

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

Primary #
 HRI #
 Trinomial
 NRHP Status Code 2S2

Other Listings
 Review Code

Reviewer

Date

age 1 of 5 *Resource Name or #: (Assigned by recorder) Fidelity Guaranty Building & Loan Assoc.

P1. Other Identifier: Fidelity Savings and Loan Association

*P2. Location: Not for Publication Unrestricted *a. County Alameda

and (P2b and P2c or P2d. Attach a Location Map as necessary.)

*b. USGS 7.5' Quad Oakland West Date 1993 Township & Range; No data

c. Address 2323 Shattuck Ave. City Berkeley Zip 94704

d. UTM: (Give more than one for large and/or linear resources) Zone 10S; 564447mE/ 4191337mN

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

Assessor's Parcel Number: 55-1893-15-1;

East side of Shattuck Avenue between Bancroft Way and Durant Avenue.

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

This property includes the Mediterranean Renaissance Fidelity Guarantee Building & Loan Association Building, built in 1926, along with a new building currently under construction at the time of this recording.

The historic building is a designated City of Berkeley Landmark and a Contributor to the Shattuck Avenue Downtown Historic District. Built in the mid-1920s, the scale of the façade responds to the ideals of the banking business at the time, and includes materials and details designed by a master, from an era when Eclectic Revival design was at its height. The proportions and materials of the tall one-story building continue today to serve as a clear example of an early-twentieth-century commercial building in the downtown core.

(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 southeast, March 2015.

*P6. Date Constructed/Age & Sources:

Historic Prehistoric Both

1925/90 years old, based on COB permit files.

*P7. Owner and Address:

Prasad R. & Santi Lakireddy
 2278 Shattuck Ave.
 Berkeley, CA 94704

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

F. Maggi, L. Dill, & 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)

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*Recorded by Franklin Maggi, Leslie Dill, & Sarah Winder *Date 3/30/2015 Continuation Update

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The property sits within a setting of mostly historic buildings that form the primary corridor of commercial buildings lining Shattuck Avenue and the transit center that connects the city with the University of California campus. The building is between Bancroft Way and Durant Avenue, major connectors between Downtown and the south end of campus and as well as the Telegraph Avenue commercial district.



Overview with both old and new buildings, viewed facing east.

The Mediterranean Revival former savings and loan building is notable for its trio of double-height arches and Classical Revival-era roof design. The arches are constructed of carved stone with detached Corinthian columns and egg-and-dart architraves. The columns are octagonal and are set against a backdrop of arching stone piers that provide an image of strength. The façade is topped by a low-slope red terracotta barrel-tile roof that conceals a partial flat roof at the rear of the building. Historic views indicate that the front roof was once a full gable, as it was exposed from the side. The exposed rafter tails are sawn into a decorative pattern. The eaves are finished with a bronze gutter that drops into curving downspouts and bronze collector boxes. The wall finish is a smooth plaster. The base of the design consists of a raised band of granite that serves as pedestals for the classical elements and as bulkheads within the openings. Inset within the arches, full-height glazing has the original arched muntin pattern. The front door is reported to be a replacement.

Inside the rear of the historic building, a mezzanine level is incorporated. The building includes a Moderne rear addition built in 1965, and apparently truncated for construction in 2014-15. The three-story flat-roofed stucco wing served as a backdrop for the building. The new construction on the shared parcel is a mixed-use five-story building with a Neo-Mediterranean-Revival design. It includes tile accents at the stucco façade, a red-tile roof, multi-lite casement windows, and a balcony at the top floor. *(Continued on next page)*

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This property serves pedestrian traffic that flows along the primary commercial strip on Shattuck Avenue and the more dispersed commercial corridor that stretches between Shattuck Avenue and the University campus. The footprint of the building covers the entire property.

Character-defining features include: Trio of double-height carved-stone arches with detached Corinthian columns and egg-and-dart architraves; red-terra-cotta barrel-tile roof; exposed decorative rafter tails; bronze gutter, including curving downspouts and bronze collector boxes; smooth exterior-plaster walls; granite base; and full-height glazing with original arched muntin pattern. Alterations include the front door and the Moderne rear addition and the new building next door on the same property to be completed in 2015.

The historic elements of the building appear in excellent condition.

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BUILDING, STRUCTURE, AND OBJECT RECORD

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*NRHP Status Code 5B

*Resource Name or # (Assigned by recorder) Fidelity Guaranty Building & Loan Assoc.

B1. Historic Name: Fidelity Guaranty Building & Loan Assoc.

B2. Common Name: Namaste Madreas Cuisine

B3. Original use: Commercial B4. Present Use: Commercial

*B5. Architectural Style: Mediterranean/Renaissance Revival

*B6. Construction History: (Construction date, alterations, and date of alterations)

Constructed 1925, permit #22876 on October 19, 1925, at a cost of \$26,500. Remodeled in 1965 by Michael Goodman. Five-story mixed-use addition to the north in 2014-2015.

