings and single family residences. The firm also designed several Berkeley school buildings, none of which exist today.

Thomas, John Hudson

John Hudson Thomas (1878-1945) was born in 1878, in Nevada, and moved to the San Francisco Bay area as a young child. He obtained an undergraduate degree in 1902 from Yale University, and earned a graduate degree in architecture from the University of California Berkeley in 1904.

Thomas interned under John Galen Howard immediately out of school until 1906, after which he partnered with George Plowman starting in 1907. Together, the partnership produced over 50 residential buildings in the next few years in the Arts and Crafts style. Thomas established his own practice in 1910, and his firm was one of the first occupants of the Studio Building located on the corner of Shattuck and University Avenues, and the home of the Berkeley Arts and Crafts School. He continued his firm until his death in

1945, producing a large portfolio of mostly residential work in Berkeley and the East Bay.

Wharff, William

William Wharff was a prominent Berkeley architect during the early twentieth century who also designed the Masonic Temple in Downtown Berkeley. William Hatch Wharff was born in Maine in 1836. He never received any formal architectural training, but rather learned carpentry from his maternal uncle, Hiram Hatch. In 1860, he became a master carpenter and his uncle's business partner. The Wharff family moved to San Francisco in 1875. The 1880 Census shows Wharff to be an architect, although San Francisco city directories list him as a draftsman with an office on Pine Street. In 1890, he is listed as both a contractor and a builder. The majority of Wharff's pre-1906 buildings in San Francisco were destroyed by the 1906 San Francisco Earthquake and fire.

Wharff moved across the Bay to Berkeley in 1899, and his career expanded in his later years as the demand for his services in Berkeley grew. Wharff lived to be 99 years old, becoming for a time the oldest living Mason (in 1905, he designed their new headquarters prior to his work on the Chase Building), as well as the oldest living Civil War veteran in the United States, passing away in 1936.

Yelland, William R.

Architect William Raymond Yelland was born in Saratoga, California, in 1890. His father was a prune rancher, and the family lived on their ranch in Santa Clara County. His mother was a physician who received her degree from the University of California in 1886. Yelland graduated from the University of California with a B.S. in Architecture in 1913, when John Galen Howard was the program's director. He then spent a year at the University of Pennsylvania. During World War I, Yelland was stationed in France, and his time spent there influenced his architectural esthetic. Yelland is believed to have worked in the offices of Bernard Maybeck and Walter Ratcliff after graduation.

Licensed in California in 1916, Yelland joined the Oakland office of Miller and Warnecke in 1920. By 1924, he had set up an independent practice in Oakland, where he remained based for his career. He is famous for his many whimsical "storybook" style designs (sometimes also called Romantic Revival), which featured elements of brick, balconies, fanciful décor, and large fireplaces. This style is typically found in residential architecture, rather than commercial. Yelland is also noted for designing Berkeley's Normandy Village building on Spruce Street in 1927.

Methodology of Cultural Resource Management

Preservation of the nation's heritage has long been part of the national purpose. Since 1966, when Congress called upon the Secretary of the Interior to give maximum encouragement to state governments to develop statewide historic preservation activities, the National Park Service has developed methodologies for preservation

planning that are outlined in a number of published briefs, primarily within the *Secretary of the Interior's Standards and Guidelines for Archeology and Historic Preservation*.

General Framework

This study is being conducted within the framework of the *Guidelines of the California Environmental Quality Act and California Register of Historical Places*, along with criteria and guidance provided by the National Park Service. The definition for what constitutes historical significance must be based on consistent criteria. Survey standards developed by the National Park Service provide the framework for the broad activities undertaken within the field of Cultural Resource Management.

The underlying reason for undertaking a survey to identify a community's historic resources and districts is the recognition that such resources have value and should be retained as functional parts of modern life. The historic resources of a community give it its special character and cultural depth.

To make effective use of historic resources, to respect their value and extend their lives, it is necessary to integrate historic preservation into community planning. A historic resources survey such as the Shattuck Avenue Commercial Corridor Historic District Study helps define the historic character of an area and that can provide the basis for making sound judgments in community planning. Survey data is used to identify the historic, cultural, aesthetic, and visual relationships that unify and define a district of historic buildings, and to establish policies, procedures, and strategies for maintaining and enhancing them.

A historic district prepared and adopted by the community and its planning agency, should provide a basis for integrating survey information with other planning data; it should be an important part of comprehensive community planning. It can establish priorities for dealing with historic resources within the framework of existing local planning programs and present specific recommendations for meeting these priorities.

The conduct of a district survey and the designation of a historic district can also facilitate cooperation among local, State, and Federal government agencies in both preservation and community development activities. Establishment of historic districts can help a local government such as the City of Berkeley qualify to participate in Federal historic preservation grants-in-aid programs, upon certification by the State Historic Preservation Officer and the Secretary of the Interior. It can also serve as a basis for use of Federal Investment Tax Credits to stimulate rehabilitation of historic buildings. It can also help a local government carry out the historic preservation review responsibilities delegated to it by federal agencies and it can simplify environmental review of Federal agency projects and assistance programs in the community.

