

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

Primary #
HRI #
Trinomial
NRHP Status Code 3S

Other Listings
Review Code

Reviewer

Date

Page 1 of 5 *Resource Name or #: (Assigned by recorder) 48 Shattuck Square

P1. Other Identifier: Palmer's Drugstore

*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 Location: Not for Publication Unrestricted *a. County Alameda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 48 Shattuck Square City Berkeley Zip 94704

d. UTM: (Give more than one for large and/or linear resources) Zone 10S; 564372mE/ 4191857mN

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

Assessor's Parcel Number: 57-2033-1-1;

South side of University Avenue, north of Addison Street between two branches of Shattuck Avenue.

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

A relatively unusual three-sided retail building for this size, 48 Shattuck Square is a Contributor to the Shattuck Avenue Downtown Historic District. Built in 1926 when eclectic revival design was at a peak, the two-story building includes stucco exterior walls, a hipped red-tile roof, decorative cornice, and regularly spaced second-story windows that together suggest a Mediterranean Revival commercial design, with details that include other eclectic-revival influences. The focus of the building is the highly decorative pattern of Art Nouveau-inspired bas-relief that surrounds the windows at the second story. The ground level of all three façades was concealed by scaffolding during this survey, and it is understood that the storefronts have been altered over time, and were undergoing additional remodeling. Although altered at the base, the building continues today to represent a unique 1920s commercial design 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 east (during construction), March 2015.

*P6. Date Constructed/Age & Sources:

Historic Prehistoric Both

1926, 1956/2015
alterations, 89 years old,
based on COB permit files.

*P7. Owner and Address:

MO Shattuck LLC
1140 Deanna Dr.
Menlo Park, CA 94026

*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)

DPR523A

*Required information

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*Resource Name or # (Assigned by recorder) 48 Shattuck Square

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

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The building sits within a setting of mostly historic buildings that are part of 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 at the north end of a trapezoidal block that was notably formed by the historic train-track configuration in the late-nineteenth century and used as a park in the early decades of the twentieth century. The three buildings on this block were constructed concurrently as a single development in the mid-1920s after a legal ruling established that the block could be sold and developed by the railroad. This building and the similar, but ultimately unique, building at the opposite end of the block serve as bookends to the larger design.

This three-sided Mediterranean-revival building is notable for its traditional overall form and its decorative Spanish-Moorish/Art Nouveau influences at the second floor. The two-story building is clad in stucco and includes a tall first floor façade that was under construction during this survey, a band of seven window bays at each second-story elevation, and a red-tile faux-hipped roof with eaves that were altered in the 1970s. The roof is a truncated hip, surrounding a central flat roof on all four sides. Previous documentation notes that the deep eaves and much of the original cornice were altered in 1974; the previous design was reportedly considered a "hazardous appendage." The cornice currently includes a built-up top cornice above a pattern of bundled reeds, a scalloped curve accentuates a series of bulls-eyes, and a narrow rope molding is at the base. The upper story is characterized by a regular pattern of tripartite windows on all sides; these windows include upper transoms that are shaded by bas-relief inset panels. The windows are topped and surrounded by distinctive ornamentation. In 1978, Betty Marvin described the design as follows: "...Elaborate Moorish relief ornamentation around upstairs windows: abstract nearly-floral tracery... scrollwork arches, scalloped window tops, tall narrow torch-like motifs between the windows. ([84 Shattuck Square's] windows are equally ornate, but entirely different in detail)."

The current first-floor configuration and condition was mostly concealed by scaffolding; however, the first floor of the east façade appears generally intact, with rows of relatively high-silled tripartite windows with transoms, and an inset entrance with original doors. The north façade was concealed by plywood and shade cloth. The west façade was visibly being altered, including a one-story extension that was framed out into the wide sidewalk area.

This building serves pedestrian traffic that flows along Shattuck Avenue, on University Avenue, and around Shattuck Square, to related downtown urban uses. The parcel is slightly wedge-shaped, almost square, and the footprint of the building covers most of the parcel, with a deep sidewalk facing west. The building is roughly 92 feet wide at each elevation. The building serves multiple retail and office tenants.

