

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 4 \*Resource Name or #: (Assigned by recorder) Joseph Davis Building

P1. Other Identifier: The Victoria

\*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 Location:  Not for Publication  Unrestricted  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 Township & Range No data

c. Address 2042 University Ave. City Berkeley Zip 94704

d. UTM: (Give more than one for large and/or linear resources) Zone 10S; 564232mE/ 4191832mN

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

Assessor's Parcel Number: 57-2025-16;

south side of University Avenue between Shattuck Avenue and Milvia Street.

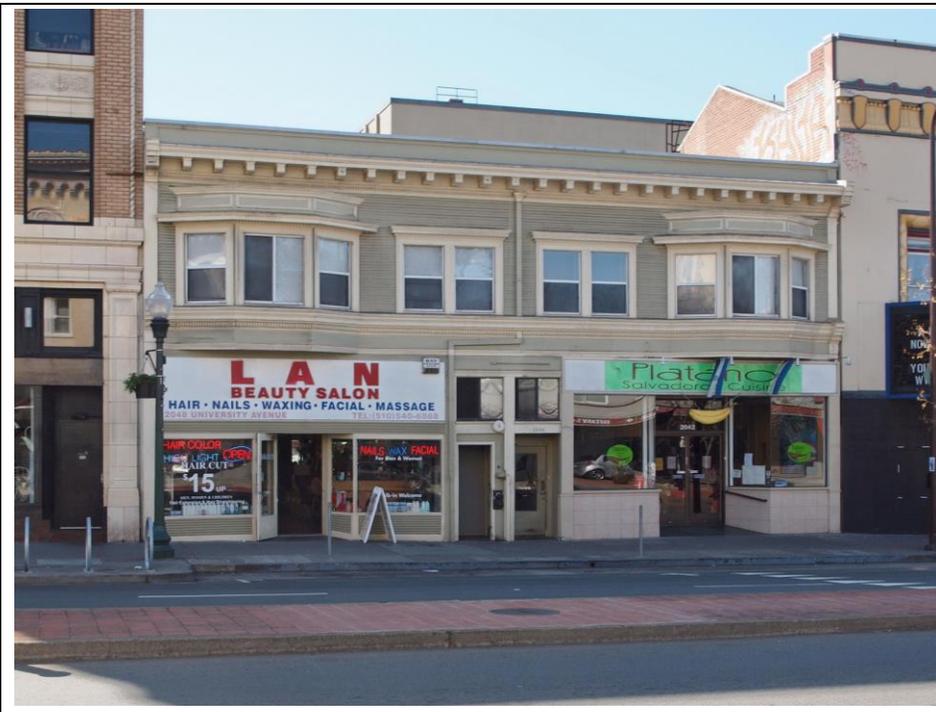
\*P3a Description: (Describe resource and its major elements. Include design, materials, condition, alterations, size, setting, and boundaries)

This early 1900s building is a rare structure in Downtown Berkeley, remnant of an era when commercial buildings in the commercial downtown were of wood construction. Although constructed subsequent to the Victorian era in architecture, it was associated with that era early on with it naming as "The Victoria." It is possible that the building was constructed in the late 1890s, but the 1905 construction date was identified through secondary sources as a part of this recording, and a more detailed understanding of the buildings origins would require a more intensive level investigation into its history.

The Joseph David Building is part of a setting of mostly historic buildings that are linked to the primary corridor of commercial buildings in Downtown Berkeley that line Shattuck Avenue. These buildings along University Avenue line the primary vehicular gateway to the University of California and its link to the bay.  
*(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 south, February 2015.

\*P6. Date Constructed/Age & Sources:  
 Historic  Prehistoric  Both  
1905, 110 years old (estimated).

\*P7. Owner and Address:  
Property owner  
2225 McGee Ave.  
Berkeley, CA 94703

\*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: Sept. 15, 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 9/15/2015

Continuation  Update

*(Continued from previous page, DPR523A)*

This symmetrically oriented building is notable for its wood construction and upper cantilevered angled bay windows.

The bay windows have replaced sash and glazing, so understanding what may have been original to the building is not possible without discovery of historic photos. The current bays have double hung sash, and the enter windows have vertical sliders. Centered between the bay windows are two sets of doubled windows. All of the window, both bay and doubled, have wide board trim and crown molding trimmed underneath with dentil molding. The bay window have an additional crown reflecting the angled shape that rise up to just below the frieze. This frieze at the parapet consists of a row of closely spaced corbel blocks with dentil below.