The National Park Service and the California State Office of Historic Preservation have developed guidelines for surveys and the preparation of historic context statements within a number of publications and online instruction sets, including but not limited to:

- National Park Service: National Register Bulletin No. 15 *How to Apply the National Register Criteria for Evaluation*
- National Register Bulletin No. 16A *How to Complete the National Register Registration Form*
- National Register Bulletin No. 16B *How to Complete the National Register Multiple Property Documentation Form*
- National Register Bulletin No. 24 *Guidelines for Local Surveys: A Basis for Preservation Planning*
- State of California, Office of Historic Preservation *Instructions for Recording Historical Resources, 1995*
- State of California, Office of Historic Preservation *Writing Historic Contexts*
- State of California, Office of Historic Preservation *Preferred Format for Historic Context Statements*

Project Methodology

The historic context statement was developed based on research conducted at the offices of the City of Berkeley's Planning and Development Department, Berkeley Public Library Central Library Reference Services, University of California College of Environmental Design Library, Berkeley Architectural Heritage Association archives, and Alameda County Clerk-Recorder's Office. Primary sources consulted include official reports and records, newspaper accounts, building construction records, personal narratives, historic maps, and historic photographs.

The context statement draws upon a number of local history publications focused on Berkeley's history and architecture, detailed later in this report under **Sources of Information**. Additionally, prior survey work conducted by the City of Berkeley, its consultants, and local community members over the years have been reviewed and inventories, as well as work by outside consultants pertaining to specific development proposals.

The staff of Archives & Architecture also conducted a field survey in December 2014 through April 2015, photographing each property from the public right-of-way, and taking detailed notes on the architecture and character-defining features. The note-taking included evidence of alterations and other changes to original building fabric.

DPR523 series forms were prepared for all properties within the prospective district boundaries. These forms are a state-developed format for recording historic information. They comprise a single system for documenting the full range of values present in a given location. The kinds of resources that merit recordation and the different levels of information that may be appropriate to gather about them are established within a set of guidelines that have been prepared by the State of California and are available from the Office of Historic Preservation, called *Instructions for Recording Historical Resources*.

Contributing properties to the historic district are recorded and evaluated on DPR523A forms (Primary Records), and DPR523B forms (Building, Structure and Object Records), with related DPR523L forms (Continuation Sheets) added as appropriate. Non-Contributing properties are recorded on Primary Records only, and properties that have been evaluated within the past five years are provided with DPR523 Update sheets.

Evaluation

Naming

The proposed historic district is titled **Shattuck Avenue Downtown Historic District**. The naming reflects the focus on the downtown aspects of Shattuck Avenue corridor, included related properties nearby on University Avenue, Addison Street, Center Street, and Kittredge Street.

Period of Significance (1895-1958)

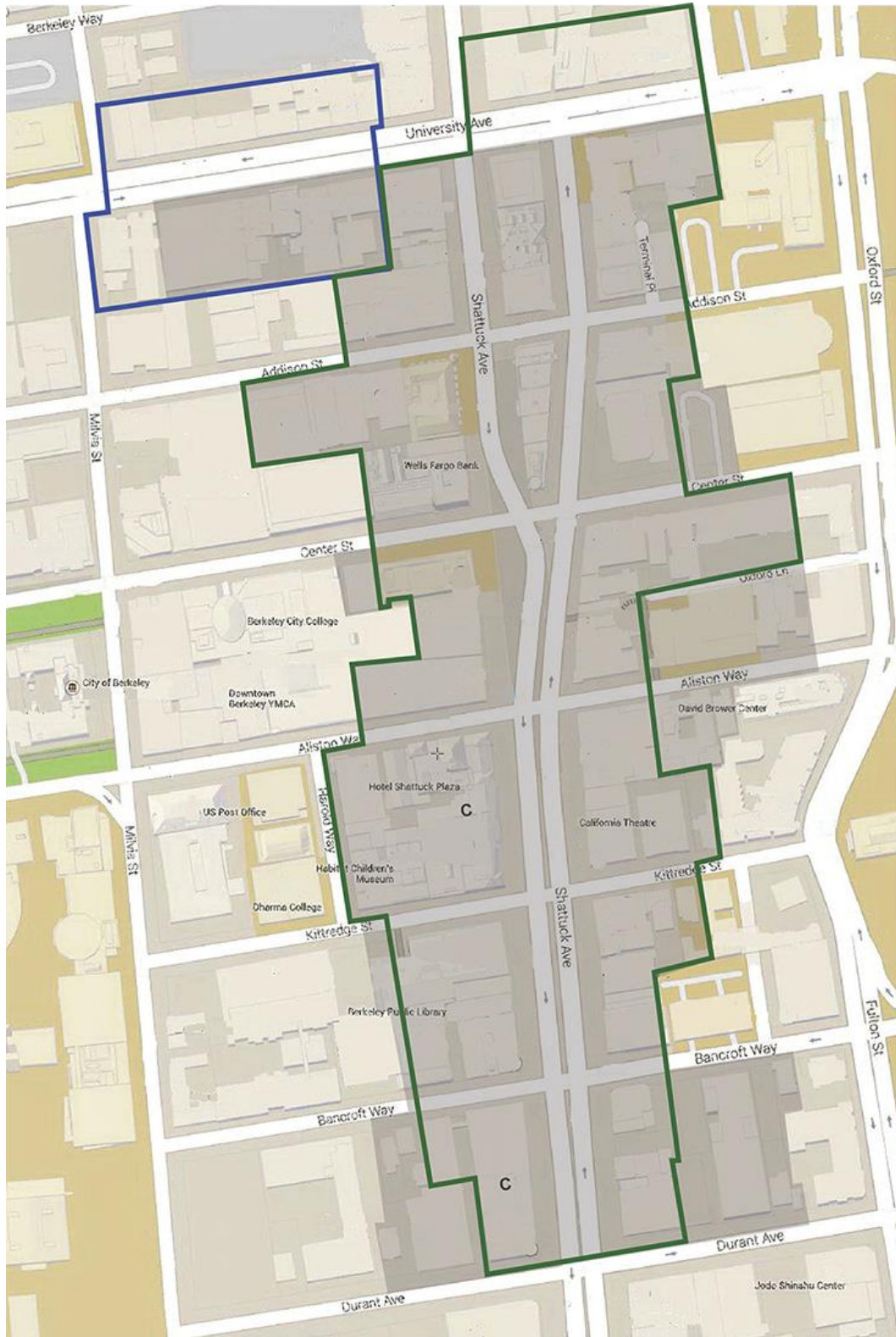
The period of significance identified from the historic context of the study area ranges from 1895, the date of the oldest extant building within the district, to 1958, the year of heavy rail was removed from the downtown and the commercial district began a short period of decline.

