

Shattuck Avenue

Commercial Corridor
Historic Context and Survey



Prepared for:

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Introduction

Background to this Study

Downtown Berkeley is as vibrant today as it has been for over one hundred years. The compact core of commercial buildings has remained intact for a century, and maintains the sense of a special urban place that is clearly understood as “Downtown Berkeley.”

This sense of place exists today, notwithstanding changes that have occurred to individual properties since World War II—changes that have modernized and rehabilitated many of the aging buildings built during the early parts of the twentieth century. The introduction of the Bay Area Rapid Transit to the city’s core 45 years ago helped to divert a decline that had started to occur with the loss of rail mass transit to Downtown Berkeley in the late 1950s. This decline was happening in other older San Francisco Bay Area city centers as well. The post-war period of rapid suburbanization within the metropolitan Bay Area saw many inner city areas such as Oakland, San José, Santa Clara, and Sunnyvale gutted of their historic identity as the vitality of their downtown areas disappeared.

The downtown transit hub, centering on Berkeley Square and serving both the residents of Berkeley and commuting students enrolled at the University of California, has kept the commercial core populated and active. While other medium-to-large cities throughout the nation lost their historic urban cores during the years of federally funded Urban Renewal or state-enabled redevelopment financing programs, Berkeley continues to enjoy an intact urban setting that is rooted in the origins of the city. Within the downtown core, the historic setting has evolved incrementally with the evolution of the city as a whole, rather than through drastic changes brought on by the boom-and-bust cycles of the national and regional economy.

This study, initially described in grant applications as the Downtown Shattuck Avenue Commercial Corridor Refined Historic Context and Intensive-level Survey Project, derived from the *Berkeley Downtown Area Plan* Environmental Impact Report. As a part of that 2012 adopted Plan, the section Historic Preservation and Urban Design Chapter HD-2.2: Historic Subareas specifically recommends considering creation of a historic district along Shattuck Avenue using historic district criteria in Berkeley’s Landmark Preservation Ordinance and applicable National Park Service guidelines.

A reconnaissance survey of the greater downtown area was conducted in 2007 by Architectural Resources Group. This current study, the refined context and intensive-level survey, builds on that earlier survey, and was funded through a donation from Equity Residential with matching funds from the California Office of Historic Preservation (OHP). As a part of the Acheson Commons project at 2133 University Avenue, Equity Residential offered partial funding to assist the City of Berkeley in completing historic resource survey work in the downtown area. The matching funds from OHP were awarded under the Certified Local Government program, in which the state and the National Park Service partner with local governments in administering the

National Historic Preservation Program. The City of Berkeley was granted matching funds from OHP under a competitive grant program used to facilitate the recognition and preservation of local historic resources.

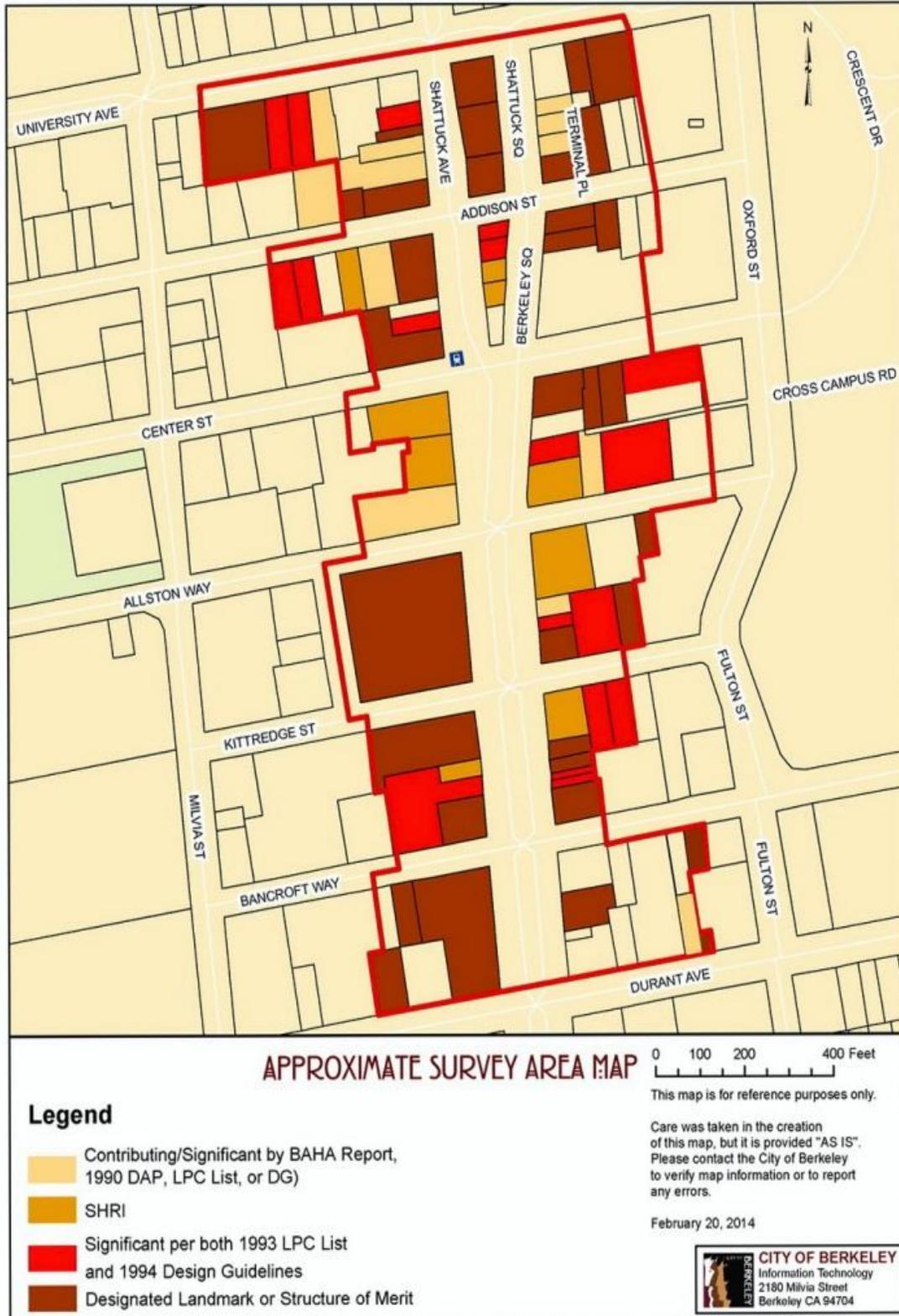
The context and survey are being prepared according to the guidelines developed by the National Park Service, as explained in *National Register Bulletin 24: Guidelines for Local Surveys: A Basis for Preservation Planning*. This report includes a project narrative of findings including methodology, boundaries, and a historic context statement for the study area. The context statement derives from a historical narrative that is based on detailed research on the study area within the context of Berkeley's historical development, and understanding of the period(s) of significance. Relevant significance criteria under local, state, and national registration programs are included in this report as an appendix. Incorporated into the report is a qualitative description of important character-defining features that exist today in the downtown area.

The results of this study include this refined context statement, DPR523 series property recording forms for both contributing and non-contributing properties within the proposed historic district area, and DPR523D forms that note the significance, period(s) of significance, and boundaries of the prospective historic district. This information can be used in the future by the City of Berkeley to fully consider possible nomination or certification processes for a downtown historic district centered on Shattuck Avenue. The information can also be used to inform the City's environmental review processes when development projects are proposed in this area. If the district receives certification by the National Park Service, the information could also be used by individual property owners of depreciable contributing buildings to pursue federal tax incentives for historic preservation by application to the California Office of Historic Preservation.

Study Area

The general survey area was defined in the Downtown Area Plan (see map next page), and consists of, but is not limited to, properties fronting and adjoining Shattuck Avenue between University Avenue and Durant Avenue. Related properties that were thought to have a primary relationship with the Shattuck Avenue properties were also included in this study area, and include commercial and residential properties to the east and west of Shattuck Avenue as well as commercial and residential properties on the south side of University between Milvia and Walnut Streets. The related properties front on the east-west streets of University Avenue, Addison Street, Center Street, Allston Way, Kittredge Street, Bancroft Way, and Durant Avenue.

The boundary edges were reconsidered as a part of the refinement of this historic context study, and are more fully discussed later in this report. The proposed district boundaries are presented at the end of this report on page 67. The map on page 73 also identifies each included property as either a Contributor or Non-Contributor, indicators that are a result of the intensive-level study of each individual property and its association and integrity with the historic themes and significant period of development that have been discussed and identified for the proposed historic district.



Setting

Within the city of Berkeley, the commercial corridor along Shattuck Avenue is well known as a visually identifiable place of community importance and activity. Combined with the adjacent landmark Civic Center Historic District to the west, the larger area of commercial and institutional buildings is culturally recognized as the city center of Berkeley—its downtown core.

The Shattuck Avenue commercial area extends beyond this core area to the north and south along both sides of this major thoroughfare. The larger commercial zone extends as well along University Avenue, beginning from the western edge of the University of California campus at Oxford Street, to the terminus of University Avenue at the Eastshore Freeway (Interstate 80) and the San Francisco Bay.

The Shattuck Avenue commercial corridor, the subject of this study, is defined dramatically by the open, wedge-shaped fork in Shattuck Avenue where the street splits into two segments north of Center Street, with the eastern leg terminating at University Avenue.

The historic development that established the setting of Berkeley's downtown commercial core is directly related to the historic railroad yard at Berkeley Square that once extended from University Avenue to Allston Way. The commercial center of Berkeley grew around this early transit hub, a grouping of mostly commercial buildings that served, and continues to serve, as a destination for commerce-related activities for the larger community of Berkeley.



Berkeley Station looking north on Shattuck Avenue in 1888, courtesy Berkeley Public Library

This pattern of development has existed from the early years of the twentieth century to the present, and today's urban setting remains a visual and functional link to Berkeley's history and its story of community evolution.

The three blocks south of Allston Way, south of where Strawberry Creek once bisected Shattuck Avenue at Allston Way, have a similarity of development character. Their adjacency to the transit hub facilitated early expanded commercial development that is bound to the northern three blocks of Shattuck Avenue by walkable urban commercial development that has remained viable as part of the urban center.

The wide boulevard of Shattuck Avenue continues southward past Durant Avenue to beyond Carleton Street, where it narrows to a two-lane street south of its intersection with Adeline Street. The area south of Durant Avenue has a character that is different than the area that is the subject of this study (Durant Avenue north to University Avenue). This difference is partly due to a later development pattern than that of Berkeley's downtown core area. The southern portion of Shattuck Avenue evolved at a distance from the early mass transit related development at the city center. The development of Shattuck Avenue south of Durant Avenue is closely linked with the introduction of the automobile, and its character today is a reflection of this later phase of urban development—like much of University Avenue to the west of the downtown core area.

In response to the disruption caused by the construction of BART in the late 1960s and early 1970s, the City of Berkeley reconfigured street-side parking on the blocks south of Allston Way in an attempt to make the downtown core more automobile-friendly. Today, the three commercial blocks from Allston Way to Durant Avenue have medians and street plantings that spatially relate more to the commercial area south of Durant; however, the buildings themselves that line the thoroughfare are connected by design with the downtown core.

This design continuity, a dense grouping of mostly historic structures built before World War II that line the streets with active commercial storefront uses are what constitute Berkeley's primary downtown commercial core area. The commercial properties that contribute to this historic setting are integral to the continued sense of place that marks Berkeley's city center.



Shattuck Avenue from south of Durant Avenue



Imagery ©2015 - DigitalGlobe, U.S. Geological Survey.

Aerial of study area, excerpt from USGS, US Farm Bureau (via DigitalGlobe)

Summary of Findings

The Shattuck Avenue commercial corridor is recognizable today as a historic district that represents its architectural and historical significance from the period 1895-1958.

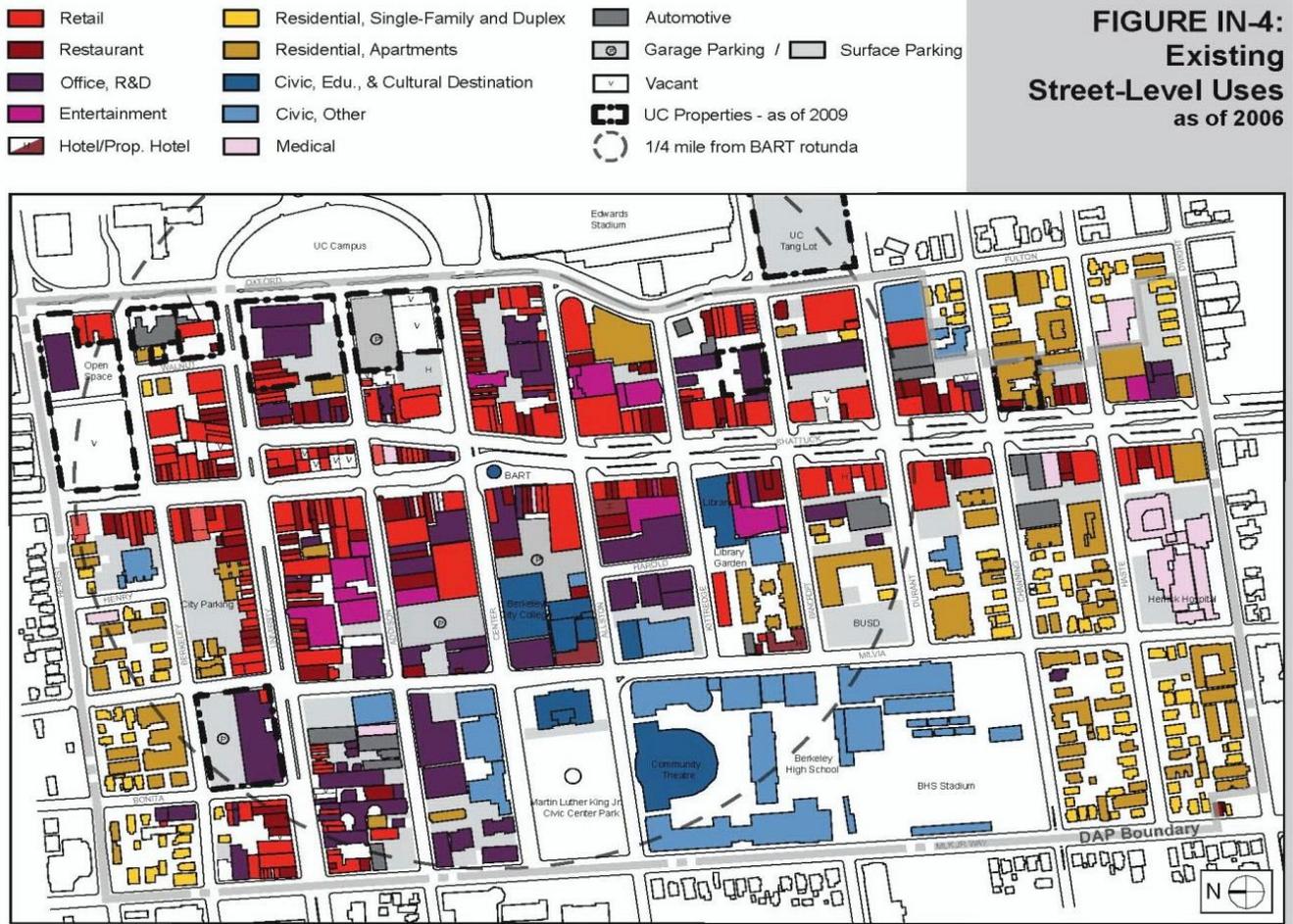
The commercial corridor is populated by a concentration of historic buildings that have been recognized as such under registration programs at the local, state and/or national level. The area is clearly understood as a place, and some boundaries are easily defined; however, some of the boundaries of the historic commercial area are visually less precise, and blend into other areas such as the greater University neighborhoods and the Civic Center, and what are called the downtown buffer areas.

The pair of high-rise buildings at Center Street—the 1927 building now known as the Wells Fargo Bank building at 2140 Shattuck Avenue, and the more recent 1969 First Savings Building at 2150 Shattuck Avenue—anchors the center of this commercial district at what is today the city’s primary transit hub, the Downtown Berkeley BART Station. Their imposing presence helps to establish the district, as they serve as “markers” of the commercial core. The properties surrounding these prominent buildings continue to be populated by retail stores, restaurants, theaters, hotels, offices buildings, and mixed-use buildings that line the streets. This commercial setting has defined the Berkeley’s city center for over a century, and speaks today literally as Downtown Berkeley.

There are few breaks in the streetscape of this commercial district; the suburban-designed Bank of America building at Center Street serving as the sole exception along Shattuck Avenue to an otherwise unified setting. The concentration of historic commercial buildings and the continued pattern of renovations and replacement buildings with their walkable pedestrian orientation provide a distinctive character to the downtown core. The preservation of historic materials and details, such as brick walls in a variety of colors, stucco walls with a variety of textures, tile accents, wood windows with paneled spandrels, decorative cornices, and unique historic signage, contribute to Downtown Berkeley’s unique sense of historic place.

The long-time role of Downtown as a historic transit hub is essential to understanding the significance of the district, as the transportation routes played a pivotal role in its development beginning in the 1870s. Waves of development occurred through the first part of the twentieth century, and regeneration continued after World War II until a short decline in the late 1950s following the loss of interurban train service. For almost two decades after the interruption of train service, Berkeley experienced a deterioration of retail viability, as shopping patterns shifted outward from the city core to El Cerrito Plaza and then later to Richmond’s Hilltop Plaza and Emeryville, much like what was happening throughout the region in other older cities. But unlike other regional cities, Berkeley didn’t succumb to urban renewal under the new federal and state redevelopment laws that resulted in the transformation of many historic downtown core areas to suburban-style mega structures and the shifting of government offices to new campuses at the fringes of the older commercial areas.