Character-defining features include: Mediterranean-revival form and composition; two-story shared-wall commercial building structure with three street frontages; stucco siding; red-tile hipped roof; much of the decorative cornice, including the band of bundled reeds, a scalloped curve accentuates a series of bulls-eyes, and a narrow rope molding; ribbon of seven large window bays at each second-story elevation, featuring tripartite windows and transoms set behind bas-relief ornamental panels; decorative Spanish-Moorish/Art Nouveau window surrounding and connecting the second floor windows; the first floor of the east façade, with rows of relatively high-silled tripartite windows with transoms, and an inset entrance with original doors. Alterations include the storefronts at the west ground level. Unknown is the configuration and current condition of the north façade and much of the remainder of the first floor, concealed by scaffolding during this survey.

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) 48 Shattuck Square

B1. Historic Name: Shattuck Square

B2. Common Name: None

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

*B5. Architectural Style: Neoclassical

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

Constructed 1926. Renovation in 1956 with plans by Hans Ostwald, AIA. Underwent remodeling late 2014 and first half of 2015.

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

*B8. Related Features:

648 and 82 Shattuck Square.

B9a Architect: Miller & Pflueger b. Builder: Lindgren & Swinerton

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

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

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

The two-story commercial building at 64 Shattuck Square was designated a City of Berkeley Landmark on February 27, 1984, under Berkeley's Landmark Preservation Ordinance. Among the findings, the building was found to be an outstanding example of its period and style. The nomination was prepared using the historic context narrative used as part of a National Register application by Betty Marvin for the adjacent building to the south, Roos Brothers, with additional summary detail provided in the City's landmark application form.

The building had been found eligible for the National Register in the late 1970s, according to an earlier survey form prepared by Marvin for Berkeley Architectural Heritage Association.

Shattuck Avenue forks between University Avenue and Addison Street, creating two "business islands" in the middle of the busy thoroughfare: Shattuck Square and Berkeley Square. The northern island is called Shattuck Square; the southern portion is known as Berkeley Square.

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

*B12. References:

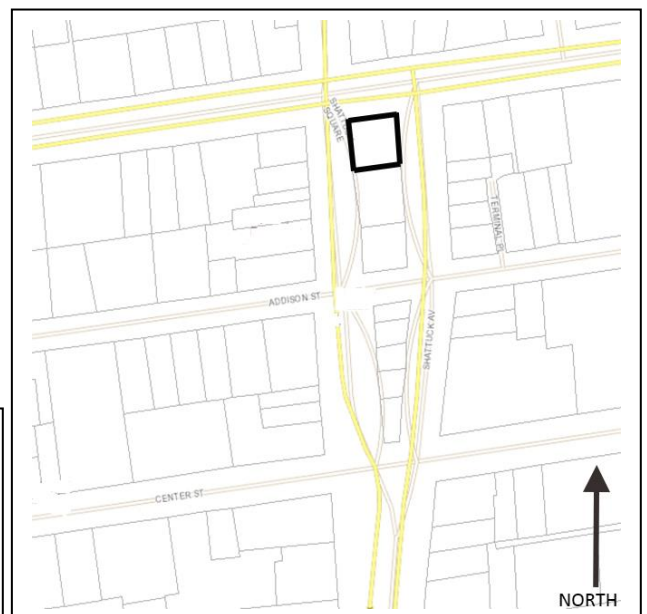
Berkeley Daily Gazette, 4/8/1937.
Cerny, S.D., Berkeley Landmarks, 1994.
Marvin, B., Historic Resources Inventory form, 1978.
...City of Berkeley Application Requesting Designation
for Landmark Status, 1984.