*B7. Moved? No Yes Unknown Date: n/a Original Location: n/a

*B8. Related Features:

None.

B9a Architect: Walter H. Ratcliff b. Builder: Walter Sorenson

*B10. Significance: Theme Commerce and Architecture Area Downtown Berkeley

Period of Significance 1926-1958 Property Type Commercial Applicable Criteria A(1), B(2), C(3)

(Discuss importance in terms of historical or architectural context as defined by theme, period, and geographic scope. Also address integrity.)

The tall one-story commercial building originally constructed as Fidelity Guaranty Building and Loan Association at 2323 Shattuck Ave. was designated a City of Berkeley Landmark on October 7, 1983, according to Berkeley's Landmark Preservation Ordinance. Among the findings, the building was found to have significant architectural merit because of its distinctive design by architect Walter H. Ratcliff. The organization that constructed the building is closely associated with Ratcliff, who is a significant personage in the history of Berkeley. The nomination was prepared by Betty Marvin. The boundaries are based on the property's County Assessor's parcel which has a width of 75 feet on Shattuck Avenue, but excluding the 1965 additions. The actually property definition is that of Lots 4 and 5, the front portion of Lot 6, and part of Lot 7 of the 24 lot Map of Block 14 of the College Homestead Tract (Book 7, Page 7).

The subject building was constructed in 1925 and occupied in 1926, to house the newly established Fidelity Guaranty Building and Loan Association. The organization was founded in Berkeley by William McFarland and Walter Ratcliff in 1921. The main focus of the company was land development; funds gathered by the association via McFarland were invested in speculative building projects designed by Ratcliff.

(Continued on next page)

B11. Additional Resource Attributes: (List attributes and codes) None

*B12. References:

- Cerny, S.D., *Berkeley Landmarks*, 1994.
- Herrick, J., DPR523 Update, 3/2005.
- Marvin, B.,
Historic Resource Inventory form, 1979.
Application Requesting Designation for Landmark
Status, 9/18/1983.
- Minor, W., *The Architecture of Ratcliff*, 2006.

B13. Remarks: Proposed historic district

*B14. Evaluator: Franklin Maggi

*Date of Evaluation: March 30, 2015

(This space reserved for official comments.)



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CONTINUATION SHEET

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The building, called in local newspapers as a "beautiful new temple of finance" established Berkeley's first savings and loan association, and had a role in the prosperity and growth of the city during the 1920s. With organizing assets of \$130,000 in 1921, by the time the new building opened, the association assets had grown to \$1.9 million.

Ratcliff's Renaissance Revival design for the building was used in variations for several other financial institutions during this period, including the Mercantile Trust bank on College Avenue and Mason-McDuffie Building on Shattuck Avenue. By 1933, Ratcliff had taken over management of Fidelity from McFarland, and although not formally retiring from architecture until 1955, was chiefly associated with the Fidelity. The organization remained intact until the majority stockholders bought out the Ratcliff family interest in 1961. Reconstituted as Fidelity Savings and Loan Association, the new company first expanded to a second location in 1966, and underwent a rapid period of growth beginning in 1969 and expanding to about 60 offices in California. In 1982, the organization was reorganized as a part of Citicorp, and for a time Citicorp occupied the building until moving their Berkeley downtown bank to Shattuck and University Avenues.

Walter H. Ratcliff (1881-1973) was one of the East Bay area's leading practitioners in architecture. He was a long-time Berkeley resident and 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.

Integrity

The Fidelity Guaranty Building & Loan Association Building has integrity of location and setting in Downtown Berkeley. The construction of the adjacent mixed-use building does not impact the integrity of the Fidelity wing; the new building fits into the overall streetscape of the 2300 block of Shattuck Avenue. The historic building retains integrity of the Mediterranean-Revival design, along with integrity of historic materials and workmanship. The building continues to have visual associations with commercial Berkeley from the 1920s and remains readily identifiable as an historic building within the greater downtown core.

Prior Surveys

The property was surveyed in 1979, and found eligible for the National Register and given a status code of 3S by the State Historic Preservation Officer. In 1983, the property was nominated for Berkeley landmark status. The property was subsequently designated a Landmark by the Landmarks Preservation Commission in on 7 October 1983. In 2005, the property was reevaluated by JRP Historical Consulting and determined eligible for the National Register by a consensus under Section 106 review and was listed on the California Register by OHP on March 15, 2006.

Evaluation

The building is historically significant due to its distinctive architecture, is direct association with Walter H. Ratcliff, a person important to Berkeley's past, and its association with important patterns of commercial development in the downtown core and the city as a whole.

The property remains an important contributor to the establishment of a historic district in the greater Shattuck Avenue area. The building continues to represent, at the street, commercial forms and materials that were prominent in the downtown during the period of historical significance for this building; from 1926-1958. The form and detailing of both the building and its original facade maintain an important link to the past of downtown Berkeley.