The introduction of BART and the construction of the Downtown Berkeley Station, although clearly disruptive to the businesses during construction, re-established the core as a transit hub, and reversed the downward development spiral as Berkeley again saw its core regenerating as a destination. The subsequent years have seen some losses in historic fabric, but also the inclusion of new buildings and uses that contribute to the making of today’s vibrant urban center and its enduring sense of historic place.



Excerpt from the Downtown Area Plan showing distribution of commercial uses in the core area

Historical Background

Berkeley was built upon a terrace of land between the foothills of the Diablo Range and the waters of San Francisco Bay. This area had been home to indigenous peoples for thousands of years. The history of the earlier residents is elusive, and part of a field of study called pre-history. In the late 1700s, a period of changing occupation began with the arrival of immigrants whose roots were in Mexico, Europe, and Russia. Historical

development, the subject of this study, begins with the founding of modern California by the Spanish government. The City of Berkeley was founded a century later.

Berkeley is located on the eastern shore of the San Francisco Bay, in northern Alameda County, California. Named for eighteenth-century bishop and philosopher George Berkeley, Berkeley is also the site of the oldest campus within the University of California university system, the University of California, Berkeley.

The Shattuck Avenue commercial corridor runs through the heart of Downtown Berkeley along Shattuck Avenue, from north of University Avenue to south of Durant Avenue. This corridor (including the intersecting side streets Bancroft Way, Kittredge Street, Allston Way, Center Street, and Addison Street) features a group of historic commercial buildings that share common historical context, themes, physical attributes, and characteristics. Together, the Shattuck corridor forms a potential historic district that is vital to the understanding of the City of Berkeley as a whole.

Early History

In 1769, the Spanish explorer Gaspar de Portolá and a company of 64 men were the first non-Native Americans known to visit the place that would come to be known as the San Francisco Bay Area. This expedition was intended by the Spanish government to expand the frontier territory of *Nueva España*, their new world colony in North America. The Portolá Expedition first approached the southern reaches of the San Francisco Bay Area near the Pajaro River in what is now known as Santa Clara Valley, but then continued up the coast around the Monterey Bay to an encampment place north of what is today known as Santa Cruz.

A small contingent of seven men, led by Sergeant José Francisco Ortega, crossed the coastal range in early November 1769, and unexpectedly came across the bay. The Spanish soldiers worked their way across the valley on the southern edge of the bay and explored the eastern shore up to the area now known as Hayward. These expeditions were soon followed by several other Spanish visitations, including that of explorer Juan Bautista de Anza in 1774.

In 1776, Juan Bautista de Anza returned, leading a large group of settlers (*pobladores*) across the valley on the way to establishing the Presidio of San Francisco for the Spanish. Among Anza's soldiers was a man named Luis Peralta. In return for his services, he was awarded a large expanse of land on the east shore of the Bay (the *contra costa*, which means opposite shore) including what is now the City of Berkeley.

Spanish Period (1777-1821)

The Spanish colonization strategy utilized three types of institutions when colonizing new territories: presidios, pueblos and missions. The presidio was a military fort used to control native populations and defend the colony from invasion. The military government, installed in *Las Californias* shortly after the Portolá Expedition, was intended to protect the Spanish frontier from encroachment by other countries of

Europe, and more specifically was directed against Russian global advancement into North America during this historical period. The first presidios at San Francisco and Monterey were established to address this threat.

The pueblo was a town settlement, establishing Spanish commerce and settling farmers in a territory. The civil settlements were established to supplement the crops grown within the Franciscan mission system and to support Spain's military garrisons.

The Roman Catholic Church founded missions to convert native populations and civilize them to European standards. The Franciscans, acting in behalf of the Roman Catholic Church, established a system of missions to convert and proselytize the native population, a partnership with government authorities that had existed for centuries during Spain's colonial period. The missions were the dominant colonizing influence in *Las Californias*, and later Alta California (the renamed Upper California from 1804 onward) during the Spanish Period. Each mission's sphere of influence radiated from its center (with buildings for worship, housing, and industries) outward to surrounding grain fields and livestock grazing lands.

The period of Spain's governance in the region lasted until 1821.

Mexican Period (1822–1846)

The French Revolutionary Wars (1792-1802) and Spain's support of her former adversary beginning in 1796, was followed quickly by the Spanish fleet's defeat at the Battle of Cape St. Vincent and a blockade of the main fleet at Cardiz by the British (as part of the Anglo-Spanish War between 1796-1802 and 1804-1808). The blockade was lifted with the Peace of Amiens in 1802, but the weakened Spanish fleet was again called into service with the resurgence of hostilities on the European continent in the Napoleonic Wars (1803-1815). French control of the Spanish Armada and the defeat of the joint Franco-Spanish navies at the hands of the British once again at the Battle of Trafalgar in 1805, led to the eventual destruction of the once-dominant Spanish naval fleet. This destruction caused a decline in Spanish presence in the new world, but rising nationalist sentiment combined with this absence to spark a revolt in Mexico. This revolution in Mexico, beginning in 1810, eventually led to Mexican independence from Spain in 1821.

By 1833, official policy demanded that the lands in California be returned to the native Indians. Governor José Figueroa had intended to uphold the bill that had been passed by the Mexican congress, but his death in 1835 negated this plan, and the lands were turned over to the wealthy and politically-connected in California.

Another change in policy that had far-reaching effects in Alta California was the secularization of the Franciscan missions and the establishment of large private land grants. In 1824, Mexico passed a law for the settlement of vacant lands to try to stimulate additional colonization of the territory. The colonists had a more relaxed attitude about boundary lines between neighboring properties than the Spanish had. When *rancho*

grants began to be awarded by the Mexican government, title was based on a rough verbal description and hand drawn sketch maps (known as *diseños*) of the desired lands.

During the 1820s through early 1840s, large tracts of land were granted by the Mexican government to local residents. Each rancho had a *hacienda* that was, in many cases, a self-supporting village, composed of the main rancho house, laborers' housing, corrals, grist mill, tannery, and other ancillary buildings surrounded by vineyards and cultivated fields.

The City of Berkeley is located within the environs of what was known as the *Rancho San Antonio*, granted to Don Luis Maria Peralta, by Governor Pablo Vicente de Sola, the last Spanish governor of California. Peralta was a sergeant in the Spanish Army, and the land grant was his reward for his forty years of loyal service. Issued on August 3, 1820, the 44,800-acre land grant also included the future cities of San Leandro, Oakland, Alameda, Emeryville, Piedmont, and Albany, in addition to Berkeley. Luís María Peralta never lived on the rancho himself, but his four sons and their families did. With their wives, families, landless Mexican laborers, and surrounding native peoples, the Peralta sons established the first Spanish-speaking communities in the East Bay. In 1842, Peralta split the rancho up among his five sons, and shortly after passed away in 1852.

With the relaxation of immigration regulations by the Mexican government in 1828, more foreigners began to settle in California, arriving first by sea. The first overland migrants arrived in Alta California in 1841, and by 1845, the growing American population prepared the way for relatively easy occupation of Alta California by American forces in 1846.

Early American (1847-1875)

In May 1846, the United States declared war on Mexico; shortly thereafter, the American flag was raised in Monterey and San José. The hostilities finally ended with the Battle of Santa Clara in January 1847. The hostilities between the United States and Mexico resulted in the creation of the American territory of California following the concession of Alta California by Mexico to the United States in 1848 in the Treaty of Guadalupe Hidalgo. Soon after was California's admittance to the Union in 1850. Subsequent American westward migration by wagon and boat set the stage for the rapid development and economic growth to follow in the ensuing decades. The frontier period was dominated by the superimposition of American culture on the Hispanic way of life.

On the heels of the acquisition of California by the United States was the discovery in 1848 of gold in the Sierra foothills, which precipitated a sudden influx of population to the state from the United States, Europe, Mexico, South America, and Asia. Soon following the Treaty of Guadalupe Hidalgo, it became apparent to the rapidly growing, land-hungry population that the pre-existing system of land ownership would no longer be sufficient. New American settlers did not understand or accept the Mexican concept of land tenure in the form of ranchos and they were frustrated since much of the best land in California was taken up by the large Mexican land grants.

In many cases, the boundaries of the ranchos such as San Antonio, were only roughly identified. Throughout California, many of the new settlers believed that the territory ceded by Mexico in the Treaty was now the public domain of the United States, and in many locations they tried to make claim to lands outside the pueblos. They immediately came into conflict with landowners who had acquired title under Spain or Mexico. Until a drought in 1864, cattle-ranching was the primary economic activity in the region, including the lands of the eastern San Francisco Bay. During the Mexican Period, open range methods were followed, since grazing lands were ample. As smaller grain farms began to spread throughout the Valley, pasture land was reduced, and cattle-ranching became concentrated in the foothills.

Under the Treaty, the pre-existing property rights were to be preserved. To bring order out of chaos, the United States government created the California Land Claims Commission in 1851, to provide a process to validate the Mexican titles by determining legal ownership, and by establishing fixed boundaries for property granted under Spanish and Mexican authority. Intended to protect the pre-existing landowner, this process in many cases worked to their detriment. The process of title confirmation was long, cumbersome, and expensive, and many ethnic Mexican rancheros found the economic and legal difficulties insurmountable.

In 1856, the patent to the Rancho San Antonio was awarded to the Peralta family by the United States Supreme Court. An internal dispute within the Peralta family, however, soon came to light; the Peralta sisters apparently felt cheated out of the family land, and contested their brothers' claim to the Rancho San Antonio land grant. The court case, known as the "Sisters Title Case," was eventually resolved in the brothers' favor by the California Supreme Court in 1859.

The City of Berkeley lies mostly within what was Domingo Peralta's section of the rancho, although by the early 1850s, large portions of the rancho had already been sold to several American pioneers, and the brothers' land holdings were significantly reduced, as Gold Rush prospectors arrived in the newest State in the Union and began to rapidly occupy and purchase valuable land. The United States Congress had allowed the passage of two acts that would shape the American West. The Homestead Act and the Pacific Railroad Act (both in 1862) were responsible for the settlement of many western states, including California, and, in particular, Alameda County.

The Homestead Act was driven by an idealistic goal to populate the west with farmers, while the Pacific Railroad Act was decidedly less altruistic, granting the railroad companies immense tracts of land in exchange for their progress building the Intercontinental Railroad that would connect the western United States with the east. The Homestead Act allowed any individual to claim 160 acres of public land for a small ten-dollar filing fee, and they would receive the title to the land if they then farmed and made improvements to the land for five years. The railroads, not satisfied with the lands they received from the Railroad Act, took advantage of the Homestead Act and bought up land across the west, which they then sold to settlers, profiting further.

However, many of the so-called “public” lands that American settlers were claiming were actually already owned by the *Californios*¹, who had received their lands from the Mexican-era government. The Peraltas were forced to sell off large swaths of their holdings to pay their legal fees for a multitude of boundary disputes with the swiftly arriving settlers, and by the early 1870s, the Peraltas’ domain had all but ceased. In 1877, they triumphed in the California courts; at this point it was too little too late, as the family owned almost none of their original holdings.

On March 25, 1853, Alameda County was created by a division of Contra Costa County, as well as from a small portion of Santa Clara County in the south. One year earlier, four men had laid claim to areas that together would become greater Downtown Berkeley. Each man is shown to own 160 acres on an early plat map known as *Kellersberger’s Map*. The area surveyed by the map included all of what are today Berkeley, Albany, and the downtown and waterfront areas of Oakland. Created by surveyor Julius Kellersberger in 1852, the map was intended to ease the subdivision and sale of the lands of the Mexican-era Rancho San Antonio to American settlers. Four of the claimants referenced in this very early map include the four whose lands made up Berkeley’s core: Francis Shattuck, George M. Blake, James Leonard, and William Hillegass. The lots were numbered, and corresponded to a (partial) list of landowners. Shattuck claimed Lot 68 and Blake laid claim to Lot 69, which lots together included most of the subject area of this context statement.

¹ Historical and regional Spanish term used to identify those born in Alta California between 1769 and 1848.



Julius Kellersberger's 1852 Map of Alameda County Ranchos

The dividing line between the parcels claimed by Shattuck and his brother-in-law George Blake became the alignment of a new county road whose construction the Board of Supervisors assigned to Shattuck, as a member of the newly-formed board. The new road was laid out from near where Strawberry Creek intersected the old Temescal Road (a Mexican-era road that ran between the homes of the Peralta brothers, Domingo and Vicente). The new alignment of the road extended southward to an intersection with the Telegraph Road (today's Telegraph Avenue). The road became known as "Shattuck's Road," and Shattuck then built his new home below the south bank of Strawberry Creek near the county road. The northern boundary of Shattuck's claim was along the alignment of what is now Addison Street. The creek and Shattuck's home were situated south of Allston Way.

Today, Shattuck Avenue runs north-south through Alameda County, connecting Berkeley and Oakland. At its southern end, it merges with Telegraph Avenue in Oakland. It terminates at Indian Rock Park in the Berkeley Hills north of the Downtown.

Shattuck himself served as the fifth mayor of Oakland beginning in 1859, and represented the 4th District (including Berkeley) in California's State Assembly from 1860-61. He also served many years on the Board of Supervisors of Alameda County starting in 1860. He was elected to the Board of Trustees of the Town of Berkeley in 1884.

In 1853, the direct predecessor of the University of California, the Contra Costa Academy, was founded in Oakland. Within five years, it would be renamed the College of California, and, within another decade, it would be chartered as the University of California by the legislature of the State of California. The land of the modern-day campus in Berkeley was dedicated for use as an institute of higher learning in 1860. According to a newspaper article published in the *Alameda County Gazette* November 3, 1868, “Berkeley is the name of a projected town near Oakland, laid out on the ground of the College of California.” That same year, at the behest of the first Board of Regents, the College of California was asked to remain in operation until 1869, when the University began functioning on the former College’s Oakland campus. In 1873, the University of California officially took up residence in Berkeley, where it has remained ever since.

In 1866, the College Homestead Association, an organization established to raise funds for the new site of the College of California, filed a plat map with the object of selling parcels of land near the site of what is now the University of California. The plat map proposed names for several streets in a grid pattern, incorporating the alignment of Shattuck’s Road, but designating it “Guyot Street.” The name never stuck, and Shattuck Avenue, along with the intersecting Kittredge Street, remains named for Francis Kittredge Shattuck. Berkeley itself is named for eighteenth-century British philosopher George Berkeley, a staunch supporter of education. Berkeley’s namesake continues today to convey the City’s origins as an epicenter of learning in the East Bay. Berkeley, much like the campus of the University, grew and expanded in the latter half of the nineteenth century.

Thematic Evolution of the City – Commerce and Transportation in Downtown Berkeley

The 1870s

- No extant buildings within study area

Berkeley was officially incorporated as a town in 1878. Beyond the grid layout still maintained in the downtown core today, few, if any physical structures remain in the downtown from the 1870s. Several patterns of development remain evident in the downtown, however, that reflect how Berkeley was settled.

The important role that rail transportation played in the development of the East Bay as a whole remains only vaguely understandable to most residents and visitors to Berkeley. Unique not to just Berkeley, trains directly influenced the growth of the communities within the counties of Alameda and Contra Costa in the late-nineteenth and early twentieth centuries. Early land promoters and developers knew that in order for the town surrounding the university to flourish, there would need to be a dependable railway link south to Oakland, and reliable ferry service across the bay to San Francisco.

When the new campus opened in 1873, the majority of students commuted to Berkeley from nearby Oakland via the Telegraph Avenue horsecar line, which dropped students off at the southern end of campus. Within a few years, access to Berkeley from neighboring cities like Oakland was provided by steam dummy train (a steam engine enclosed in a wooden box structure that resembled a railroad coach and popular in the United States between the 1830s and the 1860s).

Initially, the idea to provide a direct route from Berkeley to San Francisco can be credited to Hiram Graves and Henry Durant. In 1874, Durant and Graves formed the Berkeley Railroad and Ferry Company, with the idea to run a rail line down University Avenue to a pier in the small waterfront community of Ocean View, where a ferry service would shuttle passengers across the bay, between Jacob's Landing and San Francisco. The duo raised enough capital for the ferry services, but fell short of their goal to construct the rail line. Leland Stanford, former California Governor and railroad magnate and one of the "Big Four" (the nickname for the four major businessmen who were the key investors in the Central Pacific Railroad)², then offered to construct a line into Berkeley as a part of the Central Pacific East Bay network expansion.

By the time of the incorporation of the Town of Berkeley in 1878, Shattuck's Road had become Shattuck Avenue and it had been extended northward to Rose Street. Shattuck, along with his neighbor James Barker, provided the Central Pacific with a free right-of-way through their lands along Shattuck Avenue. They also donated land for a station and rail yard to be located between what is now Center Street and University Avenue, where Shattuck Avenue forks into two branches around an island intersected by Addison Street. Today, the northern rectangular portion of this island is known as Shattuck Square, and the southernmost wedge-shaped portion is known as Berkeley Square. Shattuck also provided the Central Pacific with an award of \$20,000 in cash to entice the railroad to build a branch line from Oakland to central Berkeley.

This 3.84-mile long route was called the Berkeley Branch Railroad, and it operated as a subsidiary of the Central Pacific. The line opened on August 16, 1876. Its initial terminal point was at Shattuck and University Avenues, but by 1878, the line was extended north along Shattuck to Vine ("Berryman's Station") with the original terminus then becoming the Central Pacific Berkeley Station.

Restaurants, boarding houses, groceries, laundries, and other commercial enterprises with amenities a student could need began to locate along the route connecting Oakland with Berkeley. Professors and other employees of the University began to purchase and build upon the lots immediately surrounding the campus. This residential influx led to

²The Central Pacific Railroad was incorporated on June 28, 1861. Leland Stanford was elected president. His other three associates were Charles Crocker, Mark Hopkins, and Collis P. Huntington, all known collectively as the "Big Four."