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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Shattuck Square is a group of three buildings, which were constructed on a portion of the site of the downtown's original train station and freight yard. The three related buildings located at 48, 64, and 82 Shattuck Square were constructed in 1926 for owner Berkeley Terminal Properties. They were designed by the San Francisco architectural firm of Miller & Pflueger. The trio of buildings is the only major work in Berkeley designed by this prominent architecture firm. The buildings were constructed by contractors Lindgren & Swinerton.

The Berkeley branch of the Southern Pacific Railroad station first occupied the larger two block site beginning in 1876. For the first 30 years, the train station occupied the southern portion of the site at what is now known as Berkeley Square, while the northern portion of the island housed the freight yard. As the nearby University of California campus began expanding at the beginning of the twentieth century, Berkeley's civic leaders lobbied the President of the railroad, Edward H. Harriman, for a new station. Both the new train station and the park that was established on the north half of the site were a gift to the City of Berkeley.

When Francis K. Shattuck deeded the land in the 1870s upon which the Southern Pacific built the first station and railyard, he included a clause which stated that if the property were ever used for anything other than railroad purposes, it "would revert." In the 1930s, local developer Roy O. Long, along with the Southern Pacific's legal department, obtained a decree allowing him to purchase the parcel from the railroad and develop it for commercial use. Long, along with several investors, formed Berkeley Terminal Properties to develop the site.

48 Shattuck Square first housed an assortment of retail and office uses. Harms School of Business was also an occupant within the second floor during the 1930s, run by Edward T. Harms, a local merchant and politician. In 1937, a new campus food market was announced, having been designed by architect Chris McCall. This commercial space was renovated by contractor John Tullock according to the *Berkeley Daily Gazette* of April 8, 1937.

In 1939, the three buildings were sold separately. The northerly building at 48 Shattuck Square was purchased by Michael Grodin of Oakland. Between 1945 and 1976, the building was occupied by a pharmacy/drugstore as its primary tenant, the first operator being Low Cost Drugstore. Palmer's Drugstore later occupied the space, having been renovated for their use by architect Hans Ostwald, AIA, in 1956. By the 1970s and 1980s, 48 Shattuck Square was the home of various University of California programs, a Copymat, the coffee shop Upstart Crow, and offices of the *Daily Californian*, a newspaper associated with the University.

Architects Miller and Pflueger

Miller, James Rupert (1869-1946)

James Rupert Miller was born in Canada, and naturalized in 1890 in San Francisco, after immigrating to the United States in 1878. He worked as a draftsman for several San Francisco architecture firms prior launching his own firm in 1902. He went into partnership with George De Colmesnil from 1906-13, and with Timothy Pflueger in 1923, forming the firm of Miller & Pflueger which was responsible for the design of the three buildings at Shattuck Square.

Pflueger, Timothy Ludwig (1892-1946)

One of five brothers born to German immigrants, Timothy Pflueger left school after the eighth grade in 1906. He later attended night classes at the San Francisco Architectural Club while apprenticing for James Miller and George De Colmesnil. He worked his way up from apprentice to enter into a partnership with Miller in 1923. With Miller, Timothy Pflueger became one of the most prominent of 1920s and later San Francisco architects. While known primarily for his Art Deco designs, he was proficient in many styles including Beaux-Arts Mission Revival, Neoclassical, and later Streamline Moderne and the International Style.

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Integrity

48 Shattuck Square has integrity of location and setting in Downtown Berkeley; it retains integrity of the Mediterranean-Revival design with eclectic-revival influences, along with integrity of historic materials and workmanship. Although the building is undergoing alteration, the bulk of 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 1978, and given a National Register status code of 3S by OHP, indicating that it was potentially eligible for the National Register. In 1984 the property was nominated for Berkeley landmark status. The property was subsequently designated a Landmark by the Landmarks Preservation Commission in on February 27, 1984.

Evaluation

The building is historically significant due to its association with important patterns of development in the downtown core and its distinctive architecture.

The property is 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 the building maintain an important link to the past of downtown Berkeley.



1960s photo from University Avenue facing southwest, courtesy Berkeley Architectural Heritage Association.