

State of California – The Resources Agency
DEPARTMENT OF PARKS AND RECREATION
PRIMARY RECORD

Primary #
HRI #
Trinomial
NRHP Status Code 6Y

Other Listings
Review Code

Reviewer

Date

Page 1 of 3

*Resource Name or #: (Assigned by recorder) J.C. Penney Co.

P1. Other Identifier: Walgreens

*P2. Location: Not for Publication Unrestricted
and (P2b and P2c or P2d. Attach a Location Map as necessary.)

*a. County Alameda

*b. USGS 7.5' Quad Oakland West Date 1993 T ; R ; Mount Diablo B.M.

c. Address 2190 Shattuck Ave. City Berkeley Zip 94704

d. UTM: (Give more than one for large and/or linear resources) Zone 10S; 564324mE/ 4191586mN

e. Other Locational Data: (e.g., parcel #, directions to resource, elevation, etc., as appropriate)

Assessor's Parcel Number: 57-2026-4-5;

Northwest corner of Shattuck Avenue and Allston Way.

*P3a Description: (Describe resource and its major elements. Include design, materials, condition, alterations, size, setting, and boundaries)

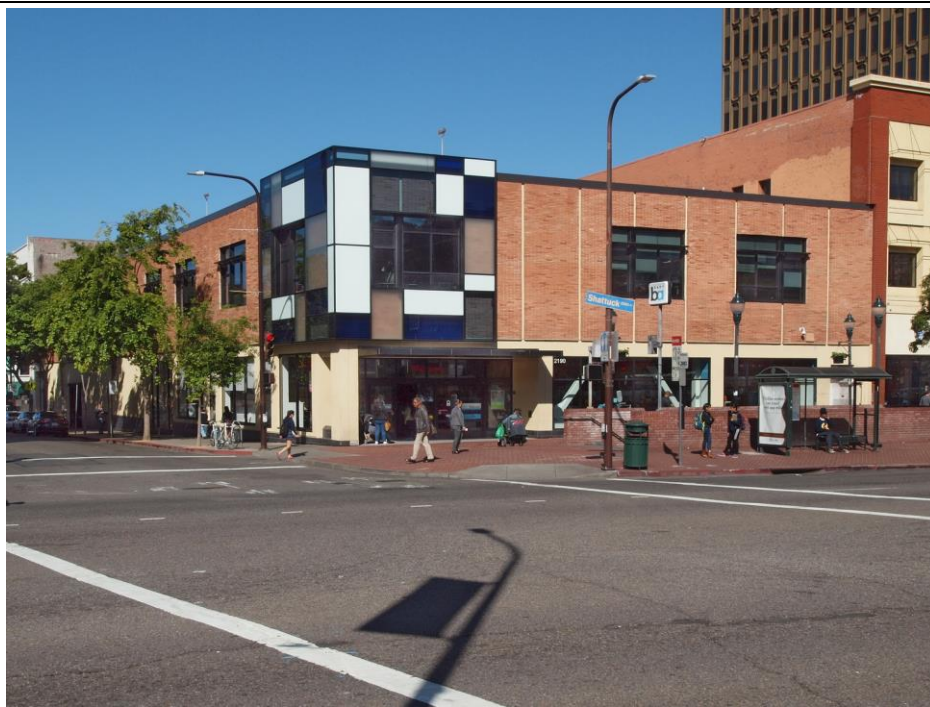
The two-story building presently housing Walgreens was first planned in 1955-1956, and completed by 1958 for J.C. Penney Company. The building replaced their previous store on the site, who leased the site from Woolsey Properties, Inc.

The date of construction is at the outer edge of the historic period of significance of the Shattuck Avenue Downtown Historic District. The original design is still recognizable within the current remodeled building. Although the massing much of the original materials remain original, the façades have been altered in a destructive way that reduces its integrity. The property therefore is not a Contributor to the Historic District.

(Continued on next page)

*P3b. Resource Attributes: (List attributes and codes) HP6. 1-3 story commercial building

*P4 Resources Present: Building Structure Object Site District Element of District Other (Isolates, etc.)



P5b. Description of Photo: (View, date, accession #)

View facing west, January 2015.

*P6. Date Constructed/Age & Sources:
 Historic Prehistoric Both

1958, 57 years old, based on newspaper articles.