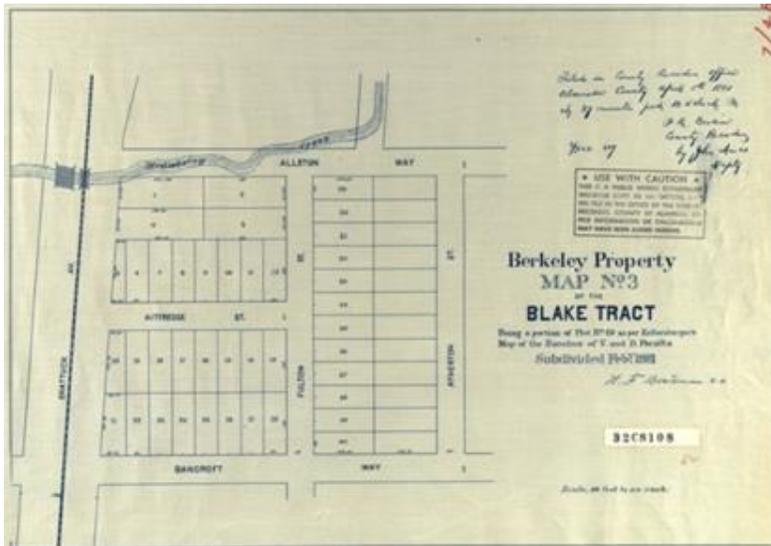
more small businesses being located in the immediate area surrounding the campus, to provide residents with easy access to everyday necessities and amenities.

Shattuck Avenue, with the railroad station quickly became both the commercial and public center of Berkeley, so that by the time of the city's incorporation in 1878 Shattuck Avenue was already considered to be the "downtown." The unusual width of Shattuck Avenue is a direct reflection of its history, as it needed to be wide enough to accommodate the train station, freight yards, and tracks, as well as pedestrian and horse traffic. Shattuck Avenue has always been associated with Berkeley's central core, as its transit and commercial business district.

The 1880-90s

- No extant buildings within study area

In 1885, the Berkeley Branch line was assigned to the control of the CPRR's affiliate, the Southern Pacific Railroad (SP) briefly. In 1888, the SP consolidated the Berkeley Branch Railroad into its subsidiary, the Northern Railway. At this time, the Berkeley Branch ceased to exist as a corporation, but the trackage continued to be called the "Berkeley branch line."



1881 Blake Tract Map No. 3 from Allston Way to Bancroft Way

The 1880s also led Berkeley to expand physically, with new homes being constructed as more and more people made their permanent residence in the town. With this came the infrastructure needed to support this new steady population.

These new "Berkeleyans" transformed the land around the University

from a rural landscape to a more urban setting by constructing their homes, businesses, and churches mostly within a few blocks of the railroad and the school, populating the downtown core during its first phase of development.

The 1890s

- 2117-19 Kittredge St. - A.H. Broad House & Storefront (1894)

- **2040-2070 Addison St.** - American Railway Express (1895)
- **2108-12 Allston St.** - Hinkel Block (1895)
- **2124-26 Kittredge St.** - Robert Elder House (1895)
- **2171 Shattuck Ave.** - F.W. Foss Co. (1895)

In 1892, Shattuck Avenue was still a mostly one-sided street, built out along the west side with most of the buildings facing eastward. That year, the roadway was graded along the east side of the railroad tracks, allowing the public direct access to the properties along Shattuck Avenue’s east side, facing westward.

On only a handful of streets that intersected Shattuck Avenue (including Durant Avenue, Dwight Way, University Avenue, and Channing Way) had owners been able to develop lots prior to this. The downtown was a mix of commercial and residential uses during the late nineteenth century, as lack of easy transportation led people to live near their place of business or job. Few commercial buildings still extant in the greater downtown area reflect this pre-1892 downtown scale.



West side of Shattuck Avenue south of University Avenue in 1890, courtesy Berkeley Public Library

By 1894, Berkeley's downtown commercial area had grown significantly. The Sanborn Fire Insurance Company map from that year shows that commercial uses were concentrated along Shattuck Avenue, with dense development between University Avenue and Center Street. The businesses stretched south to Allston Way. Additional businesses wrapped the corner of Shattuck Avenue and extended eastward on Center Street. The second commercial district at Shattuck Avenue and Dwight Way remained small however, and was separated from the downtown core by small scale residential development.

Commercial buildings were generally one and two stories of wood frame construction with small rectangular footprints, but by 1895 more substantial multi-story structures began to appear that were of brick construction. The majority of buildings directly abutted neighboring structures.

The businesses met Berkeley residents' general needs and sold merchandise such as harnesses, carpets, paint, stationary, produce, groceries, fruit, meat, baked goods, drugs, and cigars. In addition, barbers, cobblers, and blacksmiths offered their services. South of Downtown in the still separate Dwight Way commercial area, the types of shops and businesses were similar: barbers, bakeries, drugs, dry goods, and a billiards hall.



Early train on Shattuck Avenue, photograph courtesy Berkeley Architectural Heritage Association

While a majority of residences located on Berkeley's downtown streets were demolished during the ensuing decades to make room for larger, more commercially focused structures, a small handful of *ca.* 1890s houses, specifically the grouping located at 2117-2119 Kittredge St., 2124-2126 Kittredge St., and 2138 Kittredge St. were converted into commercial storefront buildings, while remaining residential in the rear. The expansion of transportation options in the early twentieth century, as well as a burgeoning commercial downtown, led to an increasing amount of commercialization of the side streets directly off Shattuck Avenue as the nineteenth century gave way to the twentieth century.

The 1900s

- **2036 Shattuck Ave.** - Francis Shattuck Building (1901)
- **2124-26 Center St.** - Mikkelsen & Berry Building (1902)
- **2110 Kittredge St.** - Wanger Block (1903)
- **2283 Shattuck Ave.** - Capdeville's French Laundry (1904)
- **2138 Kittredge St.** - John C. Fitzpatrick House (1904)
- **2142 Center St.** - Thomas Block (1904)
- **2327 Shattuck Ave.** - Blake & McGuire Grocery (1905)
- **2171 Shattuck Ave.** - Norton Building (*ca.*1905)
- **2042-44 Shattuck Ave.** - Joseph Davis Building (1905)
- **2070 University Ave.** - Campanile Hotel (1905)
- **2071 Addison St.** - Golden Sheaf Bakery (1905)
- **2105 Bancroft Ave.** - Masonic Temple (1905)
- **2110-14 Addison St.** - Underwood Building (1905)
- **2327 Shattuck Ave.** - Blake & McGuire Grocery (1906)
- **2045 Shattuck Ave.** - Studio Building (1906)
- **2170-80 Shattuck Ave.** - Constitution Square Building (1906)
- **2161 Shattuck Ave.** - Wright Block (1906)
- **2276 Shattuck Ave.** - Morse Block (1906)
- **2119 Addison St.** - Heywood Apartments (1906)
- **2231 Shattuck Ave.** - Brooks Apartments (1907)
- **2131-2135 University Ave.** - Acheson Physicians' Building (1908)
- **2109 Shattuck Ave.** - F.D. Chase Building (1909)

An electric line had been completed, linking West Berkeley, Emeryville and Oakland in 1901; another was installed on University Avenue in 1902. However, the Key Route established in 1903 and the Southern Pacific established in 1911 were the two most important developments in the electric trolley lines connecting Berkeley to the greater Bay Area.

In 1903, the Key System, a line of electric trains connecting Bay Area cities, extended its line to Downtown Berkeley via Shattuck Avenue, reinforcing the street's position as the city's commercial center. The Key System Railway and Ferry (Key Route) was a linking

of railway travel to the trestle and ferry slips, and resembled a key extending into the Bay connecting Berkeley and Oakland to San Francisco.

The Key System (Key Route) began as the San Francisco, Oakland, and San José Consolidated Railway (SFOSJR), incorporated in 1902, under the ownership of Francis Marion “Borax” Smith. Ernest Alvah Heron, a Berkeley capitalist and developer (and owner/builder of several buildings in the study area) in the early twentieth century was also one of the key investors and organizers of the San Francisco, Oakland and San José Consolidated Railway. The Key System was a consolidation of several smaller streetcar lines under Smith's control, providing mass transit to cities throughout the East Bay. It remained in operation from 1903 until 1960, when the system was sold to AC Transit.

The first Key System cars left Shattuck and University Avenues for ferry connection on October 26, 1903, making transportation between Oakland, Berkeley, and San Francisco quick and affordable. This in turn spurred the development of



Berkeley Station ca. 1906, courtesy Berkeley Public Library

numerous residential tracts in Berkeley and Oakland. This growth brought in more customers and thereby spurred intensive commercial development in Downtown Berkeley. In 1905, to promote Berkeley's commercial interests, a Chamber of Commerce was founded, replacing the previous Board of Trade. One year later, Berkeley's downtown received an unexpected and tragic boost.

The San Francisco Earthquake in the early hours of April 18, 1906 shook the entire Bay Area, although the subsequent devastating fire was limited to San Francisco. In Berkeley, the ground rolled and shook, causing dishware to shatter, walls to crack, and brick chimneys to topple. People ran outdoors, and as the shaking ceased, discovered that the town seemed to have been spared. Only here and there did there seem to be major visible damage, including several school buildings, and some downtown buildings. These buildings included the Carnegie Library on the corner of Kittredge and Shattuck (the predecessor to the 1930 extant Central Public Library), the Homestead Loan Association Building at 2210 Shattuck Ave., and the Masonic Temple. While the former two buildings merely had cracked walls, the Masonic Temple, which was under construction at the time of the earthquake, lost two steel girders. They fell onto the roof

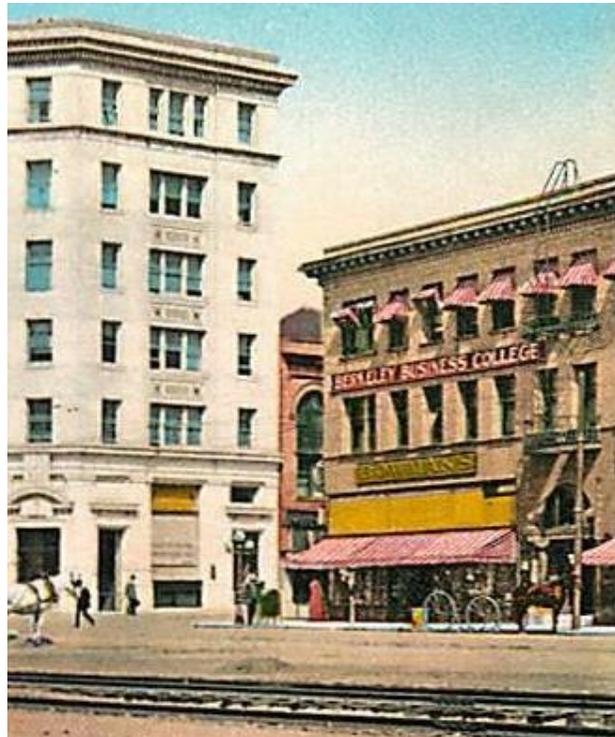
of the Capdeville French Laundry next door, causing damage that was ultimately fixable.

As the morning went on, Berkeley residents began to see rising clouds of smoke across the San Francisco Bay. San Francisco was on fire. Thousands of refugees fled from San Francisco via the ferries that many had used daily to commute to work. While public transportation was only disrupted for several morning hours in the East Bay, services in San Francisco all but ceased, and thousands took advantage of the Southern Pacific's and Key Route's offer for free passage out of the stricken city via rail or ferry.

Many refugees were housed and fed in Berkeley, and residents opened their doors to those who had lost everything. Tent encampments appeared on the University of California campus, and public buildings were put into service as temporary shelter and aid halls.

The UC Cadet Corps (male students enrolled in military training) who had donned their uniforms for an annual inspection and maneuvers drill that very morning marched off to assist with guard duty and firefighting in stricken San Francisco, each man with little more than a rucksack of food and a blanket.

As a result of the earthquake, many people and businesses moved – some temporarily and others permanently – to communities such as Berkeley and Oakland. On April 17, 1906, Berkeley's population was around 26,000 residents. One year later, the population of Berkeley had ballooned to nearly 38,000³, largely due to the San Franciscans who had relocated after the earthquake. Writer Warren Cheney in a December, 1906 article in *Sunset Magazine* described the transformation the San Francisco Earthquake and fire had on commercial enterprises in Berkeley:



Postcard with Wright Block during first decade of the twentieth century

³ Population figures taken from Richard Schwartz's *Earthquake Exodus, 1906: Berkeley Responds to the San Francisco Refugees*.

It will give everyone who was familiar with commercial San Francisco a queer and creepy feeling down his spine to drive along the streets of commercial Berkeley and contemplate the business signs. He will find Tillman & Bendel, the California Furniture Company, Tatum & Bowie, the California Power Works, the Yosemite Engraving Company, the Van Emon Elevator Works, the Sperry Flour Company, and a host of others which before the fire were the milestones in the San Francisco commercial roads.

Berkeley's slow growth had ended abruptly with the 1906 San Francisco Earthquake. Following the earthquake, building techniques and building materials were developed to be "earthquake resistant." The Wright Block, a three-story commercial storefront building at Shattuck Avenue and Center Street (now a City of Berkeley Landmark) was an example of this shift in construction methods in the downtown core. In the wake of the Earthquake, the Wright Block's concrete foundation, steel framework reinforced with concrete, and anchoring of floor and roof joists all contributed to the building's earthquake preparedness.

The addition of the finished Wright Block was also one more cornerstone in transforming Downtown Berkeley into a more modern downtown, replacing the old wooden (and fire susceptible) nineteenth-century pioneer town. The Heywood Apartments building was also constructed just after the San Francisco Earthquake of 1906. It remains one of a handful of buildings today that signify the transition of the early Berkeley downtown area from a mostly wooden-built commercial setting to the masonry and concrete "fireproof" environment that began to evolve during the early twentieth century.

In October of 1906, the construction of the Brooks Apartments at 2231 Shattuck Ave. was a milestone according to the *Berkeley Daily Gazette* because "With the completion of this building, Shattuck Avenue will be solidly built on both sides from University Avenue to Bancroft Way."

In 1908, a statewide referendum (initially started by the new Berkeley Chamber of Commerce) that proposed moving the California state capital to Berkeley was defeated by a margin of about 33,000 votes. The city had prepared by naming streets around the proposed capitol grounds for California counties and these names remain today, a legacy of the failed referendum.

As stated by the *Berkeley Reporter* in 1908, "The town has grown in all directions. Much of this is due to the operating of the car lines in sections which would otherwise not have been marketable."⁴ This growth was reflected in residential and commercial building projects, and Shattuck Avenue continued to develop, with newer construction continuing to replace the older buildings.

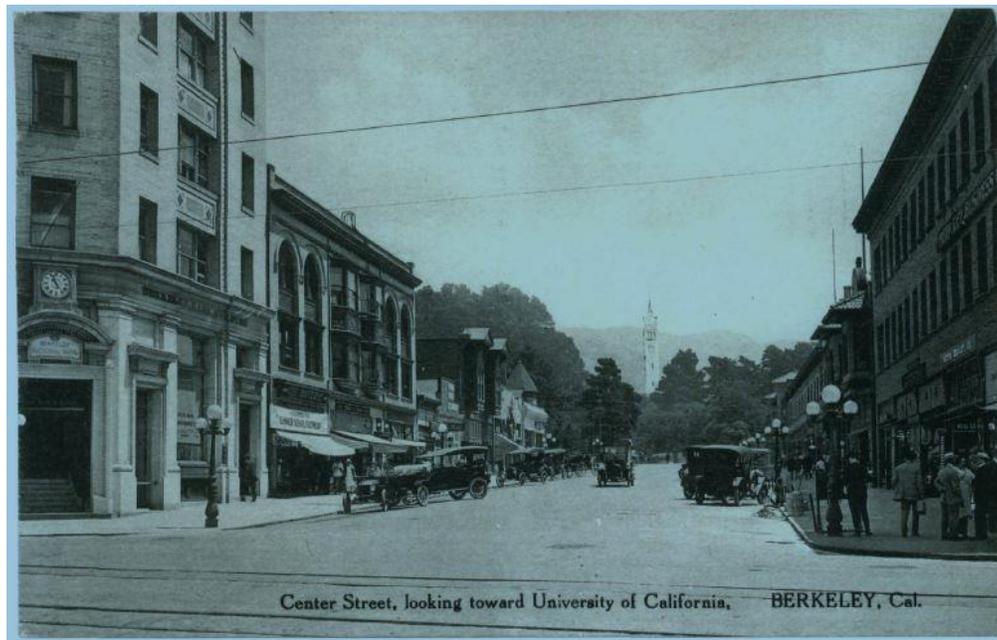
⁴ "The Key Route: A Natural Aid in Development in Berkeley," *Berkeley Reporter* December 24, 1908.

The Southern Pacific Railroad constructed a new station for Berkeley in 1908. When it was constructed on what is now Berkeley Square, Center Street was still the main thoroughfare between the station and the University. Both the train station and the park that occupied the Shattuck Square block to the north were a gift to the City of Berkeley from Southern Pacific Railroad President Edward Harriman. Harriman gave them to the City after UC Berkeley President Benjamin Ide Wheeler and local poet Charles Keeler stated at a dinner that the previous extant station was unworthy of Berkeley, the “Athens of the West.”⁵ The park adjacent to the Southern Pacific station was closed in 1926 when Shattuck Square was developed, and the Southern Pacific station was demolished in 1938 when the Mason-McDuffie Company developed Berkeley Square. In 1909, the citizens of Berkeley adopted a new charter, and the Town of Berkeley became the City of Berkeley.