District Boundaries

The proposed Shattuck Avenue Downtown Historic District boundaries are delineated on the map on the following page. The map shows both the study area generally defined as the shaded area, and the proposed district boundaries in green that are within a sub-area of the original study area. Properties that had been included within the study area on Durant Avenue and Allston Way east of Shattuck Avenue were not included as their did not maintain a primary relationship with the commercial center during their historical development, or do not adequately represent the period of significance (1895-1958).

Properties on the north side of University Avenue between Shattuck Avenue and Walnut Street were included as they have a clear connection to the properties across University Avenue between Shattuck Avenue and Oxford Street. These properties include those that are a part of the Acheson Commons Project.

Properties along the south side of University Avenue between Shattuck Avenue and Milvia Street were not included as there is too great of a discontinuity between the Shattuck Avenue commercial corridor mostly due to a lack of integrity of key buildings along this frontage near Shattuck Avenue. However, they have a direct relationship to the properties to the north which they face. This area is outlined in blue to represent the potential for future investigation and registration within the larger context of University Avenue beyond this block as a gateway corridor to the University Campus and the downtown.



19 Proposed district boundaries in green. Blue outlines potential historic district contributors.

Western Boundary

The western boundary of the Shattuck Avenue Downtown Historic District splits the blocks between Shattuck Avenue and Milvia Street. Milvia Street has a distinctively different visual character and historic pattern of development than Shattuck Avenue. The density of the building placements is different, and the uses of the buildings are not as commercially oriented. There are a proportionately higher number of office buildings, surface parking areas, and multi-family residential complexes. The majority of these buildings are of late-twentieth-century design and very few provide display windows at the sidewalks or other pedestrian-scale commercial interface. Also facing Milvia Street is a group of historic buildings that are contributors of the Civic Center Historic District. This historic district has an established boundary that splits the blocks between Shattuck Avenue and Milvia Street between Center and Kittredge Streets. The district, however, has a similar period of significance in the story of Berkeley's downtown history.

Southern Boundary

The southern boundary of the Shattuck Avenue Downtown Historic District is Durant Avenue. This boundary is historically quite clear, although the introduction of angled parking in the 1970s from Allston Way southward has visually blurred the boundary somewhat. Durant Avenue is a dividing line between the older urban core and the later automobile-orientated uses that spread out from the core along Shattuck Avenue and other commercial corridors such as University and San Pablo Avenues. On Durant Avenue, and south of Durant along Shattuck Avenue, the majority of the structures are modern in style; one-story automobile showrooms and repair shops, with sometimes with on-site parking available. Within this area to the south are many very distinctive historic resources, including the 1911 Morrill Apartments at 2429 Shattuck Avenue, and the 1905 Baker Building at 2484 Shattuck Avenue, both City of Berkeley landmarks. This area is less dense, and the resources are considerably less tied to the area farther north along Shattuck Avenue within the historic district. The Hustead's Tow building at 2037 Durant Avenue and what is now the Toyota building, at 2110-12 Durant Avenue, illustrate this later change in design and focus. The Jodo Shinshu Center to the east of the Toyota dealership at 2140 Durant Avenue, built in 1930 as Howard Automotive Company, and now a City of Berkeley landmark, is also thematically associated with the auto-oriented development south of Durant Avenue.