*P7. Owner and Address:

Somerasansome Ventures I, LLC
303 Sacramento St. 4
San Francisco, CA 94111

*P8. Recorded by: (Name, affiliation, and address)

F. Maggi & S. Winder
Archives & Architecture, LLC
PO Box 1332
San Jose CA 95109-1332

*P9. Date Recorded: March 30, 2015

*P10. Survey Type: (Describe)

Intensive

*P11. Report Citation: (Cite survey report and other sources, or enter "none".)

Archives & Architecture LLC: Shattuck Avenue Commercial Corridor Historic Context and Survey, 2015.

*Attachments: NONE Location Map Sketch Map Continuation Sheet Building, Structure and Object Record Archaeological Record District Record Linear Feature Record Milling State Record Rock Art Record Artifact Record Photograph Record Other (List)

DPR523A

*Required information

Page 2 of 3 *Resource Name or # (Assigned by recorder) J. C. Penney Co.

*Recorded by Franklin Maggi & Sarah Winder *Date 3/30/2015

Continuation Update

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J.C. Penney & Company began in 1902 by James Cash Penney. The chain spread throughout the country during the first half of the twentieth century by targeting the small-town market. In 1929, J.C. Penney & Company opened 375 new stores throughout the country, including the Berkeley store. By the late 1950s, the popularity of regional shopping malls during the post-war period of suburban expansion caused many downtown chain department stores to abandon their urban locations, but in Berkeley the chain decided to remain downtown but construct a new building. The new building expanded the store's footprint along Allston Way.

The building was originally designed by Robert B. Liles, AIA (1909-1987). Liles operated his firm out of San Francisco and Oakland, and designed a number of J.C. Penney department stores in California, including Chico, Eureka, and Sacramento. Liles received his education from Colorado College and the University of California (both B.A. and M.S. in Architecture).

This replacement structure for J.C. Penney continued to operate out the subject building until 1992, when the company's Berkeley location closed after 63 years of continuous presence in the downtown. That year the building was renovated and occupied by Ross Dress for Less Stores.

Betty Marvin of Berkeley Architectural Heritage Association (BAHA) inventoried this building in 1977 on a Berkeley Urban Conservation Survey form, but did not fully evaluate the building at that time. In 2005, JRP Historical Consulting reevaluated the property for the East Bay Bus Rapid Transit Project. They believed the building lacked historical significance in Berkeley, and did not embody distinctive architectural characteristics. They also indicated that the integrity of the 1958 design had been compromised with the addition of stucco over the ground floor tile. The building was given a status code of 6Y by OHP - *Determined ineligible for NR, not evaluated for CR or local listing.*



News clipping from 1955, courtesy of Berkeley Architectural Heritage Association.

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Page 2 of 3 *Resource Name or # (Assigned by recorder) J. C. Penney Co.

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Continuation Update

(Continued from previous page)

This building exists today with a deep wedged rectangular shape with 43,643 square feet of floor area on two floors. It appears to be a masonry building and is flat-roofed. The second floor area, originally windowless, is clad in a coral brick veneer. Smooth stucco clads the first floor walls, reportedly replacing the original tile. The storefront, which wraps from Shattuck Avenue to Allston Way, consists of large, metal-frame, plate glass windows with narrow stucco-clad kick plates. Three sets of recessed, glazed double entry doors are centered on the Shattuck Avenue frontage. Additional entrances, a metal roll-up door and a recessed metal single swing door located are on its southwest and northeast corners. An open metal grid with a pyramidal shaped top had formed a square tower at the corner that was added for the Ross remodeling, but has been removed as a part of the current configuration. The current building includes new fenestration at the second level along both frontages, and an applied multi-panel steel framed unit that projects out at the corner above the entry.



Main entry at Shattuck Avenue and Allston Way, viewed facing west.

References:

BAHA, clipping file, including:

"Business District Will Get New Look; Penney's to Shift During Construction, Oct 1955 and
"New Penney Store to Be Constructed at Downtown Site," 6/9/1955.

Marvin, Betty, Historic Resources Inventory form, BAHA, 1977.

Toffelmier, C., DPR523 recording Map Reference No. 01-20, JRP Historical Consulting,
"Historic Properties Inventory and Evaluation: East Bay Bus Rapid Transit Project," 2005.