The 1910s

- **2060 Allston Way** - Shattuck Hotel (1910)
- **2018-2020 Shattuck** - (1910)
- **2111 University Ave.** - Norton Building (1911)
- **2154 University Ave.** - Martha Sell Building (1911-1912)
- **2225 Shattuck Ave.** - Radston’s Stationery (1913)
- **2115 Kittredge St.** – T&D Theater (1914)
- **2017 Shattuck Ave.** - Nish & McNeill Men’s Furnishings (1915)
- **2145 University Ave.** - S.J. Sill & Co. Grocery (1915)
- **2023 Shattuck Ave.** - Bowles Building (1915)
- **2033 Shattuck Ave.** - First Savings Bank of Oakland Branch (1915)
- **2138 University Ave.** - Ernest Alvah Heron Building (1915-16)
- **2018 University Ave.** – U.C. Theater (1916)
- **2008-12 Shattuck Ave.** - Hotel Central (1917)
- **2014 Shattuck Ave.** - Heywood Building (1917)

⁵ Original proclamation of California governor Newton Booth in 1873.



Center Street with new street lamps (postcard courtesy Berkeley Public Library)

In 1911, Berkeley's mayor, J. Stitt Wilson, proclaimed that, "...any kind of day in Berkeley seems sweeter than the best day anywhere else."⁶ Berkeley was entering a period of growth that would continue until the late 1920s. In the early 1910s, Berkeley citizens responded to the expansion of the University of California with a period of growth in downtown commerce.

The success of the Key System spurred competition. The Southern Pacific Railroad began modernization efforts to move toward electric railways. Between the years 1909 and 1915, the company constructed a system of street railway lines throughout the city. The Southern Pacific announced that it would cut commute times and implement a "flyer" with only a few stops between the Oakland pier and central Berkeley. In 1911, Southern Pacific spent one million dollars converting all steam trains to the electric "Red Car" line. Steam trains were abandoned and the new Red Cars began to run along Shattuck Avenue, with new lines on Ellsworth and in North Berkeley, including the Ninth Street Loop.

A map of Berkeley from 1911 indicates the prevalence of the Key System and Southern Pacific transit routes. Both lines extended service through Shattuck Avenue's commercial core. The Key System ran additional north-south lines on Grove (Martin Luther King, Jr. Way), and College Avenue, as well as a line that ran along the University's border. In addition to the north-south lines, an east-west line ran along University Avenue from the campus to the ferry slips. Southern Pacific transportation

⁶ Wollenberg, Charles. *Berkeley: A City in History*. Berkeley: University of California Press, 2008.

lines extended north on Shattuck Avenue into residential districts with an additional north-south line on Telegraph.

The 1911 Sanborn map showed that the general patterns of commercial development established in the late-nineteenth century were primarily the same in the early twentieth century. Businesses remained grouped on Shattuck Avenue but had extended further south along the corridor. With minor interruptions, commercial buildings stretched from University Avenue to Bancroft Way with a second grouping around Dwight Way. Shattuck Avenue north of University Avenue had previously been residential, but by 1911 had become increasingly commercial in character. Center Street had grown into a prime commercial street and was lined with shops and offices. The 2100 block of Center Street, the business center of Berkeley at the time, had been bestowed with the first electric street lamps in 1910 which reflects the street's commercial importance.

Downtown commercial buildings in the early twentieth century were more substantial than those of the late nineteenth century. Between 1901 and 1916, many of the small nineteenth-century wood-frame commercial buildings were replaced with larger-scale masonry buildings. In contrast to the small buildings shown on the 1894 Sanborn map, many on the 1911 map had much larger footprints. Rather than single shops in individual buildings, larger commercial blocks with multiple ground-floor shops were more common. In addition, although two-story commercial buildings were still the norm, buildings with three to six stories had been constructed including the six-story Berkeley National Bank building at 2129 Shattuck Avenue and the five-story National Bank building at 2134 Shattuck Avenue (both no longer extant).



Shattuck Avenue from Berkeley Square (postcard courtesy Berkeley Public Library)

On the 1911 Sanborn map, many commercial spaces were listed only as shops, without specifying the types of goods sold; however, identified businesses included: restaurants, creameries, meat shops, banks, drugstores, hardware stores, and laundries. Berkeley's downtown entrepreneurs offered residents and visitors a variety of services and products including: drugs, restaurants, baked goods, photography shops/studios, hardware, billiards, banks, paints and wallpaper, laundries, electrical shops, bicycle repair, and pool halls. The growing popularity of the automobile was also evident in repair shops, auto sales, vulcanizing shops, and garages. Additional types of commercial enterprises in Downtown Berkeley included hotels, department stores and furniture stores. The corner of Shattuck Avenue and Allston Way was selected as the site of the Shattuck Hotel in 1907. The hotel opened on December 15th, 1910, and was immediately recognized as the finest hotel in Berkeley.

The building boom that Shattuck Avenue and the surrounding area experienced during the first decades of the twentieth century expanded the core commercial density. The development grouping of the 1906 Studio Building at the corner of Shattuck Avenue and the nearby 1909 Chase Building, and the 1917 Heywood Apartments built across the street from the 1905 Underwood Building, formed a substantial and intact grouping of large mixed-use multi-story buildings at this portion of Downtown Berkeley.

The 1920s

- **2072-74 Addison St.** - Woolsey Building (1922-1923)
- **2300 Shattuck Ave.** - Corder Building (1922-1925)
- **2128-30 Center St.** Ennor's Restaurant Building (1923)
- **2020 Addison St.** - Stadium Garage (1923)
- **2271 Shattuck Ave.** - Tupper & Reed (1925)
- **2277 Shattuck Ave.** - Hezlett's Silk Store (1925)
- **2101 University Ave.** - MacFarlane Building (1925)
- **48, 64, and 82 Shattuck Square** - (1926)
- **2323 Shattuck Ave.** - Fidelity Guarantee Building & Loan Association (1925)
- **2000 Shattuck Ave.** - San Francisco Federal Savings (1927)
- **2024 Shattuck Ave.** - Bauml Building (1927)
- **2120 Shattuck Ave.** - Roy O. Long Co. Building (1927)
- **2140 Shattuck Ave.** - Chamber of Commerce Building (1927)

The "Roaring Twenties" ushered in an era of mass consumption in the United States. The decade produced material prosperity and growth in California and Berkeley as well, and the city's population went from 56,000 at the beginning of the decade to 82,000 by its

close.⁷ This boom would continue until 1929, with the Stock Market Crash and the ensuing Great Depression. Prior to 1929, the largest catastrophic setback in Berkeley occurred in 1923.

On September 17, 1923, a major fire swept down the hills toward the university campus and the downtown section. Around 640 structures (584 of them residential) burned before a late afternoon sea breeze halted the fire's progress, allowing firefighters to put it out. The exact cause of the fire was never determined, although it began in Wildcat Canyon, east of the ridgeline of the Berkeley Hills. It was spurred on by the wind, and swept through the La Loma Park and Northside residential neighborhoods of Berkeley.

The fire quickly overwhelmed the Berkeley Fire Department, and began to advance towards the downtown area, along the east side of Shattuck Avenue, north of University Avenue. The Acheson building at 2129 University Ave. was very nearly destroyed during the Berkeley Fire, when it was nominated to be dynamited as a fire break to spare Downtown. The building (and Downtown) was spared by the last-minute shift in winds, which impeded the fire's progress.

Reconstruction following the fire ensued immediately, with the City issuing building permits at a rapid pace. Reconstruction of the burned-out areas occurred alongside new commercial construction in the downtown core. The 1927-built Chamber of Commerce Building (now Wells Fargo) was the City's first skyscraper, and remains an icon along Shattuck Avenue today.

The 1920s also ushered in the age of the personal car. The affordability of the automobile, coupled with a new-found consumerism, led to what became known by the mid-twentieth century as the "age of the automobile." Berkeley residents enjoyed their newfound mobility, and public transportation suffered.

The increasing popularity of automobile use resulted in new urban problems affecting Downtown Berkeley and its population. Traffic accidents and the sometimes fatal interactions between pedestrians and automobiles became common occurrences. In response, "municipal governments pushed back curbs, widened streets, and installed an array of directional signs, lights, and traffic controls to help the more nimble and potentially lethal motor traffic intermingle safely with horses, wagons, darting pedestrians, and the lumbering, unmaneuverable streetcars."⁸ At this time, Shattuck Avenue was chaotic public environment with cars, horses, trains, and pedestrians.

⁷ Population figures taken from Wollenberg.

⁸ Liebs, Chester H., *Main Street To Miracle Mile: American Roadside Architecture*, Boston: Little, Brown and Company, 1985, 9.



1926 photograph from Shattuck Square of Chamber of Commerce Building under construction with Francis Shattuck Building in front of it (photograph courtesy Berkeley Architectural Heritage Association)

In 1926, three commercial buildings were constructed on Shattuck Square, following the removal of the park adjacent to the Southern Pacific Railroad station. All three buildings were designed by the San Francisco architectural firm of James R. Miller and Timothy L. Pflueger. Today, the block and its three extant buildings serve as the northern anchor of the commercial downtown corridor.

Roos Brothers Department Store was a San Francisco-based department store with a branch in Berkeley at Shattuck Square. The Roos Company merged with Robert Atkins Men's Clothier and became Roos/Atkins, a chain of upscale men's clothing stores. The chain expanded after World War II

but declined in the 1980s, closing all locations by the early 1990s. Hinks Department Store, which in the 1920s expanded with a new wing behind the Shattuck Hotel, continued to be a downtown fixture until it went out of business in the 1980s. Breuners and Stone Pierce were two prominent furniture stores in Downtown Berkeley.

The U.S. stock market crash of 1929 spurred the greatest economic depression in American history. The Great Depression hit Berkeley hard, but not as hard as many other places in the United States, thanks in large part to the University of California.



1920 view along Center Street (photograph courtesy City of Berkeley)

The 1930s

- **2090 Kittredge St.** - Berkeley Public Library (1931)
- **2270-72 Shattuck Ave.** - Homestead Loan Association Building (1905/remodeled 1931)
- **2274 Shattuck Ave.** - United Artists Theater (1932)
- **2036 Shattuck Ave.** - S.H. Kress & Company Store (1933)
- **2116 Shattuck Ave.** - (ca. 1938)
- **134 Berkeley Square** - Southern Pacific Office (1939)

- **130 Berkeley Square - Southern Pacific Downtown Station (1939)**

As the Depression continued in the United States, the Bay Area became a hub for migrants. Over one million people moved to California, marking the first mass migration of impoverished people made possible by the invention and mass production of the car. By 1930, Oakland was California's third largest city, behind only Los Angeles and San Francisco. Berkeley, however, did not experience an influx of Depression migrants in search of work and living hand-to-mouth in tent cities. Berkeley's population remained relatively flat during the 1930s, and although the economic effects were felt throughout the downtown area, Berkeley remained insulated from the very worst of the Depression.



Ca. 1940 photograph showing the 2200 block of Shattuck Avenue with buses now sharing transit service in the downtown

To help employ people and spur economic recovery, President Franklin D. Roosevelt created a public-works program known as the New Deal. The Works Progress Administration (WPA) was the largest and most ambitious of the New Deal programs. Roosevelt's vision of a work-relief program employed more than 8.5 million people across the United States, at an average salary of \$41.57 a month. Under the program, WPA employees constructed bridges, roads, public buildings, public parks and airports. One such project that would have a lasting impact on Berkeley and the rest of the East Bay was the construction of the Bay Bridge. Although funding had been

approved by the government with the creation of the California Toll Authority in 1929, the actual construction of the bridge didn't occur until 1933, and was completed in 1936.

The New Deal also led to projects that directly impacted the aesthetic of Downtown Berkeley. The Hinkel Block was an early large-scale commercial building within the downtown core that had withstood the 1906 San Francisco Earthquake, and was remodeled as a part of the modernization program that began during the Great Depression. The Berkeley Chamber of Commerce promoted a program called "Modernization for Profit," with low-interest loans obtained from Federal Housing Authority (FHA), a brief attempt at downtown revitalization and jobs.

During the Depression, the Key Route system was reorganized under a holding company and renamed the Railway Equipment & Realty Co. In 1938, the official name finally became the Key System. The opening of the Bay Bridge in 1936, the last hurdle for personal automobile ownership and commuting in the East Bay, directly resulted in abandonment of ferry service by the Southern Pacific Company in 1939. The Key System would continue to offer ferry services between the shores of the San Francisco Bay until 1958.

The Southern Pacific station was demolished in 1938, when the Mason-McDuffie Company developed Berkeley Square in an attempt to recreate the success of a similar endeavor in 1926 with the Shattuck Square Island. Southern Pacific established their new station in one of the newly constructed buildings on the island in 1939, as a companion to their office located in on the adjacent buildings. Berkeley Square Island, known as the "new transportation center of the community" was comprised of four buildings which divide Shattuck Avenue into two branches at University Avenue.

In the midst of the Depression, the S.H. Kress & Company five-and-dime chain of stores constructed a prominent Berkeley location on Shattuck Avenue in 1932, which opened the following year. The Kress Company was originally founded in 1896, and was in business until 1981. Many California cities have extant Kress stores (although they no longer serve as actual Kress stores); these buildings, like the former Berkeley store, are often of a high architectural quality.

Berkeley was shielded from the worst effects of the Depression by the presence of University of California. Despite state budget cuts, the campus continued to serve as the economic lifeblood of the City even during the worst of the Depression.

Theaters, from nickelodeons to moving picture palaces, were well established in the city's downtown by the end of the first decade of the twentieth century. The attraction of moving pictures had begun to replace other recreational activities in the downtown (such as billiard halls) which were popular during the nineteenth century. Some of the first movie houses had been located on the ground floor of residential buildings such as the University Apartments at 2057 University Ave. and the Brooks Apartments at 2231 Shattuck Ave. Two large theaters were constructed just prior to World War I, the T&D at 2111 Kittredge St. in 1911 and the U.C. Theater at 2036 University Ave. in 1917.



United Artists Theater at time of opening (photograph courtesy Berkeley Architectural Heritage Association)

At one point, the greater Downtown Berkeley was host to 12 theaters. At the beginning of the Depression, movie theaters took on a new dynamism with the introduction of the 1932 United Artists Theater at 2274 Shattuck Ave. that brought competition to the newly remodeled California Theater at 2113 Kittredge St. With the U.C. Theater at the north end of the Downtown at 2018 University Ave., the larger theater

buildings have continued on into the present, albeit under alternate uses.

The design of the U.A. Theater, and the James Plachek-designed 1930 Berkeley Public Library at the corner, were joined by a remodeling in the Art Deco style of the old Homestead Loan Association Building in between at 2270 Shattuck Ave., creating a three-building Art Deco composition along this part of the Shattuck Avenue commercial corridor.

The 1940s

- **100-115 Berkeley Square** - Greyhound Lines Building --north and south halves (1940)
- **2108 Allston Way** - Hinkel Block (1941 remodeling)
- **2017 Shattuck Ave.** - Nish & McNeill Men's Furnishings (1945 remodeling)
- **2281-83 Shattuck Ave.** - Paul's Shoe Repair (1947 remodeling)

Berkeley's next big growth occurred with the entrance of the United States into World War II. Large numbers of people moved to the Bay Area to work in the many war industries such as the Kaiser Shipyards in nearby Richmond. A relatively stagnant population of the 1930s gave way to an explosion in the population in the early 1940s, as Berkeley increased in population by 40 percent. The Bay Area had entered its second "Gold Rush," only this time the rush was for government and military contracts and technological advancements.

Berkeley itself played its own role in the birth of the atomic age. The University of California Physics professor and Berkeley resident J. Robert Oppenheimer is often called the "father of the atomic bomb" for his role in the Manhattan Project, the World War II project that developed the first nuclear weapons. At the end of the decade in 1949, the

element berkelium was synthesized and named, recognizing the university, thus placing the city's name in the list of elements.



West entry to Greyhound Depot



1941 Chamber of Commerce office

With the demolition of the Southern Pacific Station on Berkeley Square in 1938, the block was redeveloped with a smaller railroad ticket station and office, and Greyhound Lines had a new station built at the north end of the block at the dawn of the new decade. The bus station continued in use, providing intercity bus connections to Downtown until the late 1960s, when work on BART began to disrupt downtown traffic circulation. The discontinued use of local streetcars in 1948, followed by the loss of commuter trains in 1958, indicated that the nature of transportation had shifted again and now focused on individual, or at least motorized transit, rather than mass rail transit.

The 1950s and Beyond

- **2190 Shattuck Ave.** - J.C. Penney Co. (1955)
- **150 Berkeley Square** (1958-1959)
- **2119 Shattuck Ave.** - The Luggage Center (1959)

The immediate post-World War II years brought moderate growth to Berkeley, as events on the University of California campus began to build up to the recognizable activism of the 1960s and 1970s. Today, Berkeley is strongly identified with the rapid social changes, civic unrest, and political upheaval that characterized this time period. By comparison, the 1950s were fairly calm.

In the decade following World War II, the American public further intensified its love affair with the automobile. By the 1950s, America, and California in particular, had become a car-oriented society. This aspect of American culture is reflected in the

architecture and resource types of the contemporary period. The abandonment of urban downtown environs like Berkeley's Shattuck Avenue corridor led to an increasingly suburban population in both the Bay Area and the United States. Suburban housing tracts were characterized by prominent, attached two or three car garages.

Commercially, the post-World War II period was characterized by the proliferation of fast food chains and other quick-service, car-oriented establishments. Major and minor strip mall shopping centers sprang up to serve outlying residential areas, attracting additional residential and commercial development outside of the downtown core.

Although 21 years had passed between the 1929 and 1950 Sanborn maps, the pattern of commercial development during this period had remained fairly consistent along Shattuck Avenue. The most notable change was the increase of automotive-related businesses within the greater downtown area, including gas stations, garages, repair shops, new car sales, used car sales, parking lots, auto body shops, and tire services. Most of these automobile-related businesses provided their services at the fringes of the downtown commercial corridor, along Oxford Street, on Shattuck Avenue south of Durant Avenue, and on University Avenue west of Shattuck Avenue.

