

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) Samson Market

P1. Other Identifier: Target Store

*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 Location: Not for Publication Unrestricted *a. County Alameda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 2187 Shattuck Ave. City Berkeley Zip 94704
d. UTM: (Give more than one for large and/or linear resources) Zone 10S; 564426mE/ 4191607mN
e. Other Locational Data: (e.g., parcel #, directions to resource, elevation, etc., as appropriate)
Assessor's Parcel Number: 57-2031-6;
Northeast 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 single-story corner commercial building at 2187 Shattuck Ave. housing Target Stores is a remodeled structure built in 1922 that originally housed multiple retail commercial tenants, including Samson Market, its primary tenant. Samson Market was established on the site in 1902, and the 1922 concrete building, which was designed in the Neoclassical style by architect James Plachek, included a number of additional storefront tenants. The building was characterized by ornamental brickwork and a large multi-lite transom.

The current remodeled building has lost its physical association with its past. Although the massing and placement on the site remain the same, the façade and interior have been substantially changed and the changes do not seem reversible. The property therefore is not a Contributor to the Shattuck Avenue Downtown 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 north, April 2015.

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

1922/93 years old, based on COB permits files and newspaper articles.

*P7. Owner and Address:

Hirahara Family LP
89 Davis Rd. 160
Orinda, CA 94563

*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: May 8, 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 & Sarah Winder

*Date 5/8/2015 Continuation Update

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The original building was brick-faced, and had four bays as presently evident on Shattuck Avenue. In 1936, responding to the Chamber of Commerce's modernization program, funded through low-interest loans from FHA, Plachek's detailing was lost or covered with a plaster skin.

The building was again altered in 1964, for the National Bank of Berkeley, and then again in 1972, in a more substantial way following anti-war street riots that caused extensive storefront destruction along Shattuck Avenue. The 1964 remodeling was designed by architect Gerald McCue & Associates and included an inner wall with arcade along the front façade at the sidewalk.

In 1977, the building was first surveyed by Betty Marvin for Berkeley Architectural Heritage Association, who cited possible architectural significance. The Office of Historic Preservation gave the building a no-longer-used National Register Status Code 4 (*might become eligible for listing on the National Register (now 7N)*).

In 1987, a radical Post Modern design by ACE Architects was applied to the building as retail uses were reintroduced to the building and the banking interior removed, altering its exterior with the addition of decorative elements such as Neoclassical plaster capitals in the form of ram's horns rising above the roofline as well as coiling sheet metal snakes. New decorative chevron-shaped awnings were installed above the storefront windows, and multi-color decorative tile added below. A metal five-tower cluster highlighted the corner signage.

In 1993-1994, the building was again modified for occupation by Walgreens. The new design included interior removal of the controversial embellishments from 1987, addition of a corner signage that rested on a metal cage that wrapped the corner and angled upward above the roof. The permit records also state that the renovation included additional exterior cladding and windows.

In 2004, JRP Historical Consulting reevaluated the property for the East Bay Bus Rapid Transit Project. They believed the building was altered significantly to no longer be eligible for the National or California Registers. The building was given a status code by OHP of 6Y - (*Determined ineligible for NR, not evaluated for CR or local listing*).

The most recent renovation for Target included removal of the sign cage, resulting in a more muted modern appearance at the street.



Facade along Shattuck under construction in early 2015, viewed facing east.

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Ca. 1920s photograph of original 1922 building (Courtesy of Berkeley Architectural Heritage Association files)

The building as it exists today is on a 0.23-acre lot and includes 12,202 square feet of area and sits on a parcel with an alley at the rear. The concrete building is generally rectangular in plan, and has a flat roof concealed behind a parapet. Exterior walls are surfaced with stucco, and large metal-frame, three-panel display windows are separated from transoms by metal awnings. Modern slate tiles face the lower half of exterior walls. The building's main entrance, located on the southwest corner, is accentuated by oversized, metal-framed, fixed light windows above and bordering the sliding, metal-framed, glazed entry double doors. Signs facing west and south are located at the corners above the entries.

References:

- Marvin, Betty, Historic Resources Inventory form, BAHA, 1977.
- Temko, A., "Architectural 'Folly' Tweaks Berkeley," *San Francisco Chronicle*, 8/24/1987.
- Stern, S. "The 'Snake' of Shattuck Avenue," *Oakland Tribune*, 7/19/1987.
- Toffelmier, Cindy, DPR523 forms for Map Reference No. 01-19, JRP Historical Consulting, "Historic Properties Inventory and Evaluation: East Bay Bus Rapid Transit Project," 2004.