Eastern Boundary

The eastern boundary of the district is less clearly defined in terms of specific boundaries; there is a distinction between the commercial properties related to the Shattuck Avenue commercial corridor, and the University-oriented properties along Oxford/Fulton Street. The interstice is not a straight north-south line, as there is a mix of historic properties that meld with recent modern developments and University buildings along this side of the downtown core. Commercial activities on Center Street are like a tail to the Shattuck Avenue commercial corridor, where they serve and link pedestrian traffic to and from the University campus from the BART station. The

properties on the south side of Center Street between Shattuck Avenue and Oxford Street have responded to the pedestrian traffic with the a mix of intense commercial uses over time. The same pattern has existed historically along University Avenue at the northerly entry to the University's formal horseshoe double entrance off Oxford Street. These commercial side streets linking Shattuck Avenue to the campus have played important roles in the vibrancy of the downtown commercial area, and are directly a result of the historic transit hub in the downtown.

Bancroft Way has played a lesser but persistent role as a pedestrian corridor linking the south University neighborhoods to the downtown core area. The ground floor of the Odd Fellows Temple building at 2288 Fulton Street has responded to this connection with ground floor commercial uses, but other properties along this link near Shattuck Avenue have less of a connection to the street, and their lack of pedestrian-oriented uses has resulted in this block being transitional rather than contributing to the core commercial area, not unlike Durant Avenue, Kittredge Street and Allston Way. Addison Street east of Berkeley Square is characterized by more intense commercial activity due to a more robust pedestrian connection to the campus, but this activity has been limited by expansion of University owned buildings to the west of Oxford Street on both sides of this block.

Because of the overlapping nature of uses in the eastern part of the downtown, the boundary of a potential historic district along the Shattuck Avenue commercial corridor, although distinct in terms of changing use, is not clear-cut in terms of an easily understood edge. The inclusion of this area is important to maintaining a sense of unity in understanding the larger commercial district as a place, and the south side of Center Street and both sides of University Avenue east of Shattuck Avenue have a direct relationship to the historic district.

Northern Boundary

Consensus has not established a clear northern limit to the community's vision of the historic downtown. It was suggested in the Downtown Area Plan that University Avenue was the northerly edge of the possible historic district, inclusive of the historic properties along the south side of that street, but excluding the facing streetscape by omitting the continuation of the commercial buildings north of University Avenue.

The presence of large multi-story historic buildings like the 1923 concrete Nash Hotel at 2041 and the 1909 brick University Apartments at 2059 University Avenue on the north side of this thoroughfare, and an understanding of the framework of the early downtown that was centered on the transit yard, lends support to the argument that the blocks on the north side of University Avenue, at least between Shattuck Avenue and Walnut Street are thematically connected to the historic commercial core area. University Avenue itself does not appear to have historically created a boundary; instead, it crosses the "T" of the main downtown corridor. Many of the buildings along the north side of University Avenue have a physical dialogue with the buildings along the south side.

West of Shattuck Avenue along University Avenue, the contribution of properties to the district is less coherent, and many of these buildings have been modified at their storefronts and stripped of the original architectural features of their facades. The Downtown Area Plan identified the block on the north side of University Avenue between Shattuck Avenue and Milvia Street as a buffer area, and although populated with older buildings, they don't appear to be bound to the historic fabric of the main core area in a primary way. The contemporary intrusion of McDonalds has disrupted this connection, but this corner had lost its historic building earlier and prior to the construction of McDonalds, as the turn of the century storefront building had been demolished during the second half of the twentieth century to accommodate the construction of an automobile service station.

The south side of University Avenue between Shattuck Avenue and Milvia Street, although separated from the early train yard at Berkeley Square, remain a unified grouping of substantial storefront buildings and help anticipate the edge of the district when approaching from the west along University Avenue. Upon closer view however, storefront and façade changes in recent times along this block disrupts the sense of historic place. In particular, the large 1912 brick Campanile Hotel at 2070 University Avenue, like the 1909 University Apartments across the street, has been stripped of its original façade and storefronts as a part of multiple remodeling projects, including one as late as 1998. Contemporary modifications along this block from Citibank to the Campanile Hotel cause discontinuity between the more unified historic character of the Shattuck Avenue commercial corridor and the University Avenue streetscape .