In the late 1950s, Downtown Berkeley began to stagnate with the decline of its focus as a major mass transit hub. The Greyhound station and the local bus lines provided transit options, but the automobile continued to lead Berkeley to a more suburban commercial environment. After World War II a steady rise in population continued, as people returned or relocated to Berkeley from war-time duties. The evolution of transportation in Downtown Berkeley responded to the increase in population and expanded use of the automobile. Shattuck Avenue, as the commercial center of Berkeley, remained the main thoroughfare. The discontinued use of local streetcars in 1948, followed by commuter trains in 1958, indicated that the nature of transportation had shifted again and now focused on individual, rather than mass transit.

In America's downtowns, like Berkeley's, one common function of the two-part commercial block was a residential hotel. First-floor spaces were usually rented as retail or office spaces, and hotel accommodations, often for bachelor workers, were housed on the upper floors. Although these single room occupancy (SRO) hotels were present in Berkeley since the early twentieth century, they became problematic in the 1960s. Berkeley has a number of these early multi-level residential buildings remaining throughout the downtown area, from the Campanile, Nash, Central, Crail, and University Hotels/Apartments at the north end, to the Brooks Apartments and Morse Block at the south end. By the 1960s, many of these residential building had deteriorated and were subject to increasing code enforcement actions, contributing to the deterioration and loss of vitality of the downtown commercial core.

By the time work began on BART in the early 1970s, with a resulting disruption of the vitality of the commercial district, Berkeley was experiencing a decline in population. This decline was an echo of a larger pattern in cities across the United States.

Berkeleyans specifically were responding to rising costs of living in the Bay Area coupled with a decline in several industries, as well as accessibility to the downtown core made more difficult by the BART construction.

World War II had changed the character of the city's population and U.C. Berkeley's student body. The G.I. Bill drew many returning veterans to the University, swelling the number of students and increasing the diversity of the student body, and the campus expanded as a result. The population change was followed by a cultural shift. In the 1950s, many U.C. Berkeley faculty refused the University's demands for a loyalty oath, and in 1964, the Free Speech Movement developed in opposition to the University's ban on the distribution of political literature on campus. The conflict climaxed in the People's Park crisis in 1969. Many of these events occurred on campus or just south of campus at the park, but the effects were felt in Downtown Berkeley as well.

The first of the “underground newspapers,” the *Berkeley Barb*, was founded in 1965, the day after the Vietnam Day Committee's demonstration blocked troop trains in Berkeley and Oakland. Beginning in 1968, and through the political agitation of the late 1960s and early 1970s, the paper was housed at 2044 University Ave. in the Joseph Davis Building. The paper reported on leftist and student movements in Berkeley and provided work for “street people” as sellers.

KPFA, the first of the Pacifica Foundation's nationwide listener-sponsored stations, was founded in Berkeley in 1949, by Lesa Knight Thomson and others. The station was originally housed in the Koerber Building at 2050 University Avenue and moved to 2201 Shattuck Avenue, the Hinkel Building, in 1950. The station was known as a “voice of freedom” during the Cold War era and broadcast the liberal-radical viewpoint during the 1950s and 1960s Free Speech, Civil Rights, and Anti-War movements.

Commerce-Related Secondary Themes in the Downtown

Downtown Hotels and Apartments

As the Berkeley community began to evolve in the 1870s, residential neighborhoods were created and first marketed as suburban outposts for commuters to San Francisco. By the mid-1890s, the downtown core had developed as a mixed-use environment of both single-family houses, and small commercial buildings that served the growing population. Downtown Berkeley's first large commercial blocks provided street-side storefronts and a mix of office and some transient residential uses in the upper stories.

During the first few years of the twentieth century, expansive planning for the University of California and a resulting building program increased demand for residential properties of all types. With the electric streetcar line connection from West Berkeley to Shattuck Avenue in 1902 and the opening in 1903 of Key Route service in the downtown, a period of intense development occurred in the downtown immediately after, with the construction of larger mixed-use buildings including residential

apartments and hotels such as the three-story Wanger Block at Shattuck Avenue and Kittredge Street, the Underwood Building on Addison Street, and the Studio Building at Shattuck Avenue and Addison Street.

In 1905, the Campanile Hotel also was under construction on University Avenue, signaling a new trend of large hotel buildings, supporting the University and transient visitors during a period that saw a tripling of the population in one decade. The Morse Block at Shattuck Avenue and Bancroft Way was also built to be a hotel during this period, although ultimately it was adapted to a rental apartment block.

With an influx of San Francisco residents fleeing the city after the 1906 Earthquake and continuing through the teens, this rapid growth in population spurred a more intense period of downtown mixed-use buildings. The Brooks Apartments, when completed in 1907, was the largest to target the apartment market, although the ground-floor theater use continued to address the vibrant commercial activity that by then had been established along Shattuck Avenue. Within a few years, a number of similar buildings had been built, such as the Chase Building on Shattuck Avenue and the University Apartments across from the Campanile Hotel. All of this development paled in comparison to the Shattuck Hotel, which was in operation by the end of the decade on the block along Shattuck Avenue between Allston Way and Kittredge Street.

Downtown Berkeley's last spurt in multi-family residential development and hotels occurred around World War I. The Hotel Central began construction just before World War II, and following the war, the Corder Building at Shattuck Avenue and Bancroft Way was built as well as the Nash Hotel on University Avenue. This last surge ended the period of new multi-family residential in the downtown core.

Entertainment

Related to Downtown Berkeley's commerce-centric core area along the greater Shattuck Avenue area have been community-oriented entertainment uses within large mixed-use buildings. During the late nineteenth century, billiards had evolved as a primary entertainment activity in Downtown Berkeley, along with social clubs and lodges. Both billiards and the lodges remained popular activities during the first half of the twentieth century. By the mid-1890s, the downtown area had three billiards clubs, but during the first decade of the twentieth century, moving picture halls had begun to dominate leisure activity in the commercial core. Two of the earliest theaters were within larger apartment buildings (at their ground floors) such as that within the Brooks Apartment Building on Shattuck Avenue at Kittredge and the University Apartments on University Avenue. Large lodge halls were also built during this period, but other than the Masonic Temple at Shattuck Avenue and Bancroft Way, the earlier lodge halls moved outward from the main commercial corridor, possibly due to rising land costs and their lack of a direct connection to the commercial activity along the Shattuck corridor.

An expansion period of moving picture house development occurred during the first three decades of the twentieth century. While small theaters moved into existing retail spaces, the construction of the T&D Theater (later California Theater) on Kittredge Street in 1914 marked the beginning of a trend in movie palace construction. The U.C. Theater opened on University Avenue two years later. This period peaked with the construction of the United Artists Theater in 1931. The California and United Artists theaters have remained active to the present, but the smaller theaters mostly disappeared by the 1930s. Other entertainment uses have since entered the downtown commercial area, particularly along Addison Street in recent times. With the trend toward multi-screen cinema in the last 40 years, the downtown core has seen a resurgence in arts and entertainment that helps support the commercial activity along the Shattuck Avenue corridor.

Commerce and the Built Environmental - Architectural Context

Historic buildings are a primary resource for retaining information about the past and are key to understanding an area's thematic development. Buildings and structures illustrate the lifestyle, priorities, materials, tools, economic conditions, and values of human culture. In some areas, such as Berkeley's commercial downtown, the buildings share a common story, and together as a grouping they help define the larger thematic context of the city's history. The buildings in Downtown Berkeley share a commercial focus, with related retail, office, entertainment and mixed-use elements. The buildings have display windows and open storefronts, as well as upstairs façade designs that provide a sense of style based on the time of the building's construction.

Architectural resources can be defined by different categories. First, a building can be of a certain "type" of building. This term can refer to the original use and/or overall construction methodology for any given structure. Second, a building can be of a certain "style" of design, which refers to the architectural finish materials, forms, and detailing. Not every building fits precisely into the commonly named groupings, but the sorting process provides a common framework and vocabulary for understanding the history of any given structure.

Commercial Building Types

One and Two-Part Commercial Blocks

In 2007, Architectural Resources Group (ARG) prepared the "Downtown Survey and Context" for the City of Berkeley. They identified two major commercial building types that can be found in the downtown area; two-part commercial block and one-part commercial block, as elaborated below in italics:

The bulk of construction in Berkeley's downtown core occurred between the late 1870s, when the construction of the area commenced, to the 1930s when the number of buildings constructed diminished due to the Great Depression and other economic pressures. Many of the buildings from the nineteenth century were one- or two- story wood structures with small footprints. These were replaced with more substantial masonry buildings in the early twentieth century.

In 1910 the Shattuck Hotel, the city's first reinforced concrete building was constructed. There is a wide variety of commercial building types in Downtown Berkeley, but the most common has been the one- and two-part commercial blocks. This versatile building type that accommodates many types of uses were built out of a variety of materials in a range of styles.

One-Part Commercial Block

The one-part commercial block is similar in form and ornamentation to the street level section of the two-part commercial block discussed next, and was essentially a subset of this type. The type developed in the mid-nineteenth century and became common in towns and cities throughout the country. The type was distinct from the one story freestanding shop with pitched roof, which was common in towns in the eighteenth and early nineteenth centuries. The one part commercial block buildings had simple box forms with flat roofs, storefronts, and ornament at the cornices. These smaller versions of the two-part block could house the needed functions and generate income but were relatively inexpensive to build. Most of these structures were used as retail stores and were often replaced with more substantial multi-story structures. Some, like the Corder Building at 2300 Shattuck Avenue, were built as one-story commercial buildings; and upper floors were added at a later date. Typically, these buildings were long and rectangular in plan with the narrow side facing the street. Grouped units, or rows of units, were also common, such as along the south side of University Avenue east of Shattuck Square. Glazed storefronts usually dominated the facade, and the wall surface above was used for signage. This configuration generally limited ornamentation to the cornice or parapet. The styles used for ornamentation were similar to those of the two-part commercial block

Two-Part Commercial Block

Throughout the nation from the 1850s through the 1950s, the two part commercial block was the most common building type used for small- and moderate-sized commercial buildings. The type is characterized by horizontal architectural features dividing the building into two sections between the first and upper floors. The separation was often highlighted by an intermediate cornice. The distinction between the two sections often marked a change in use; the street level frequently housed public spaces such as retail stores, hotel lobbies, or restaurants. The upper floors were usually more private in nature and commonly included offices, hotel rooms, or meeting halls.

In Berkeley's downtown, two-part commercial blocks were generally two to four stories. In the early twentieth century, Neoclassical style buildings became very popular in the downtown. In addition to Classical ornamentation, these buildings had a Classical form, which consisted of the two-part commercial blocks with the addition of a prominent classical

cornice or separately articulated top floor, creating a three-part vertical block representative of the parts of a classical column: base, shaft, and capital.

By the late nineteenth century, plate glass was more affordable, and storefront areas were usually filled with wide expanses of show windows. As new businesses moved in, or existing businesses sought to improve or change their image, the storefronts were remodeled. Typical ground floor alterations to storefronts included everything from additional awnings or signage, to new siding (false stone masonry or stucco over the original fabric), to reconfiguration of windows such as covering the mezzanine lites.

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Additional Building Types

A field survey within the Shattuck Avenue commercial corridor of the downtown found a broader range of building types:

- Commercial buildings with storefronts for retail/office/restaurant use (one-part)
- Commercial buildings with upper floors of apartments and/or office space (two-part)
- Commercial buildings that emulate residential forms
- Residences altered for commercial use
- Theaters (one-part buildings with two-part façades)
- Standalone bank and savings & loan buildings (one-part)
- Commercial/industrial buildings that are intended for car service or repair (usually one-part)

Residences altered for commercial use

There is a small grouping of mixed-use buildings on Kittredge Street that began their existence as large wood-frame residences. Their design is visible from the street and includes the three-dimensional forms, side setbacks and sloped roofs common to residential construction. The houses originally had large front yards that were used as the building site for new commercial construction. The front additions each have a rectangular footprint and meet the sidewalk in a way commensurate with the commercial types listed above.

Theaters

There are a number of historic theaters in Downtown Berkeley. Theater buildings have a slightly different façade intent than their commercial counterparts. In lieu of open storefronts and ground-floor display windows, a typical urban theater is notable for its recessed covered outdoor meeting space, marquee, blade sign(s), exterior box office, and bold façade ornamentation in the place of fenestration or other typically commercial design elements.

Banks

Historic bank buildings have a different typology from commercial buildings, based on the late-nineteenth- and early-twentieth-century design goal of providing an imposing image of security. This typology changed in the second half of the twentieth century, when branch banks became more visually accessible and suburban; however, earlier banks have a design vocabulary that spans the various eras and styles. Traditional bank buildings have ground-floor openings, but often raised bases; they often have imposing, over-height façade features such as columns, pillars, or arches. A typical bank is likely to include heavy or “strong” building materials, such as stone, at its street frontage.

Car Service Buildings

The development of the automobile culture created a separate typology for commercial/light-industrial buildings that were intended for car storage, sales, or service. The necessity for driveways and car-sized display windows, and the lack of second-floor car structures, created a lower, more open building type. Large beam spans and wide-open glazing are a trait of this building type.

Design Styles

Considering the amount of expressive difference visible in Downtown Berkeley, the buildings are categorized into relatively few stylistic labels. In particular, the eclectic revival styles and the Neoclassical designs allow for a great deal of architectural differentiation, with ornament such as colorful tile, decorative wood trim elements, and bas-relief. The Art Deco and Art Moderne designs also provide a striking amount of variety. In Downtown Berkeley, buildings significant for their architectural character can be identified using architectural categories. The majority of the categories below were developed by Architectural Resources Group for the City of Berkeley as a part of the Downtown Area Plan EIR, and are incorporated below in italics with some minor modifications:

Victorian Era (mid-1880s through 1905)

Victorian architecture refers to designs roughly associated with the period of the reign of Queen Victoria of Great Britain—approximately the last half of the nineteenth century. Within this catchphrase are a number of specific styles that have some commonality and some differences. Generally, the common traits include a sense of verticality expressed in the proportions of the massing, trim, and windows and doors. Asymmetry is also a frequent attribute of Victorian architecture; in particular, most designs from this era have asymmetrical towers, bay windows, gables, cantilevers and other projecting objects that interrupt the basic, underlying building form. Much of this era of design focuses on elaborate decorative elements. In residential construction, the various styles are built of frame construction, often platform-framed for differentiation between the first and second floor plans. This lightweight or “western” construction method slowly replaced the earlier “balloon framed” houses of the National and Italianate styles.

Styles of the Victorian era include, among others, Gothic, Queen Anne, and Eastlake. Although each had its unique characteristics, Victorian commercial buildings were united by the profusion of ornament made possible by machine-made architectural features and the easy transportation of mass-produced items along the new transcontinental rail lines. Victorian styles allowed builders and architects great freedom in combining architectural features and materials to achieve picturesque and intricate designs. Common character-defining features are asymmetrical facades, accentuated cornices, variety of materials, textures, and colors, carved, lathe-turned and scroll-cut woodwork, towers or turrets, bay windows, and stringcourses or intermediate cornices between floors.

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Shingle-style houses are also a subset of Victorian-era residential design. These houses are recognized by their broad, gabled forms—often multiple stories or half-stories are protected by the same gabled roof. Shingle-style walls have cantilevers, bays, and eyebrow forms that are frequently shingled to smooth and integrate these complex articulations into the larger design. Shingle-style houses often include Neoclassical-style porch columns, window casings with pilaster trim, and heavy brackets and dentils. These motifs and materials were utilized in Berkeley and other Bay Area communities over a long period of time.

Examples of Victorian-Era Design

One large-scale commercial building in the downtown area represents an altered Victorian-era design with multiple bay windows, including an original (now reconstructed) corner turret:

- **2104 Shattuck Ave.** – Francis Shattuck Building (1901)

There is a small grouping of mixed-use buildings on Kittredge Street that began their existence as large wood-frame Shingle-style (Victorian-Era) residences; commercial front wings were added later:

- **2117 Kittredge St.** – A.H. Broad House (1894)
- **2124 Kittredge St.** – Robert Elder House (1895)
- **2138 Kittredge St.** – John P. Fitzpatrick House (1903)

Classical Revival / Beaux-Arts Classicism /Neoclassical (1890-1930)

The Classical Revival style was popular in Downtown Berkeley from the 1890s through the 1920s. The style reinterpreted Classical Greek, Roman, and Renaissance architecture and was used primarily for grand public buildings and substantial commercial buildings. Classical Revival style buildings often utilized order, symmetry, and Classical ornament and were built with a variety of materials including wood, brick, and stone.

Beaux-Arts Classicism was a more elaborate and detailed incarnation of Classical Revival. The École de Beaux Arts in Paris was the preeminent school of architecture in the late nineteenth century. Many American architects trained at the school, and many others were

taught by Beaux-Arts trained professors at American Universities. The École promoted the Classical Renaissance tradition for city planning, building form, and ornament. The 1893 Chicago World's Fair and its famous White City popularized the style and the proliferation of the City Beautiful movement. In Downtown Berkeley between 1901 and 1916, many of the nineteenth century Victorian-era buildings were replaced with larger Classic Revival styled masonry buildings, reflective of the city's growth and new architectural trends. The style was also used for some of Berkeley's civic buildings. Classical Revival style buildings are often characterized by:

Symmetrical hierarchical facade composition; flat roof with balustraded parapet; raised basement level, often rusticated by emphasizing masonry joints, exposing mortar, and using rough-hewn stone; use of Classical Greek or Roman orders and detailing; classical ordering of windows ranging from larger on the first floor to smaller above; round arch or segmental arch openings; keystone lintels over arched doors and windows; articulated entrances; metal or cast cornice; classical moldings, dentil courses, modillions and consoles; and columns and pilasters with classical capitals.

