

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 6 *Resource Name or #: (Assigned by recorder) Watkins Building

P1. Other Identifier: Shattuck Square

*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 Location: Not for Publication Unrestricted *a. County Alameda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 82 Shattuck Sq. City Berkeley Zip 94704

d. UTM: (Give more than one for large and/or linear resources) Zone 10S; 564379mE/ 4191798mN

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

Assessor's Parcel Number: 57-2033-4;

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-side retail building for this size, the building at 82 Shattuck Square is a Contributor to the Shattuck Avenue Downtown Historic District. Built in 1926 when eclectic revival design was at a peak, the 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. Although some elements of the storefronts on each façade have been altered, the building continues today to represent a unique 1920s commercial design in the downtown core. This building shares many design features with the building at the north end of the block, at 48 Shattuck Square.

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*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 northwest, January 2015.

*P6. Date Constructed/Age & Sources:

Historic Prehistoric Both

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

*P7. Owner and Address:

Addison Building LLC
82 Shattuck Sq.
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.
None.

*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)

Page 2 of 6 *Resource Name or # (Assigned by recorder) Watkins Building

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

(Continued from previous page)

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 south 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 incorporates an interior mezzanine, a band of six window bays at each second-story elevation, and a red-tile faux-hipped roof and decorative cornice. The roof is a truncated hip, surrounding a central flat roof on all four sides. The cornice features a built-up ogee cornice above a pattern of zigzag trim, and stylized trefoil and folded diamond accents. 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 panels. The windows are surrounded and connected by distinctive ornamentation that touches the roof cornice above each window. In 1978, Betty Marvin described the design as follows: "...Elaborate Moorish relief ornamentation around upstairs windows: arches above & columns between, full of generally floral tracery & medallions (recognizable daffodils above the windows), with top figures like sword hilts." The first-floor openings on the east and south elevations are set individually and regularly spaced. They are connected by a low horizontal base of green marble.

This building serves pedestrian traffic that flows along Shattuck 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 just over 75 feet wide facing south, toward Addison Street, and just under 75 feet wide at each side elevation. The building serves multiple restaurant, 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; the decorative cornice, including the zigzag molding with its accent elements; ribbon of six large window bays at each second-story elevation, featuring tripartite windows and transoms set behind bas-relief ornamental panels; decorative window surrounds at the second floor windows. Alterations include the one-story canopy at the west ground level and minor street-level storefront changes.

The historic elements of the building appear in excellent condition.

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Shattuck Square façade north of Addison Street, viewed facing west.

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*NRHP Status Code 5B

*Resource Name or # (Assigned by recorder) Watkins Building

B1. Historic Name: Watkins Building

B2. Common Name: PiQ

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

*B5. Architectural Style: Neoclassical

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

Constructed 1926. Underwent remodeling 2014-2015.

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

*B8. Related Features:

48 and 64 Shattuck Square.

B9a Architect: Miller and Pflueger b. Builder: Unknown

*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 82 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 north, 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:

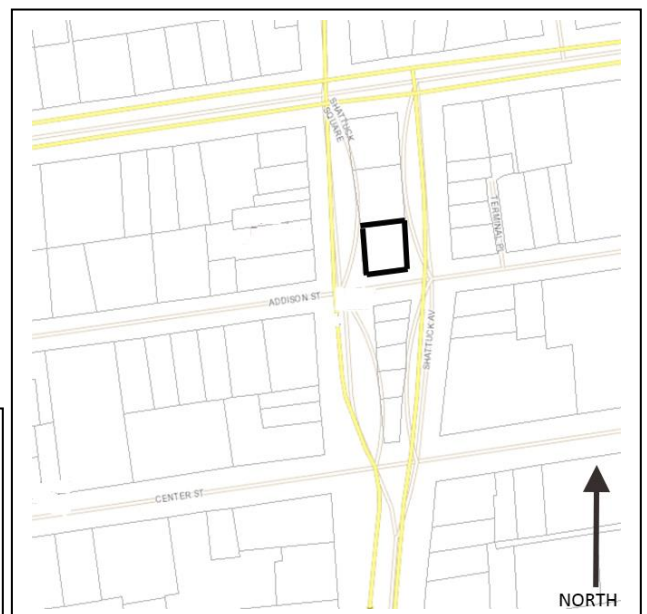
- Cerny, S.D., *Berkeley Landmarks*, 1994.
- Marvin, B., Historic Resources Inventory form, 1978.
- ...City of Berkeley Application Requesting Designation for Landmark Status, 1984.

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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*Recorded by Franklin Maggi, Leslie Dill, & Sarah Winder *Date 3/30/15 Continuation Update

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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.

82 Shattuck Square is the southerly element of a three-building retail and office complex. Over the years, this building has housed a variety of businesses. Despite many ground-floor renovations, the original character of the building is intact. Roos Bros. was secured as the tenants of the middle building from the beginning of development, but the northerly and southerly buildings were speculative, and initially designed to each house up to twelve small shops, as well as offices on the second level.

In 1939, the three buildings were sold separately. 82 Shattuck Square was purchased by Walter Manuel, a prominent Oakland capitalist. His heirs continued to own the building through the early 1980s. Various occupants over the years have included a laboratory for the Department of Public Health in the early 1940s, a secretarial school, Birdie's Toy House, Watkins Shoe store. Today 84 Shattuck Square houses the PiQ Bakery and Café.

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

82 Shattuck Square has integrity of location and setting in Downtown Berkeley; it retains integrity of the Mediterranean-Revival design, along with integrity of historic materials and workmanship. Although the building has been altered somewhat at the storefront level, 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.