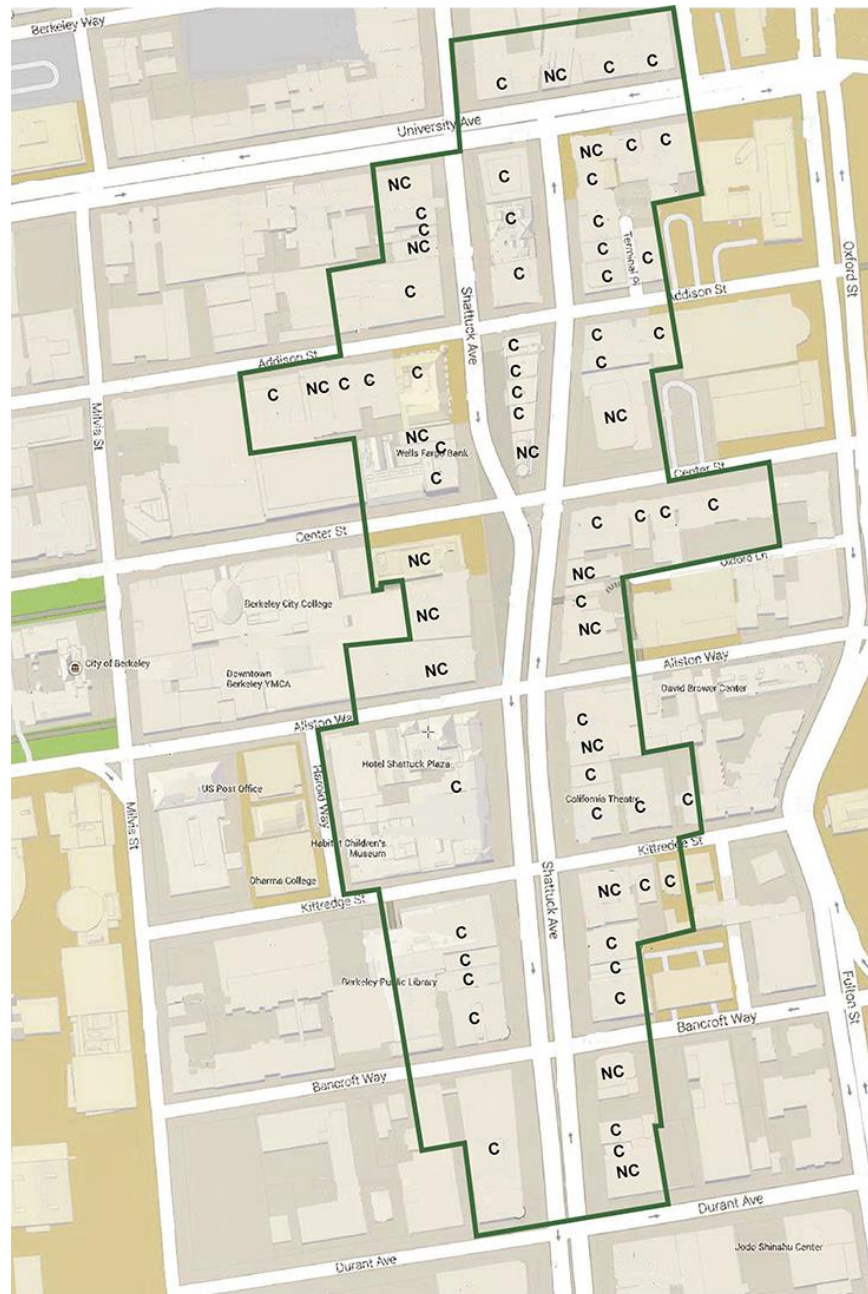
How the buildings on both sides of University Avenue west of Shattuck Avenue are treated in the future as a part of the city's continued evolution will determine whether they remain a part of the historic fabric of the larger downtown area. The recent Acheson Commons project on the north side of University Avenue has recognized the importance of maintaining historic character in the buildings that is present at the street, and lends to the argument that the historic district can span the thoroughfare and be inclusive of the space of the street itself. Similar actions must occur to the properties on both sides of University Avenue west of Shattuck Avenue to establish a historic sense of place.

Although the properties on the north side of University Avenue west of Shattuck Avenue are not proposed to be a part of the Shattuck Avenue Downtown Historic District, this adjacent area requires a continued dialog. This row of historic commercial structures, as well as that north of University Avenue along Shattuck Avenue, is a discernible and practical extension of the commercial district south of University Avenue. Their physical and historical continuity, along with their proximity to the transportation hub of the city, bridge the University Avenue thoroughfare with commercial activity that has a basis in the historic development of the core. The historic buildings on Shattuck Avenue to the north of University Avenue become less dense approximately between Berkeley Way and Hearst Avenue, and on University Avenue

west of Milvia Street. At this location, modern structures and open spaces change the visual understanding of the historic downtown commercial streetscape.

Contributors and Non-Contributors

The map below identifies individual properties as either **Contributors** or **Non-Contributors**. Each property is individually evaluated and recorded on separate DPR523 series forms which are attached to this report.



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Appendices

Appendix A: Regulatory Framework

Appendix B: DPR523D District Record (to be included as a part of formal recording and transmittal to the State Office of Historic Preservation)

Appendix C: DPR523 series forms for individual properties

Appendix C: Table of Properties

Appendix A: Regulatory Framework

City of Berkeley Policies and Regulations

The City of Berkeley General Plan Urban Design and Preservation Element calls for the preparation of historic resource surveys in order to “maintain, expand, and update the inventory of historic and cultural resources ... with particular attention to areas where development pressure is expected.” Surveys are a critical tool for providing permitting and preservation incentive information to the public, decision makers, and property owners.