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Also of note is the relationship of the design of banks with the Neoclassical style. Neoclassical designs are associated with imposing and secure imagery.

Examples of Classical /Neoclassical Revival/Beaux-Arts Classical Designs

- **2105 Bancroft Way** – Masonic Temple
- **2276 Shattuck Ave.** – Morse Block
- **2225 Shattuck Ave.** – Radston's Stationery Building

Eclectic Revival (1900 - 1940)

The California Mission, Mediterranean Revival, and Spanish Colonial styles blend the architecture of Mediterranean, Italian, Spanish, and Moorish traditions with the architecture of early California settlement. In general these revival styles sought to convey the feelings and associations of early California Spanish settlement, specifically Spanish and Mexican forms. The Mission Revival was popularized by the California Building at the 1893 World's Columbian Exposition in Chicago, and the Spanish Colonial Revival was employed at the 1915 San Diego's Panama-California Exposition.

Although often identified with Southern California, the styles were also frequently used in Northern California. They suited the warm California climate and became a favorite building idiom in the 1920s. Though the designs drew on non-American sources, this revival style is an American creation. Character-defining features include: red clay tile roofs; curvilinear gables; smooth-stucco exterior walls (usually painted white); arched openings; balconies and balconets; wrought-iron ornament; terracotta ornament; and colorful tile work.

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Example of Mission Revival Design:

- **2124 Center St.** – Mikkelsen & Berry Building (1902)
- **2260 Allston Way** – Shattuck Hotel (1910)

Example of Renaissance Revival Design:

- **2161 Shattuck Ave.** – Wright Block (1906)

Examples of Mediterranean-Revival Designs:

- **2277 Shattuck Ave.** – Hezlett’s Silk Store (1925)
- **2323 Shattuck Ave.** – Fidelity Guaranty Building & Loan (1925)
- **2104 Addison St.** – Mason-McDuffie Realty (1928)

Some buildings started as earlier styles, and were altered in this era:

- **2177 Shattuck Ave.** – F.P. Foss Company (built 1895; remodeled 1926-28)
- **2142 Center St.** – Thomas Block (built 1904; remodeled 1925)

Example of Venetian Gothic Design:

- **2008 Shattuck Ave.** – Heywood Building (1917)

Art Deco and Art Moderne (1925-1955)

The typical ornamentation of commercial blocks in Berkeley changed again between the two world wars. Styles such as Art Deco and Art Moderne, which were inspired by European modernism, became popular. Art Deco derived from the 1925 Exposition Internationale des Arts Decoratifs and Industriels Modernes in Paris. The style was used for exterior and interior ornamentation and product design and utilized geometric forms, stylized ornament, and an overall vertical emphasis. Art Deco buildings usually had flat roofs surrounded by parapets, often with crenellation-like molding extending past the roofline. Additional architectural detail was focused on door and window surrounds and was generally composed of contrasting materials such as terra-cotta, glass block, and various metal panels and grills. The style was popularized in Berkeley and the United States as a whole, by Depression-era relief projects, such as those completed by the Works Progress Administration (WPA) and the subsequent Federal Works Agency (FWA). In Berkeley the style was applied to commercial buildings in the 1920s, 1930s, and even early 1940s. Typical character-defining features of Art Deco buildings are: overall vertical emphasis; angular geometric forms and lines; polychromatic decorative glass, glazed brick, or tile; chevron molding; decorative geometric panels and grills; stylized floral and animal patterns; decorative parapet; decorative cornice; ornamentation at windows and doors; and low-relief ornamentation.

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Examples of Art Deco Design

- **2090 Kittredge St.** – Berkeley Public Library (1931)
- **2274 Shattuck Ave.** – United Artists Theater (1931-32)

- **2115 Kittredge St.** – California Theater (built 1914; remodeled 1930)

Streamline Moderne (late 1930s into the 1950s)

The Streamline Moderne... style was influenced by the simplicity of the International style and industrial design aesthetics. Curved walls, trims, and railing; smooth wall surfaces; and horizontal bands suggested motion and speed. The style was not as popular as Art Deco in Berkeley. Design features of Streamline Moderne buildings often include: asymmetrical facade; smooth surfaces such as stucco or masonry; rounded corners; flat roofs; glass block; metal sash windows; horizontal bands suggesting speed and motion; and nautical references such as "porthole" windows and metal railings.

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Examples of Streamline Moderne Design

- **100-115 Berkeley Square** – Greyhound Bus Depot (1940-41)
- **2108 Allston Way** – Hinkel Block (1941 remodeling)
- **2281-2283 Shattuck Ave.** - Paul's Shoe Repair (1947 remodeling)

Significance and Architecture Type and Style

When a building illustrates a story of the events, aesthetic values, or patterns important to a community, it can be considered historically significant. Buildings can be significant for their rarity, utility, beauty, associations, or an ability to convey other important associations. Although significance can relate to larger community themes, architectural significance is identified when a building distinctly represents a particular style, building type or historic material, and, therefore, illustrates through its appearance alone the artistic and practical values of the community. Individually, architecturally significant buildings and structures represent excellent composition, proportions, detailing, and materials, and often are a reflection of their original designers' body of work as the "work of a master."

In a historic district, the individual architectural significance of a building may be less critical than how its design works as a piece of a larger design context. Repetition of elements, density of building footprints, patterns of the development of blocks and streetscapes work in concert, lifting the significance of one building due to its association with the larger grouping.

Key architectural features that affect the overall urban design of a district include setbacks, continuity of materials, and building massing, scale, and size. In a district such as that in the Shattuck Avenue downtown area, a limited number of building styles and types predominate, and the structures that demonstrate those patterns are significant for their contributions to the overall character of their surroundings.

Integrity of Design in a Historic District

Often in a commercial historic district, there is a strong visual presence of historic materials and design at the upper façades, and major alterations at the ground floor storefronts. The ground floor alterations can cause a building to lose its ability to convey its history on its own. However, if the tenant improvements are framed by the historic fabric, and the historic design of the upper façades remains readable, the altered building façade might retain adequate integrity to bridge the streetscape in the larger context.

In certain instances, the upper façade may be completely covered with stucco, brick or wood cladding, but the basic framework of the historic building may continue to exist. During the late 1930s and into the 1940s much of this type of renovation was under an FHA loan program that was intended to “modernize” main street downtowns by hiding or removing historicist detailing in favor of simple clean lines and surfaces in keeping with modern trends in architectural design. Some of these mid-century remodeled buildings have established architectural significance in their own right, while others lack distinction and are vernacular in implementation. These buildings are problematic when assessing their integrity individually and as a part of the district as a whole. If the remodeled façade was built during the period of significance for the district, and has a distinctive sense of quality to the design, then the new façade would be considered a character-defining feature of the building that would enable eligibility as a Contributor to the potential historic district. For situations where the cladding hides the original façade, further investigation is necessary to determine the degree of design integrity. In some cases, if the building itself is integral to the fabric of the historic district, and the details of the early façade can be recovered or replicated from detailed historic photographs, then the property might be considered a Contributor at a later point in time.

Critical elements that convey the continuity of historic design include the proportion of walls to windows, the rhythm and placement of windows within the larger configuration, the wall materials, and the detailing of cornices, trim, and other decoration. If the scale and materials of the ground-floor storefronts maintain the scale and palette of the overall historic composition, or are easily reversible or can be replicated from adequate historic documentation, the building can be considered to have adequate integrity to serve as a Contributor to a district.

Architects

The following architects constitute many of the individuals involved in the building of the downtown commercial center. As more information is generated about specific individuals, the significance of their works in Berkeley can be better understood in the context of both their work and that of their peers.

Anderson, George (Unknown)

George F. Anderson was a draftsman and architect working in Oakland.

Significant Work

Martha Sell Building, 2154-60 University Ave., Berkeley, 1911-12

Armstrong, F.E. (1854-1950)

Frank E. Armstrong was born in Wisconsin. He worked in Berkeley as both a builder and an architect of notable residences and commercial buildings.

Significant Work

Robert Elder House, 2124-2126 Kittredge St., Berkeley, 1895

Bitting House, 1731 La Loma Ave., Berkeley, 1902

Blossom House, 1780 LeRoy Ave., Berkeley, 1904

Frederick Maurer House, 1776 LeRoy Ave., Berkeley, 1905

Underwood Building, 2110 Addison St., Berkeley, 1905

Morse Block (Builder), Berkeley, 1906

Creamery Livery Stables Red Cross, 2112 Allston Way, Berkeley, 1910

Balch, Clifford A. (1880-1963)

Clifford A. Balch was born in Minnesota, the son of a carpenter. The Balch family moved to Pasadena, California in the early 1890s. Following the death of his father in the early 1900s, Balch worked as a residential architect to support his family.

Balch became well known as a designer of theaters. As part of the firms Walker and Eisen, and Balch and Stanbery, as well as during his partnership with his brother William Balch, and as a sole practitioner, he was responsible for over 20 classic Art Deco-style theaters across California. Balch and Stanbery, Architect and Engineer (also Architects-Engineers) was a Los Angeles partnership of Architect Clifford A. Balch (1880-1963) and Engineer Floyd Edgar Stanbery (*ca.* 1892-1949) between the late 1920s and late 1930s.

Significant Work

El Rey Theatre, Los Angeles, 1928

Fox Coast Theaters in Stockton and Visalia, 1929-30

California Theatre (T&D) remodel, 2113-2115 Kittredge St., Berkeley, 1931-32

Four Star Theatre Building, Los Angeles, 1932

Bertz, Earl (1885-1948)

Earl B. Bertz grew up in San Francisco's Pacific Heights neighborhood. Following high school graduation, he was apprenticed as a draftsman to architect Albert Farr, where he worked on, among other projects, Jack London's Wolf House in Sonoma. Bertz received his architecture license from the state of California in 1914, and in 1918, opened his own firm in San Francisco. His association with land developer Harry B. Allen, who was president of the San Francisco Real Estate Board from 1923-24, and the California Real Estate Association in 1927, resulted in steady work for Bertz, and he established his reputation with his work in the Outer Richmond and Seacliff neighborhoods. In 1927, Bertz formed a partnership with two of his draftsmen, Albert H. Winter and Charles F. Maury, which lasted until 1935. Bertz continued to work on residential projects and federal projects after the partnership ended, until his death in 1948.

Significant Work:

Sea Cliff mansion, 549 El Camino del Mar, San Francisco, 1924

McFarlane Building, 1987 Shattuck Ave., Berkeley, 1925

Bliss, Walter Danforth (1872-1956)

Walter Danforth Bliss interned with McKim, Mead and White in New York after graduating from MIT, and for 30 years partnered with William Baker Faville in San Francisco. Bliss's very prolific career with Faville and his later partnership with J. Steward Fairweather produced a number of significant architectural works in the Bay Area.

Significant Work

Balboa Building, San Francisco, 1908

Geary Theater, 415 Geary St., San Francisco, 1909

Masonic Temple, 25 Van Ness, San Francisco, 1913

Metropolitan Club, 640 Sutter St., San Francisco, 1915

Mangrum and Otter Building, 1235 Mission St., San Francisco, 1928

Continental Baking Company, 1550-1590 Bryant St., San Francisco, 1928-29

Boldt, William (1867-1939)

William Boldt was born in Wisconsin. According to census data, Boldt was a carpenter turned house builder at the turn of the century in Berkeley, although little else is known about him or his work.

Significant Work

Varsity Market, 2111-2113 University Ave., Berkeley, 1911

Broad, Alphonso Herman (1851-1930)

Born in Maine on a farm, Alphonso H. Broad first arrived in Berkeley in 1877. He initially started out as a carpenter, but by 1880, he was working as a building contractor and designer, and in the 1900s worked as famed local architect Bernard Maybeck's contractor. Broad was known throughout Berkeley and Oakland for his Eastlake-style cottages.

Broad served as Town Marshal and Superintendent of Streets, and constructed an underground sewage system to improve Berkeley's sanitation. He was also the superintendent of reconstruction of Berkeley schools damaged by the 1906 San Francisco Earthquake. He was also an amateur artist, self-taught in the Barbizon school of plein-air painting, specializing in California and New England landscapes.

Significant Work

Fish-Clark House, 1545 Dwight Way, Berkeley, 1883

George Edwards House, 2530 Dwight Way, Berkeley, 1886

Brower Houses, 2232-2234 Haste St., Berkeley, 1887

Capitol Market Building, 1500 Shattuck Ave., Berkeley, 1891

Alphonso Broad House, 2115-2117 Kittredge St., Berkeley, 1894

Bentley House, 2683 Le Conte Ave., Berkeley, 1900

Haste Street Annex of McKinley School, 2419 Haste St., Berkeley, 1906

Cornelius, Albert W. (ca 1864-1947)

Albert W. Cornelius was a San Francisco architect who specialized in theaters. Cornelius was born in Halifax, Nova Scotia, and immigrated to the United States at the age of 16, first appearing in East Bay directories in 1892. He worked initially as a house builder in Alameda and Oakland in the late nineteenth and early twentieth centuries. He worked with architect John Conant frequently during this time, likely training under him.

Beginning in 1907, Cornelius is listed in San Francisco directories as an architect, with an office on Kearny Street, and in 1908, he received his architect's license from the State of California. Cornelius remains best known for his theater designs, many of which still exist in Northern and Central California.

Significant Work

Strand Theater (Elmwood Theater), 2966 College Ave., Berkeley 1914

Alameda Theater, Alameda, 1915

United Artists Theatre (T&D), Richmond, 1920

Day, Clinton (1847-1916)

Clinton Day was born in Brooklyn and moved to California when he was eight years old, where his father became a senator and trustee of the College of California, which later became University of California Berkeley. Day attended the College of California while it was still in Oakland and moved to Berkeley at the age of 31. As a highly regarded architect, he designed many of the buildings on the Berkeley campus.

Significant Work

- Treadwell Mansion 5212 Broadway, Oakland, 1875
- Charles Wilkinson House, 2730 Dwight Way, Berkeley, 1879
- UC Berkeley Agriculture Building, 1887
- UC Berkeley Budd Hall, 1897
- Golden Sheaf Bakery, 2071 Addison St., Berkeley, 1905
- Gump's 135 Post St., San Francisco, 1906
- Savings Union Bank (Wells Fargo), 744 Market St., San Francisco, 1910

Dickey, Charles W. (1871-1942)

Charles Dickey (1871-1942) was born in Alameda and relocated to the Hawaiian Islands with his parents in 1873. He later attended high school in Oakland before receiving his architectural training from MIT in Boston, graduating in 1894. He worked for both a mainland firm in San Francisco (the Reid Brothers) as well as a firm in Hawaii. After graduation, Dickey opened an office in Oakland in 1903 with Architect Walter D. Reed. He lived primarily in Oakland between 1903 and 1924, serving during this time as the Supervising Architect for the Oakland Public Schools. Political strife in the district led to his being falsely accused of designing structurally deficient schools (a charge he was later exonerated of). He relocated permanently to Hawaii with his family in 1924. Twelve of his Hawaiian buildings are on the National Register of Historic Places.

Significant Work

- Homestead Loan Association Building, Berkeley, 1905
- Morse Block, Berkeley, 1906
- Claremont Hotel, Oakland, 1915
- U.S. Immigration Office, Honolulu, Hawaii, 1934

Fairweather, J. Stewart (1878-1947)

J. Stewart Fairweather was a San Francisco architect who was chief designer for Bliss and Faville. When Bliss and Faville dissolved their partnership in 1925, Fairweather entered into a partnership with Walter Danforth Bliss.

Significant Work

Mangrum and Otter Building, 1235 Mission St., San Francisco, 1928

Continental Baking Company, 1550-1590 Bryant St., San Francisco, 1928-29

Hinkel Block Remodel, 2108-2112 Allston Way, Berkeley, 1941

Hertzka, Wayne Solomon (1907-1973)

Wayne Hertzka was born in 1907 in Spokane, Washington. He received his Master of Architecture from MIT in 1956, although prior to this he was a registered architect in California. He, like his business partner William H. Knowles, served as the President of the Northern California chapter of the AIA.

Significant Work

Southern Pacific Office, 134 Berkeley Square, Berkeley, 1938-39

1 Bush Plaza Office Building, San Francisco, 1959

100 Pine Street Office Building, San Francisco, 1972

Hudspeth, John (Unknown)

John Hudspeth was an Oakland-based architect. He is attributed with wartime structures in the Alameda shipyards and University of California commissions including the Engineering Field Station Headquarters in Richmond, and the Russell G. de Lappe addition to Hesse Hall on the Berkeley campus. He has been identified as one of the architects used by Mason-McDuffie Co. in their real-estate development projects.

Significant Work

Greyhound Lines Depot, Berkeley Square, Berkeley, 1940

Alameda County Courthouse, Berkeley, 1958-1959

Hurd, Lester W. (1894-1967)

Lester W. Hurd was born in 1894 and was raised in the East Bay, and after graduating from the University of California he attended the École des Beaux Arts in Paris. He also served in World War I, as a Captain in the U.S. Army Corps of Engineers in Europe from 1917 until 1919. He received his license to practice architecture in California in 1922. He entered into a partnership with Charles Masten in 1919.

Significant Work

Hezlett's Silk Store, 2277 Shattuck Ave., Berkeley, 1925

Kezar Stadium and Pavilion in San Francisco's Golden Gate Park (with Willis Polk), 1926

VA Hospital, Fresno, 1949

Cabrillo College, Watsonville, 1961

Foothill Junior College, Los Altos Hills (1960-62)

Many UC Berkeley buildings

Knowles, William F. (ca 1875-?)

William F. Knowles was born around 1875, and educated at Stanford University, from which he received a degree in engineering. He initially found employment as a draftsman for architect Clinton Day in the mid-1890s, but by 1897, Knowles had opened his own firm. In 1901, Knowles received his license to practice architecture in the State of California.