The dentil treatment is reflected below the windows where a horizontal band that also functions as the window sills runs the length of the building and is trimmed below with the dentil detailing. An additional horizontal band lines the base of the bay windows where it sits above the transom-level windows which may or may not exist under the current signage. The exterior wall finish above the storefronts consists of beveled wood siding.

The storefronts have recessed entries, and the storefront on the east side of the building appears to have original wall material and framing. The west storefront have replacement walls and glazing, and a part of the transom may have been removed as a part of this remodeling.

The center (two) door entries have recessed wood doors with large plate glass centers. They have transom above at the plane of the front façade, but these have been replaced with modern slider windows.

This property serves pedestrian traffic that flows along the University Avenue commercial strip. The parcel is approximately rectangular and the building appears to cover almost the entire property.

Character-defining features include: wood façade, bay windows, recessed entries, wood detailing in the upper façade. Alterations include the storefronts and transom glass that have been altered over time, as well as the transom over the centered doorways to the upper floors.

The historic elements of the building appear in good condition.



Detail view of upper façade.

State of California – The Resources Agency  
DEPARTMENT OF PARKS AND RECREATION  
BUILDING, STRUCTURE, AND OBJECT RECORD

Primary #  
HRI #

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\*NRHP Status Code 5B

\*Resource Name or # (Assigned by recorder) Joseph Davis Building

B1. Historic Name: The Victoria; *Berkeley Barb* office

B2. Common Name: None

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

\*B5. Architectural Style: Victorian

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

Originally constructed in 1905. Rear addition in 1914. Alterations in 1923, 1940, 1944, and 1947.

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

\*B8. Related Features:

None.

B9a Architect: J.E. Bigelow b. Builder: J.E. Bigelow

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

Period of Significance 1905-1958 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 Joseph Davis Building was constructed in 1905 (according to COB permit files), for owner Joseph Davis. The two-story Victorian style building was constructed for use as two ground-floor storefronts with apartments located on the upper floor. The construction was by local contractor John E. Bigelow.

By 1914, Davis had sold the building to Richard Bradshaw, who had the rear addition constructed (according to the January 8, 1914, edition of the *Daily Pacific Builder*). Also around this time, the upper floor residential rooms were called The Victoria. Various tenants have occupied the ground-floor storefronts over the decades, including a paint store, furniture store, specialty goods, and doughnut shop.

The *Berkeley Barb* newspaper was headquartered within this building in the 1960s and 1970s. The iconic newspaper was founded on August 13, 1965, one day after the Berkeley Vietnam Day Committee's first large-scale demonstration blocking troop trains in Berkeley and Oakland. The *Barb* was one of the first "underground" newspapers, and was founded by Max Scheer. The newspaper reported the events of the time happening in Berkeley, and became a key communication vehicle during a turbulent era in Berkeley. The *Barb* occupied the subject building until 1977.  
*(Continued on next page, DPR523L)*

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

\*B12. References:

Marvin, B. Historic Resource Inventory forms, 1978.  
Sanborn Fire Insurance maps.  
Polk directories for Alameda County, 1904-1958.

B13. Remarks: Proposed historic district

\*B14. Evaluator: Franklin Maggi

\*Date of Evaluation: September 15, 2015

(This space reserved for official comments.)



Page 4 of 4 \*Resource Name or # (Assigned by recorder) Joseph Davis Building

\*Recorded by Franklin Maggi & Sarah Winder \*Date 9/15/2015  Continuation  Update

*(Continued from previous page, DPR523B, B10 Significance)*

Contractor/Builder

John (nicknamed Jack) Edwin Bigelow was born in Kingsport, Nova Scotia, Canada, in 1868. Later that year, he and his parents immigrated to the United States, and lived in Seattle, Washington. After first living in Berkeley at the turn-of-the-century, Bigelow and his family returned to settle in Berkeley in 1918, and with his sons founded the home building firm of John E. Bigelow and Sons. They built many homes in Berkeley and in Kensington in the Berkeley hills.

**Integrity**

The Joseph Davis Building has integrity of location and setting in Downtown Berkeley, integrity of its Victorian design, integrity of its materials and high-quality local craftsmanship, as well as visual associations with commercial Berkeley design from the early 1900s. It continues to be readily identifiable as a historic building within the greater downtown core.

**Prior Surveys**

The property was surveyed in 1978, and found eligible for the National Register and given a status code of 3S by the State Historic Preservation Officer.

**Evaluation**

The building is historically significant due to its association with important patterns of development in the downtown core, and for its distinctive architecture. 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 1905-1958. The form and detailing of the building maintain an important link to the past of Downtown Berkeley.