The Landmarks Preservation Commission (LPC) recognizes the need to survey and designate historic resources as one of primary importance to the City’s heritage. The LPC works to develop strategies to identify and nominate individually significant properties as well as historic districts. Survey work has been conducted in the past by local non-profit history and advocacy organizations, who have researched numerous properties and provided the City of Berkeley with the results and their efforts for use in the City’s registration programs.

Title 3 of the City of Berkeley Municipal Code defines the Landmarks Preservation Commission, its purposes and duties, as well as landmark designation procedures, controls and standards as well as criteria for consideration under Chapter 3.24. Originally adopted in 1974, the City of Berkeley has found that structures, sites and areas of special character or special historical, architectural or aesthetic interests or value have been and continue to be unnecessarily destroyed or impaired, despite the feasibility of preserving them. Prevention of such needless destruction and impairment is considered essential to the health, safety and general welfare of the citizens of the City. The City of Berkeley therefore promotes the health, safety and general welfare of the citizens of the City through:

1. The protection, enhancement, perpetuation and use of structures, sites and areas that are reminders of past eras, events and persons important to local, state or national history, or which provide significant examples of architectural styles of the past, or are landmarks in the history of architecture, or which are unique and irreplaceable assets to the City and its neighborhoods, or which provide for this generation and future generations examples of the physical surroundings in which past generations lived;
2. The development and maintenance of appropriate settings and environments for such structures, in such sites and areas;

3. The enhancement of property values, the stabilization of neighborhoods and areas of the City, and the increase of economic and financial benefits to the City and its inhabitants;
4. The preservation and encouragement of a City of varied architectural styles, reflecting the distinct phases of its history--cultural, social, economic, political and architectural;
5. The enrichment of human life in its educational and cultural dimensions in order to serve spiritual as well as material needs by fostering knowledge of the living heritage of the past.

In connection with the powers and duties of the Landmarks Preservation Commission, they may:

- A. Establish and maintain a list of structures, sites and areas deemed deserving of official recognition, although not yet designated as landmarks, historic districts or structures of merit, and take appropriate measures of recognition ;
- B. Carry out, assist and collaborate in studies and programs designed to identify and evaluate structures, sites and areas worthy of preservation, and establish archives where pictorial evidence of the structures and their architectural plans, if any, may be preserved and maintained;
- C. Consult with and consider the ideas and recommendations of civic groups, public agencies and citizens interested in historic preservation;
- D. Inspect structures, sites and areas which it has reason to believe worthy of preservation with the permission of the owner or the owner's agent;
- E. Disseminate information to the public concerning those structures, sites and areas deemed worthy of preservation, and may encourage and advise property owners and members of the community generally in the protection, enhancement, perpetuation and use of landmarks, property in historic districts and other officially recognized property of historical or architectural interests;
- F. Consider methods other than those provided for in the Municipal Code for encouraging and achieving historical or architectural preservation;
- G. Establish such policies, rules and regulations as it deems necessary to administer and enforce the Chapter 3.24 of the Municipal Code, subject to the approval of the City Council.

The procedure in which the Landmarks Preservation Commission implements designation must conform to the following procedures, controls, and standards:

- A. Each designation of a landmark, historic districts or structure of merit by the commission shall include a description of the characteristics which justify its designation and a description of the particular features that should be preserved, and shall include the location and boundaries of the landmark site, historic district or structure of merit site. Any such designation shall be in furtherance of and in conformance with the purposes of Chapter 3.24 of the Municipal Code and the standards set forth.
- B. The property included in any such designation shall upon designation be subject to the controls and standards set forth in Chapter 3.24 of the Municipal Code. In addition, the said property shall be subject to the following further controls and standards if imposed by the designation:
 - 1. For a publicly owned landmark or structure of merit, review of proposed changes in major interior architectural features;
 - 2. For an historic district, such further controls and standards as the commission deems necessary or desirable, including but not limited to facade, setback, height controls, signs and public improvements.

There are five criteria to be considered for designation of historic districts:

- 1. Architectural merit:
 - a. Property that is the first, last, only or most significant architectural property of its type in the region;
 - b. Properties that are prototypes of or outstanding examples of periods, styles, architectural movements or construction, or examples of the more notable works of the best surviving work in a region of an architect, designer or master builder; or
 - c. Architectural examples worth preserving for the exceptional values they add as part of the neighborhood fabric.
- 2. Cultural value: Structures, sites and areas associated with the movement or evolution of religious, cultural, governmental, social and economic developments of the City;

3. Educational value: Structures worth preserving for their usefulness as an educational force;
4. Historic value: Preservation and enhancement of structures, sites and areas that embody and express the history of Berkeley/Alameda County/California/United States. History may be social, cultural, economic, political, religious or military;
5. Any property which is listed on the National Register described in Section 470A of Title 16 of the United States Code.

Other Registration Programs

National Register of Historic Places

The National Register of Historic Places is the Nation's master inventory of known historic resources and includes listings of buildings, structures, sites, objects and districts that possess historic, architectural, engineering, archaeological or cultural significance at the national, state or local level. As described in the National Register Bulletin How to Apply the National Register Criteria for Evaluation, a property must have both historical significance and integrity to be eligible for listing in the National Register of Historic Places.