Significant Work

Wright Block, Shattuck Ave. and Center St., Berkeley, 1906

Knowles, William Howard (1909-1998)

William Howard Knowles was born in San Francisco and educated at the University of California Berkeley (1930), receiving his Master of Architecture from MIT in 1932. A member of the American Institute of Architects, Knowles would go on to serve as the Secretary-Treasurer of the Northern California Chapter from 1942 to 1943, and as its Director from 1945 to 1949. Knowles formed a partnership with Wayne Solomon Hertzka in 1932, and together the firm designed commercial buildings and several BART stations in San Francisco as well as buildings on the UC Berkeley campus. Knowles retired from the firm in 1974 after the death of partner Hertzka, and died in 1998.

Significant Work

Crown Zellerbach Building, San Francisco, 1957

Southern Pacific Office, 134 Berkeley Square, 1938-39

1 Bush Plaza Office Building, San Francisco, 1959

100 Pine Street Office Building, San Francisco, 1972

Masten, Charles Franklin, Sr. (1886-1973)

Charles Franklin Masten, Sr., was born in Nebraska. He earned his Bachelor's degree from the University of California in 1912, and a Master's one year later. He also trained at the California School of Arts of Crafts in Oakland. He worked as an inspector for John Galen Howard in San Francisco in 1914 and 1915, and was an instructor at the U.S. Art Training Center in France in 1919 at the end of World War I. Masten partnered with Lester Hurd beginning in 1919, and Masten and Hurd, Architects operated in San Francisco from 1919 until 1959, becoming Masten, Hurd, and Gwathmey in 1959.

Significant Work

Hezlett's Silk Store, 2277 Shattuck Ave., Berkeley, 1925

Kezar Stadium and Pavilion in San Francisco's Golden Gate Park (with Willis Polk),
1926

VA Hospital, Fresno, 1949

Cabrillo College, Watsonville, 1961

Foothill Junior College, Los Altos Hills (1960-62)

Many UC Berkeley buildings

Meyers, Henry B. (1867-1943)

California native Henry B. Meyers designed over 200 buildings during his career in Northern California, Hawaii, and Guam. He was first associated with firm of Percy & Hamilton, where he became a principal in 1900, where he supervised the Kohl Building, the first steel frame building in San Francisco. In 1903, he formed a partnership with Clarence Ward, which, after the 1906 Earthquake, was noted as "the busiest architectural firm in San Francisco" (*Architect & Engineer*, February 1907: 74).

When the partnership dissolved, Meyers continued his own proprietorship for another 12 years designing mostly institutional buildings, and held the position of Alameda County Architect from 1912-1935.

Significant Work

Granada Building, Telegraph Ave., Berkeley 1905

Hotel Carlton, Telegraph Avenue, Berkeley, 1906-07

Brooks Apartments Building, 2231 Shattuck Ave., Berkeley, 1907

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 to form Miller & Pflueger.

Significant Work

Fairmont Hotel, San Francisco, 1902-07

Roos Brothers Building, Berkeley, 1926

Oregon State Capitol building in Salem, 1930

Watkins Building, 82 Shattuck Square, Berkeley, 1926

Mohr, George L. (1872-1956)

Berkeley architect George Lewis Mohr was born in New York State, and is listed on the 1910 Census as a house builder.

Significant Work

- Bonita Apartments, 1940 University Ave., Berkeley, 1905
- William T. Such Building, 2140 Oxford St., Berkeley, 1906
- Acheson Physician's Building, 2131 University Ave., Berkeley, 1908
- Heywood Building, 1921 Walnut St., Berkeley, 1909

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.

Significant Work

- Top of the Mark Lounge, Mark Hopkins Hotel, San Francisco, 1940
- Union Square parking garage, San Francisco, 1942
- Roos Brothers Building, Berkeley, 1926
- Watkins Building, 82 Shattuck Square Berkeley, 1926

Plachek, James W. (1885-1948)

James William Plachek was born in Illinois to Czechoslovakian immigrant parents. At the age of 15, he began an apprenticeship as a draftsman under Chicago architect J. E. O. Pridmore, and then went on to study engineering. Following the 1906 San Francisco Earthquake, Plachek, along with several others, was sent to San Francisco by the Mayor of Chicago to study the effects of the devastation. Under this directive, Plachek worked with William Weeks, the State Department of Architecture in Sacramento, and the City Architect's Office in San Francisco. In 1912, Plachek received his certificate to practice architecture in California, and he moved to Berkeley to set up his own firm.

Until his death in 1948, Plachek was active in Berkeley civic life, and designed and executed a multitude of Berkeley buildings.

Significant Work

- North Berkeley Congregational Church, 2138 Cedar St., Berkeley, 1913
- John Muir School, 2955 Claremont Ave., Berkeley, 1915
- UC Theater, 2036 University Ave., Berkeley, 1916
- Heywood Building, 2014-2018 Shattuck Ave., Berkeley, 1917
- Lorin Theater Remodel, 3332 Adeline St., Berkeley, 1920
- Corder Building, 2300-2350 Shattuck Ave., Berkeley, 1921
- Odd Fellow's Temple, 2288 Fulton St., Berkeley, 1925

City Hall Annex, 1835 Allston Way, Berkeley, 1925
Epworth Hall, 2521 Channing Way, Berkeley, 1927
Berkeley Public Library, 2090 Kittredge St., Berkeley, 1930
Berkeley Public Library North Branch, 1170 The Alameda, Berkeley, 1936
Longfellow School Remodel , 1500 Derby St., Berkeley, 1930

Ratcliff, Walter H. (1881-1973)

Walter H. Ratcliff, Jr. was a long-time Berkeley resident and considered one of Berkeley's most prominent architects. He was educated at the University of California, Berkeley, graduating in 1903, and in 1906, worked in the San Francisco firm of John Galen Howard. In 1909, he opened his own office in Berkeley, becoming quickly successful due to his popular English-style residential work, and in 1913, he was appointed Berkeley City Architect. The position lasted only eight years and Ratcliff was the only person to have ever held the position.

By 1920, Ratcliff, by now a successful architect and businessman, helped found the Fidelity Mortgage and Securities Company (later the Fidelity Guaranty Building and Loan), of which he eventually became president. His architectural work lessened by the 1930s as he focused on banking business, and in 1946, his son joined the firm. In 1955, Walter Ratcliff retired from architecture.

Significant Work

Channing Apartments, 2409 College Ave., Berkeley, 1913
Frederick H. Dakin Warehouse, 2750 Adeline St., Berkeley, 1906
Albert E. Montgomery House, 45 Oak Ridge Rd., Berkeley, 1909
Cambridge Apartments, 2500 Durant Ave., Berkeley, 1914
Berkeley Corporation Yard Building, Berkeley, 1916
The Albra, 2530-2534 Durant Ave., Berkeley, 1921
Robcliff Apartment House, 2515 Channing Way, Berkeley, 1921
Walter A. Farley House, 147 Tunnel Rd., Berkeley, 1922
Fidelity Guaranty Building and Loan Association, 2323 Shattuck Ave., Berkeley, 1925
Mercantile Trust (Wells Fargo), 2959 College Ave., Berkeley, 1925
Hillside School, 1581 Le Roy Ave., Berkeley, 1925
Westminster House and Grounds 2700 Bancroft Way, Berkeley, 1926
Berkeley Day Nursery, 2031 Sixth St., Berkeley, 1927
Chamber of Commerce Building (Wells Fargo Bank), 2300-2350 Shattuck Ave., Berkeley, 1927

Mason-McDuffie Realty, 2104 Addison St., Berkeley, 1928

Richfield Oil Station (University Garage), 1952 Oxford St., Berkeley, 1930

Reed, Walter D. (1877-1933)

Walter D. Reed was born in Alameda and worked in Oakland. He earned his degree in architecture at the Massachusetts Institute of Technology. After graduation, Reed went into partnership with Charles Dickey, then in 1912 became a principal in the firm Corlett & Reed. Reed served as Architect of the Oakland Park Board following the end of his partnership with Dickey. He later served on General Pershing's staff in France during World War I as a Captain in the Engineers' Reserve Corp.

Significant Work

Homestead Loan Association Building, Berkeley, 1905

Morse Block, Berkeley, 1906

OFD High Pressure Pumping Station and Municipal Boathouse, Oakland 1909-13

Financial Center Building, Oakland, 1928

Sibbert, Edward F. (1889-1962)

Architect Edward F. Sibbert was born in Brooklyn, New York, in 1889. He began his education at the Pratt Institute, studying structural engineering for two years in 1919. He then attended Cornell University, graduating from the architectural program in 1922. Following graduation, he worked as a draftsman for W.T. Grant and Company, a retail dime store. In the mid-1920s, Sibbert relocated to Miami where he found work in the Florida land boom of the 1920s. When a hurricane and the real estate bubble ended the building boom, Sibbert moved back to Brooklyn, where he worked as an architect for E.H. Faile.

In 1929, Sibbert went to work for the S.H. Kress & Co., a chain of five-and-dime stores that was noted for its distinctive architecture, and many of whose buildings are today on the National Register of Historic Places. Sibbert became Kress's chief architect and during his 25-year career at Kress, designed about 50 retail stores, primarily Art Deco styles with ornamental terracotta.

Significant Work

S.H. Kress & Co., 2036 Shattuck Ave., Berkeley, 1933

Van Amberg Building, Alhambra, 1923

Snyder, Edwin Lewis (1887-1969)

Edwin Lewis Snyder pioneered the Spanish Colonial Revival style in architecture, working primarily in residential design but also designing other major

commercial/institutional buildings Born in Stockton, CA, he graduated from the University of California, Berkeley in 1909.

He practiced in Berkeley until moving his practice to Carmel-by-the-Sea in 1942. There he maintained his practice until retiring to Lodi in 1961.

Significant Work

Roy O. Long Co. Building, Berkeley, 1927

Mason-McDuffie Realty (initial design), 2104 Addison St., Berkeley, 1928

Roberts School (Berkeley Community YWCA), 2134 Allston Way, Berkeley, 1930

Smith, Henry C. (1874-1945)

Henry Clay Smith was born and raised in Evergreen, a community on the outskirts of San José that his father had co-founded. Smith studied architecture at the University of Pennsylvania, then worked for the architectural firm James H. Windrim & Son. He returned to San Francisco and joined in a partnership with architect Louis Stone in 1900. They worked together until 1909.

Smith became known as the “hillside architect” for his ability to nestle homes into the hilly terrain of San Francisco. He was a prolific and influential architect in the San Francisco Bay Area and throughout California. He was awarded the prize for his schoolhouse designs at the 1915 Panama-Pacific Exposition, which led him to design over 125 schools and public buildings throughout California. Many of his private residential homes still exist in San Francisco’s Pacific Heights, Russian Hill, Nob Hill, and Presidio Heights. He was an early proponent of Mission Revival architecture in California and Arts and Crafts architecture, and had a diverse and eclectic capacity to work in both classical styles and the many revival styles popular in the 1920s and 1930s.

Significant Work

Francis Kittridge Shattuck Building, 2108 Shattuck Ave., Berkeley, 1901

Mikkelson & Berry Building, 214-2126 Center St., Berkeley, 1902

Stone, Louis S. (ca 1870-?)

Louis S. Stone was born in San Francisco. He was a partner in the firm of Aston and Stone, then in the firm of Stone and Munson from 1890 to 1894. From 1900 to 1909, he worked and partnered with Henry Smith; when the partnership dissolved, he opened his own firm with offices in Stockton and Oakland. In 1908, Stone was listed as an Architectural Editor of the industry publication *Architect and Engineer of California*.

In October 1918, it was reported in *Western Architect* that Stone was working with the Young Men's Christian Association to help rebuild France following the end of World War I. In the early decades of the twentieth century, Stone had a prolific career in California schoolhouse architecture.

Significant Work

Francis Kittridge Shattuck Building, 2108 Shattuck Ave., Berkeley, 1901

Mikkelson & Berry Building, 214-2126 Center St., Berkeley, 1902

Thomas, John Hudson (1878-1945)

John Hudson Thomas was born in 1878, in Nevada, and moved to the San Francisco Bay area as a young child. He earned an undergraduate degree in 1902 from Yale University, and a graduate degree in architecture from the University of California Berkeley in 1904.

Thomas interned under John Galen Howard immediately out of school until 1906, after which he partnered with George Plowman starting in 1907. Together, the partnership produced over 50 residential buildings in the next few years in the Arts and Crafts style. Thomas established his own practice in 1910. Representative of the First Bay Tradition architectural school, his work included influences of Craftsman, Prairie, Mission, and more. He continued his firm until his death in 1945, producing a large portfolio of mostly residential work in Berkeley and the East Bay.

Significant Work

Laura Belle marsh Kluegel House, 2667-2669 Le Conte Ave., Berkeley, 1911

John Hopkins Spring Estate, 1960 San Antonio Rd., Berkeley, 1912

Ernest Loring House, 1730 Spruce St., Berkeley, 1914

Ernest Alva Heron Building, 2136-2140 University Ave., Berkeley, 1915

Jefress House, 2944 Elmwood Ct., Berkeley, 1920

Captain Maury House, 1317 Shattuck Ave., Berkeley, 1922

Professor Stuart Daggett House, 1427 Hawthorne Terrace, Berkeley, 1924, 1938

Samuel Hume House, 2900 Buena Vista Way, Berkeley, 1927

Ward, Clarence R. (1870-1939)

Clarence Richard Ward worked for a number of San Francisco architects. From 1902-192, he partnered with Henry H. Meyers to form Meyers and Ward, Architects, in San Francisco.

Significant Work

Granada Building, Telegraph Ave., Berkeley 1905

Hotel Carlton, Telegraph Avenue, Berkeley, 1906-07

Brooks Apartments Building, 2231 Shattuck Ave., Berkeley, 1907

Panama-Pacific International Exposition Master Plan, San Francisco, 1912-15

Wharff, William H. (1836-1936)

Prominent Berkeley architect William Hatch Wharff was born in Maine. He never received formal architectural training, but instead learned carpentry from his maternal uncle, Hiram Hatch. In 1860, he became a master carpenter and his uncle's business partner. The Wharff family moved to San Francisco in 1875, where Wharff worked as a draftsman, architect, contractor, and builder. The majority of Wharff's pre-1906 buildings in San Francisco were destroyed by the 1906 San Francisco Earthquake and fire.

Wharff moved to Berkeley in 1899, and his career expanded in his later years as the demand for his services in Berkeley grew. Wharff lived to be 99 years old, becoming for a time the oldest living Mason (in 1905, he designed their new headquarters), as well as one of the oldest living Civil War veterans in California.

Significant Work

Carlson's Block, 3228 Adeline St., Berkeley, 1903

John C. Fitzpatrick House, 2138 Kittredge St., Berkeley, 1904

Masonic Temple, 2105 Bancroft Way, Berkeley, 1904

F.D. Chase Building, 2107-2111 Shattuck Ave., Berkeley, 1909

Pfister Knitting Mill, 2600 8th St., Berkeley, 1906

Yelland, William R. (1890-1966)

Architect William Raymond Yelland was born in Saratoga, California, in 1890. His father was a prune rancher, and the family lived on their ranch in Santa Clara County. His mother was a physician who received her degree from the University of California in 1886. Yelland graduated from the University of California with a B.S. in Architecture in 1913, when John Galen Howard was the program's director. He then spent a year at the University of Pennsylvania. During World War I, Yelland was stationed in France, and his time spent there influenced his architectural esthetic. Yelland is believed to have worked in the offices of Bernard Maybeck and Walter Ratcliff after graduation.

Licensed in California in 1916, Yelland joined the Oakland office of Miller and Warnecke in 1920. By 1924, he had set up an independent practice in Oakland, where he remained based for the rest of his career. He is famous for his many whimsical "storybook" style designs (sometimes also called Romantic Revival), which featured elements of brick, balconies, fanciful décor, and large fireplaces. This style is typically found in residential architecture, rather than commercial.

Significant Work

Normandy Village, Spruce St., Berkeley, 1927

Tupper & Reed Building, 2271-75 Shattuck Ave, Berkeley, 1925

Methodology of Cultural Resource Management

Preservation of the nation's heritage has long been part of the national purpose. Since 1966, when Congress called upon the Secretary of the Interior to give maximum encouragement to state governments to develop statewide historic preservation activities, the National Park Service has developed methodologies for preservation planning that are outlined in a number of published briefs, primarily within the *Secretary of the Interior's Standards and Guidelines for Archeology and Historic Preservation*.

General Framework

This study was conducted within the framework of the State *CEQA Guidelines* and the *California Register of Historical Resources*, along with criteria and guidance provided by the National Park Service. The definition for what constitutes historical significance must be based on consistent criteria. Survey standards developed by the National Park Service provide the framework for the broad activities undertaken within the field of Cultural Resource Management.

The underlying reason for undertaking a survey to identify a community's historic resources and districts is the recognition that such resources have value and should be retained as functional parts of modern life. The historic resources of a community give it its special character and cultural depth.

To make effective use of historic resources, to respect their value and extend their lives, it is necessary to integrate historic preservation into community planning. A historic resources survey such as the Shattuck Avenue Commercial Corridor Historic Context and Survey helps define the historic character of an area and that can provide the basis for making sound judgments in community planning. Survey data is used to identify the historic, cultural, aesthetic, and visual relationships that unify and define a district of historic buildings, and to establish policies, procedures, and strategies for maintaining and enhancing them.

A historic district prepared and adopted by the community and its planning agency should provide a basis for integrating survey information with other planning data; it should be an important part of comprehensive community planning. It can establish priorities for dealing with historic resources within the framework of existing local planning programs and present specific recommendations for meeting these priorities.