To be significant, a property must be "associated with an important historic context."¹ The National Register identifies four possible context types, of which at least one must be applicable to the property at the national, state, or local level. As listed under Section 8, "Statement of Significance," of the National Register of Historic Places Registration Form, these are:

- A. Property is associated with events that have made a significant contribution to the broad patterns of our history.
- B. Property is associated with the lives of persons significant in our past.
- C. Property embodies the distinctive characteristics of a type, period, or method of construction or represents the work of a master, or possesses high artistic values, or represents a significant and distinguishable entity whose components lack individual distinction.
- D. Property has yielded, or is likely to yield, information important to prehistory or history.

Second, for a property to qualify under the National Register's Criteria for Evaluation, it must also retain "historic integrity of those features necessary to convey its significance." While a property's significance relates to its role within a specific historic

context, its integrity refers to “a property’s physical features and how they relate to its significance.” To determine if a property retains the physical characteristics corresponding to its historic context, the National Register has identified seven aspects of integrity:

1. Location is the place where the historic property was constructed or the place where the historic event occurred.
2. Setting is the physical environment of a historic property.
3. Design is the combination of elements that create the form, plan, space, structure, and style of a property.
4. Materials are the physical elements that were combined or deposited during a particular period of time and in a particular pattern or configuration to form a historic property.
5. Workmanship is the physical evidence of the crafts of a particular culture or people during any given period in history or prehistory.
6. Feeling is a property’s expression of the aesthetic or historic sense of a particular period of time.
7. Association is the direct link between an important historic event or person and a historic property.

Since integrity is based on a property’s significance within a specific historic context, an evaluation of a property’s integrity can only occur after historic significance has been established.

California Register of Historical Resources

The California Register of Historical Resources is the authoritative guide to the State’s significant historical and archeological resources. It serves to identify, evaluate, register and protect California’s historical resources. The California Register program encourages public recognition and protection of resources of architectural, historical, archeological and cultural significance, identifies historical resources for state and local planning purposes, determines eligibility for historic preservation grant funding and affords certain protections under the California Environmental Quality Act. All resources listed on or formally determined eligible for the National Register are eligible for the California Register. In addition, properties designated under municipal or county ordinances are also eligible for listing in the California Register.

The California Register criteria are modeled on the National Register criteria discussed above. An historical resource must be significant at the local, state, or national level under one or more of the following criteria:

1. It is associated with events or patterns of events that have made a significant contribution to the broad patterns of local or regional history, or the cultural heritage of California or the United States.
2. It is associated with the lives of persons important to local, California, or national history.
3. It embodies the distinctive characteristics of a type, period, region, or method of construction, or represents the work of a master, or possesses high artistic values.
4. It has yielded, or has the potential to yield, information important to the prehistory or history of the local area, state or the nation.

The California Historic Resource Status Codes are a series of ratings created by the California Office of Historic Preservation (SHPO) to quickly and easily identify the historic status of resources listed in the state's historic properties database. These codes were revised in August 2003 to better reflect the many historic status options available to evaluators. The following are the seven major status code headings:

- (1) Properties listed in the National Register or the California Register.
- (2) Properties determined eligible for listing in the National Register or the California Register.
- (3) Appears eligible for National Register or California Register through Survey Evaluation.
- (4) Appears eligible for National Register or California Register through other evaluation.
- (5) Properties recognized as historically significant by local government.
- (6) Not eligible for listing or designation.
- (7) Not evaluated for National Register or California Register or needs revaluation.

APN	Address #	Street	Build Date	Resource Name	District Status	Resource Listing
57-2025-5-3	2071	Addison	1905	Golden Sheaf Bakery	C	National Register
57-2023-21-3,-2	2020	Addison	1923	Stadium Garage	C	None
57-2023-23	2030	Addison	1986	2030 Addison St.	NC	None
57-2023-24	2040	Addison	c. 1895	American Railway Express	C	None
57-2023-25	2072	Addison	1922-23	Woolsey Building	NC	None
57-2034-5	2119	Addison	1906	Heywood Apartments	C	Landmark
57-2032-12	2110	Addison	1905	Underwood Building	C	Structure of Merit
57-2027-5,-7,-8,-9	2060	Allston	1909	Shattuck Hotel	C	Landmark
57-2030-1	2108	Allston	1895	Hinkel Block	C	None
57-2029-9	2105	Bancroft	1905	Masonic Temple	C	National Register
57-2032-15	100	Berkeley Sq.	1940	Greyhound Lines Building (north)	C	None
57-2032-16	115	Berkeley Sq.	1940	Greyhound Lines (south)	C	None
57-2032-17	130	Berkeley Sq.	1938	Southern Pacific Downtown Station	C	California Register
57-2032-18	134	Berkeley Sq.	1938	Southern Pacific Office	C	None
57-2032-19	150	Berkeley Sq.	1958-59	150 Berkeley Square	NC	None
57-2031-13,-14,-15	2142	Center	1904	Thomas Block	C	None
57-2031-11	2128	Center	1923	Ennor's Restaurant Building	C	Landmark
57-2031-10	2124	Center	1902	Mikkelsen & Berry Building	C	Landmark
57-2028-17-1	2090	Kittredge	1931	Berkeley Public Library	C	National Register
57-2030-9	2115	Kittredge	1914	California Theater	C	None
57-2030-8	2117	Kittredge	1894	A. H. Broad House & Storefront	C	Structure of Merit
57-2029-15	2138	Kittredge	1904	John C. Fitzpatrick House	C	None
57-2029-14	2124	Kittredge	1895	Robert Elder House	C	None
57-2019-13	2110	Kittredge	1903	Wanger Block	NC	None
57-2025-1	2000	Shattuck	1927	San Francisco Federal Savings	NC	None
57-2033-1-1	48	Shattuck Sq.	1926	Shattuck Square	C	Landmark
57-2033-3	64	Shattuck Sq.	1926	Roos Brothers	C	Landmark
57-2033-4	82	Shattuck Sq.	1926	Watkins Building	C	Landmark
57-2025-2	2008	Shattuck	1917	Hotel Central	C	None
57-2025-22	2014	Shattuck	1917	Heywood Building	C	Landmark
57-2025-4	2018	Shattuck	1910	2018-2020 Shattuck Ave.	NC	None
57-2025-5-2	2024	Shattuck	1927	BaumI Building	NC	None
57-2025-6	2036	Shattuck	1933	S. H. Kress and Company Store	C	Landmark
57-2023-1	2104	Shattuck	1901	Francis Shattuck Building	C	Landmark
57-2023-2	2116	Shattuck	c. 1938	Boudin Bakery	NC	None
57-2023-4	2140	Shattuck	1927	Chamber of Commerce Building	C	National Register
57-2025-4	2120	Shattuck	1927	Roy O. Long Co. Building	C	California Register
57-2032-5-3	2129	Shattuck	1974	Bank of America	NC	None
57-2026-2-1	2150	Shattuck	1969	First Savings Building	NC	California Register
57-2026-13	2168	Shattuck	1906	Havens Block	NC	None
57-2026-4-5	2190	Shattuck	1955	J.C. Penny Co.	NC	None
57-2028-2	2270	Shattuck	1905	Homestead Loan Association	C	California Register
57-2028-3	2274	Shattuck	1931	United Artists Theater	C	California Register
57-2028-4	2276	Shattuck	1906	Morse Block	C	Landmark/Cal. Register
55-1894-17-4	2300	Shattuck	1922	Corder Building	C	National Register
57-2034-10	2015	Shattuck	1983	Berkeley Tower	NC	None
57-2034-9	2017	Shattuck	1915	Nish & McNeill Men's Furnishings	C	None
57-2034-8	2023	Shattuck	1915	Bowles Building	C	None
57-2034-7	2033	Shattuck	1915	First Savings Bank of Oakland Branch	C	None
57-2034-6	2045	Shattuck	1906	Studio Building	C	National Register
57-2032-11	2101	Shattuck	1928	Mason-McDuffie Realty Co.	C	California Register
57-2032-10	2109	Shattuck	1909	F.D. Chase Building	C	Structure of Merit
57-2031-9	2161	Shattuck	1906	Wright Block	C	Landmark
57-2031-8	2169	Shattuck	1905	Norton Building	NC	None
57-2031-7	2177	Shattuck	1895	F.W. Foss Co. Building	C	California Register
57-2031-6	2187	Shattuck	1922	Samson Market	NC	None
57-2030-12	2219	Shattuck	1959	The Luggage Center	NC	None

57-2030-11	2225	Shattuck	1913	Radston's Stationary	C	California Register
57-2030-10	2231	Shattuck	1907	Brooks Apartments	C	Landmark/Cal. Register
57-2029-12	2271	Shattuck	1925	Tupper & Reed Building	C	National Register
57-2029-11	2277	Shattuck	1925	Hezlett's Silk Store	C	Landmark
57-2029-10-1,-2	2281	Shattuck	1904	Paul's Shoe Repair	C	None
55-1893-15-1	2323	Shattuck	1925	Fidelity Guaranty Bldg& Loan Assc.	C	Landmark/Cal. Register
55-1893-13	2327	Shattuck	1911	Blake & McGuire Grocery	C	None
55-1893-12	2333	Shattuck	1965	Union Bank	NC	None
57-2034-11	2138	University	1915-16	Ernest Alvah Heron Building	C	Landmark
57-2034-12	2154	University	1911-12	Martha Sell Building	C	Landmark
57-2046-7	2135	University	1925	MacFarlane Building	C	Landmark
57-2046-10	2111	University	c. 1911	2111 University Ave.	C	None
57-2046-9	2117	University	2004	Bachenheimer Building	NC	None
57-2046-7	2145	University	1915	S.J. Sill & Co. Grocery	C	Landmark