The conduct of a district survey and the designation of a historic district can also facilitate cooperation among local, State, and Federal government agencies in both preservation and community development activities. Establishment of historic districts can help a local government such as the City of Berkeley qualify to participate in Federal historic preservation grants-in-aid programs, upon certification by the State Historic Preservation Officer and the Secretary of the Interior. It can also serve as a basis for use of Federal Investment Tax Credits to stimulate rehabilitation of historic buildings. It can

also help a local government carry out the historic preservation review responsibilities delegated to it by federal agencies and it can simplify environmental review of Federal agency projects and assistance programs in the community.

The National Park Service and the California State Office of Historic Preservation have developed guidelines for surveys and the preparation of historic context statements within a number of publications and online instruction sets, including but not limited to:

- National Park Service: National Register Bulletin No. 15 *How to Apply the National Register Criteria for Evaluation*
- National Register Bulletin No. 16A *How to Complete the National Register Registration Form*
- National Register Bulletin No. 16B *How to Complete the National Register Multiple Property Documentation Form*
- National Register Bulletin No. 24 *Guidelines for Local Surveys: A Basis for Preservation Planning*
- State of California, Office of Historic Preservation *Instructions for Recording Historical Resources, 1995*
- State of California, Office of Historic Preservation *Writing Historic Contexts*
- State of California, Office of Historic Preservation *Preferred Format for Historic Context Statements*

Project Methodology

- The historic context statement was developed based on research conducted at the offices of the City of Berkeley's Planning and Development Department, Berkeley Public Library Central Library Reference Services, Berkeley Architectural Heritage Association archives, and University of California College of Environmental Design Library. Primary sources consulted include official reports and records, newspaper accounts, building construction records, personal narratives, historic maps, and historic photographs.
- The context statement draws upon a number of local history publications focused on Berkeley's history and architecture, detailed in "Sources of Information" starting on page 74. Prior survey work conducted by the City of Berkeley, its consultants, and local community members over the years have been reviewed and inventoried, as well as work by outside consultants pertaining to specific development proposals. Of particular importance has been the investigative work from over 30 years ago by Betty Marvin, Susan Cerny, and Anthony Bruce as well as others at Berkeley Architectural Heritage Association (BAHA) during the preparation of city-wide surveys and the preparation of Landmark and National Register applications. This work continues into the present and is backed by an extensive repository of background information maintained in block files at the BAHA archives.

- The staff of Archives & Architecture conducted a field survey from December 2014 through April 2015, photographing each property from the public right-of-way, and taking detailed notes on the architecture and character-defining features. The note-taking included evidence of alterations and other changes to original building fabric.

DPR523 series forms were prepared for all properties within the prospective district boundaries, and additional property information was collected for other properties within the study area but not included within the proposed district boundaries. These forms are a state-developed format for recording historic information. They comprise a single system for documenting the full range of values present in a given location. The kinds of resources that merit recordation and the different levels of information that may be appropriate to gather about them are established within a set of guidelines that have been prepared by the State of California and are available from the Office of Historic Preservation, called *Instructions for Recording Historical Resources*.

Contributing properties to the historic district are recorded and evaluated on DPR523A forms (Primary Records), and DPR523B forms (Building, Structure and Object Records), with related DPR523L forms (Continuation Sheets) added as appropriate. Non-contributing properties are recorded on Primary Records only, and properties that have been evaluated within the past five years are provided with DPR523 Update sheets and the historic documentation by others is included within the data files for those properties. Properties that are currently listed on the National Register of Historic Places are also briefly recorded on DPR523 Update sheets and the original nomination forms are included. These nomination forms are also available online from the National Park Service.

Evaluation

Naming

The proposed historic district is titled **Shattuck Avenue Downtown Historic District**. The naming reflects the focus on the downtown aspects of Shattuck Avenue corridor, and includes related properties nearby on University Avenue, Addison Street, Center Street, and Kittredge Street.

Criteria and Period of Significance (1895-1958)

The period of significance identified from the historic context of the study area ranges from about 1895, the general date of the oldest extant buildings within the district, to 1958, the year when heavy rail was removed from the downtown and the commercial district began a short period of decline.

The relevant criteria for significance are based on National Register Criterion A and Criterion C, California Register Criterion 1 and Criterion 3, and local designation criteria 1, 2, and 4 under Section 3.24.110.A of the City's Landmarks Preservation Ordinance.

National Register Criterion A and California Register Criterion 1 pertain to the quality of significance associated with events or broad patterns of local or regional history or cultural heritage. The proposed Shattuck Avenue Downtown Historic District meets National Register Criterion A and California Register Criterion 1. The aggregate of the contributing properties within the district boundaries represents the historic commercial development of Downtown Berkeley in a clear and concise way, and the district itself possesses integrity of location, design, setting, feeling, and association with the evolution of the community of Berkeley.

National Register Criterion C and California Register Criterion 3 pertain to the quality of significance associated with the architecture and the distinctive characteristics reflected by the building types. The contributing properties represent a period of architectural development found within the district boundaries that is associated with the historic time period (1895-1958), in which the majority of buildings were constructed. There is a clear sense that these buildings represent a distinguishable physical entity of architectural character within greater Berkeley, and therefore the proposed Shattuck Avenue Downtown Historic District meets National Register Criterion C and California Register Criterion 3.

Among the larger Criteria for local landmark or district designation under Section 3.24.110.A, City of Berkeley Criterion 1 (Architectural Merit) for this district pertains to the architectural examples found in the district as a whole that are worth preserving for their exceptional values that they add as a part of neighborhood fabric. Criterion 2 (Cultural Value) pertains to structure, sites, and areas associated with the evolution of the economic development of the City, which the district as a whole represents. Criterion 4 (Historic Value) pertains to preservation and enhancement of structures, sites and areas within the district boundaries that embody and express the history of Berkeley in a social, cultural, and economic way.

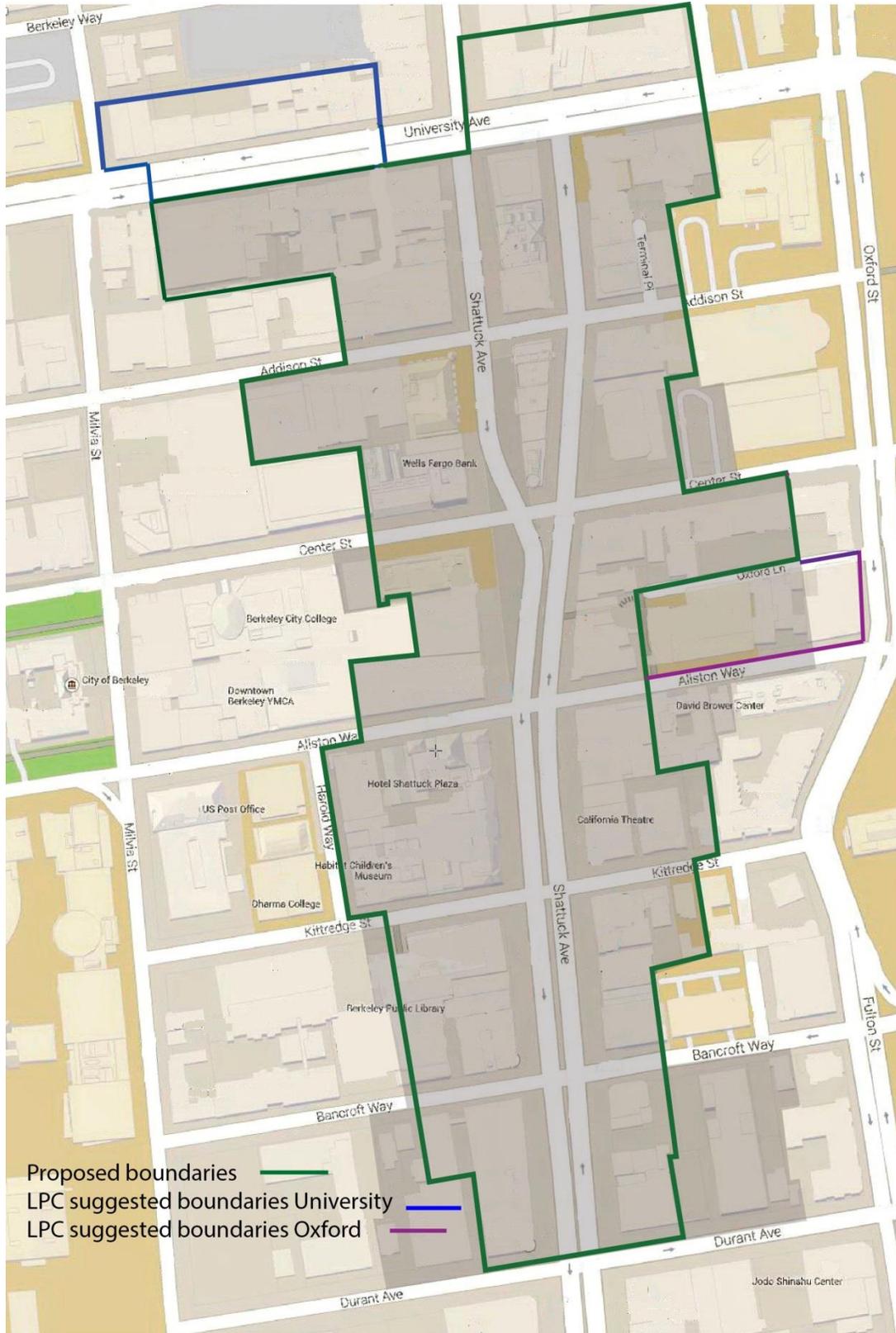
District Boundaries

The proposed Shattuck Avenue Downtown Historic District boundaries are delineated on the map on the following page. The map shows both the study area generally defined as the shaded area and the proposed district boundaries in green. The proposed boundaries establish a district that is mostly within the original study area. Properties that had been included within the study area on Durant Avenue, Bancroft Way, Center Street, and Allston Way east and west of Shattuck Avenue were not included as they did not maintain a primary relationship with the commercial center during their historical development, or do not adequately represent the period of significance (1895-1958).

Properties on the north side of University Avenue between Shattuck Avenue and Walnut Street were included as they have a primary connection to the properties across University Avenue between Shattuck Avenue and Oxford Street. These properties include those that are a part of the Acheson Commons Project.

The area on the north side of University Avenue between Shattuck Avenue and Milvia Street is outlined in blue, as this strip of buildings has the potential to contribute to the historic district, but needs further investigation, as this area has a lower level of integrity than the historic properties within the district boundaries. They were not included within the original study area, but were identified as a part of this investigation as having some historical significance to the greater commercial downtown area, not unlike those properties that are located further north along Shattuck Avenue beyond University Avenue. These University Avenue properties, as well as those on the south side of University Avenue between the same cross streets, have a relationship to the larger context of University Avenue beyond, and are representative of the gateway corridor to the University Campus and Downtown Berkeley from the west. The five historic properties on the south side of University Avenue, given their close proximity to the Shattuck Avenue corridor, have been included within the district boundaries.

The area on the north side of Allston Way west of Oxford Street is also shown on the map, and is outlined in purple. This area includes the landmark Such Building at the corner of Allston Way and Oxford Street and The Magnes at 2121 Allston Way, a 1930s printing facility now housing The Magnes Collection of Jewish Art and Life. Also on this block are Trumpetvine Court at 2115 Allston Way, and a newly constructed mixed-use building at 2161 Allston Way. This area was discussed for inclusion within the proposed district boundaries, but not recommended. Except for the Such Building, this row of buildings lacks the historic commercial storefront character that is found throughout the proposed historic district.



Proposed district boundaries in green.

Western Boundary

The western boundary of the Shattuck Avenue Downtown Historic District splits the blocks between Shattuck Avenue and Milvia Street. Milvia Street has a distinctively different visual character and historic pattern of development than does Shattuck Avenue. The density of the building placements is different, and the buildings' uses are not as commercially oriented. There are a proportionately higher number of office buildings, surface parking areas and multi-family residential complexes. The majority of these buildings are of late twentieth-century design and very few provide display windows at the sidewalks or other pedestrian-scale commercial interface. Also facing Milvia Street is a group of historic buildings that are Contributors of the Civic Center Historic District. This historic district has an established boundary that splits the blocks between Shattuck Avenue and Milvia Street between Center and Kittredge Streets. The district, however, has a similar period of significance in the story of Berkeley's downtown history.

Southern Boundary

The southern boundary of the Shattuck Avenue Downtown Historic District is Durant Avenue. This boundary is historically quite clear, although the introduction of angled parking in the 1970s from Allston Way southward has visually somewhat blurred the boundary. Durant Avenue is a dividing line between the older urban core and the later automobile-oriented uses that spread out from the core along Shattuck Avenue and other commercial corridors such as University Avenue. On Durant Avenue, and south of Durant along Shattuck Avenue, many of the structures are modern in style; they include one-story automobile showrooms and repair shops, sometimes with on-site parking available. Within this area to the south are many very distinctive historic resources, including the 1911 Morrill Apartments at 2429 Shattuck Avenue, and the 1905 Barker Block at 2484 Shattuck Avenue, both City of Berkeley landmarks. However, this area is less dense, and the resources are considerably less tied to the area farther north along Shattuck Avenue within the historic district. The Hustead's Tow building at 2037 Durant Avenue and what is now the Toyota building, at 2110-12 Durant Avenue, illustrate this later change in design and focus. The Jodo Shinshu Center (to the east of the Toyota dealership at 2140 Durant Avenue) was built in 1930 as Howard Automotive Company, and is now a City of Berkeley landmark; it is also thematically associated with the automobile-oriented development south of Durant Avenue.

Eastern Boundary

The eastern boundary of the district is less clearly defined in terms of specific boundaries; there is a distinction between the commercial properties related to the Shattuck Avenue commercial corridor, and the University-oriented properties along Oxford/Fulton Street. The interface is not a straight north-south line, as there is a mix of historic properties that meld with recent modern developments and University owned buildings along this side of the downtown core. Commercial activities on Center Street are like a tail to the Shattuck Avenue commercial corridor, where they serve and link

pedestrian traffic to and from the University campus to the BART station. The properties on the south side of Center Street between Shattuck Avenue and Oxford Street have responded to the pedestrian traffic with a mix of intense commercial uses over time. The same pattern has existed historically along University Avenue near the northerly entry to the University's formal horseshoe double entrance off Oxford Street. These commercial side streets linking Shattuck Avenue to the campus have played important roles in the vibrancy of the downtown commercial area, and are directly a result of the historic transit hub in the downtown.

Bancroft Way has played a lesser but persistent role as a pedestrian corridor linking the south University neighborhoods to the downtown core area. The ground floor of the Odd Fellows Temple building at 2288 Fulton Street has responded to this connection with ground floor commercial uses, but other properties along this link near Shattuck Avenue have less of a connection to the street, and their lack of pedestrian-oriented uses has resulted in this block being transitional rather than contributing to the core commercial area, not unlike Durant Avenue, Kittredge Street and Allston Way. Addison Street east of Berkeley Square has been characterized by more intense commercial activity in the past due to a more robust pedestrian connection to the campus, but this activity has been limited by expansion of University owned buildings to the west of Oxford Street on both sides of this block.

Because of the overlapping nature of uses in the eastern part of the downtown, the boundary of a potential historic district along the Shattuck Avenue commercial corridor, although distinct in terms of changing use, is not clear-cut in terms of an easily understood edge. The inclusion of areas east of Shattuck Avenue along Center Street and University Avenue is important to maintaining the larger commercial district as a unified place, and the south side of Center Street and both sides of University Avenue east of Shattuck Avenue therefore both have a direct relationship to the historic district.

Northern Boundary

Consensus has not established a clear northern limit to the community's vision of the historic downtown. It was suggested in the Downtown Area Plan (DAP) that University Avenue was the northerly edge of the possible historic district, inclusive of the historic properties along the south side of that street, but excluding the facing streetscape by omitting the continuation of the commercial buildings north of University Avenue.

The presence of large multi-story historic buildings like the 1908 Acheson Physicians' Building at 2135 University Avenue, the 1909 University Apartments at 2059 University Avenue, and the 1923 Nash Hotel at 2041 University Avenue on the north side of this thoroughfare, and an understanding of the framework of the early downtown that was centered on the transit yard, lends support to the argument that the blocks on the north side of University Avenue are thematically connected to the historic commercial core area. University Avenue itself does not appear to have historically created a boundary; instead, it crosses the "T" of the main downtown corridor. Many of the buildings along

the north side of University Avenue have a physical dialogue with the buildings along the south side.

Along the block west of Shattuck Avenue along University Avenue, although containing two large historic hotel buildings, the contribution of properties to the district is less coherent, and many of these buildings have been modified at their storefronts and stripped of the original architectural features of their façades. The DAP identified the block on the north side of University Avenue between Shattuck Avenue and Milvia Street as an “Outer Core” subarea. Although this block includes a number of older buildings, they do not appear to be bound to the historic fabric of the main core area in a primary way. The contemporary intrusion of McDonald’s has disrupted this connection.

The south side of University Avenue between Shattuck Avenue and Milvia Street, although separated from the early train yard at Berkeley Square, remains a cohesive grouping of substantial storefront buildings and helps anticipate the edge of the district when approaching from the west along University Avenue. Storefront and façade changes in recent times along this block disrupt the sense of historic place somewhat. In particular, the large 1912 brick Campanile Hotel at 2070 University Avenue, like the 1909 University Apartments across the street, has been stripped of its original façade and storefronts as a part of multiple remodeling projects, including one as late as 1998. Contemporary modifications along this block from Citibank to the building that now contains a Goodwill store at 2058 University Ave. cause discontinuity between the more unified historic character of the Shattuck Avenue commercial corridor and the University Avenue streetscape. However, the three buildings to the west, including the landmark Koerber Building and UC Theater, as well as the historically important Joseph Davis Building known as the Victoria in between, provide a strong argument for including this grouping within the proposed district boundaries.

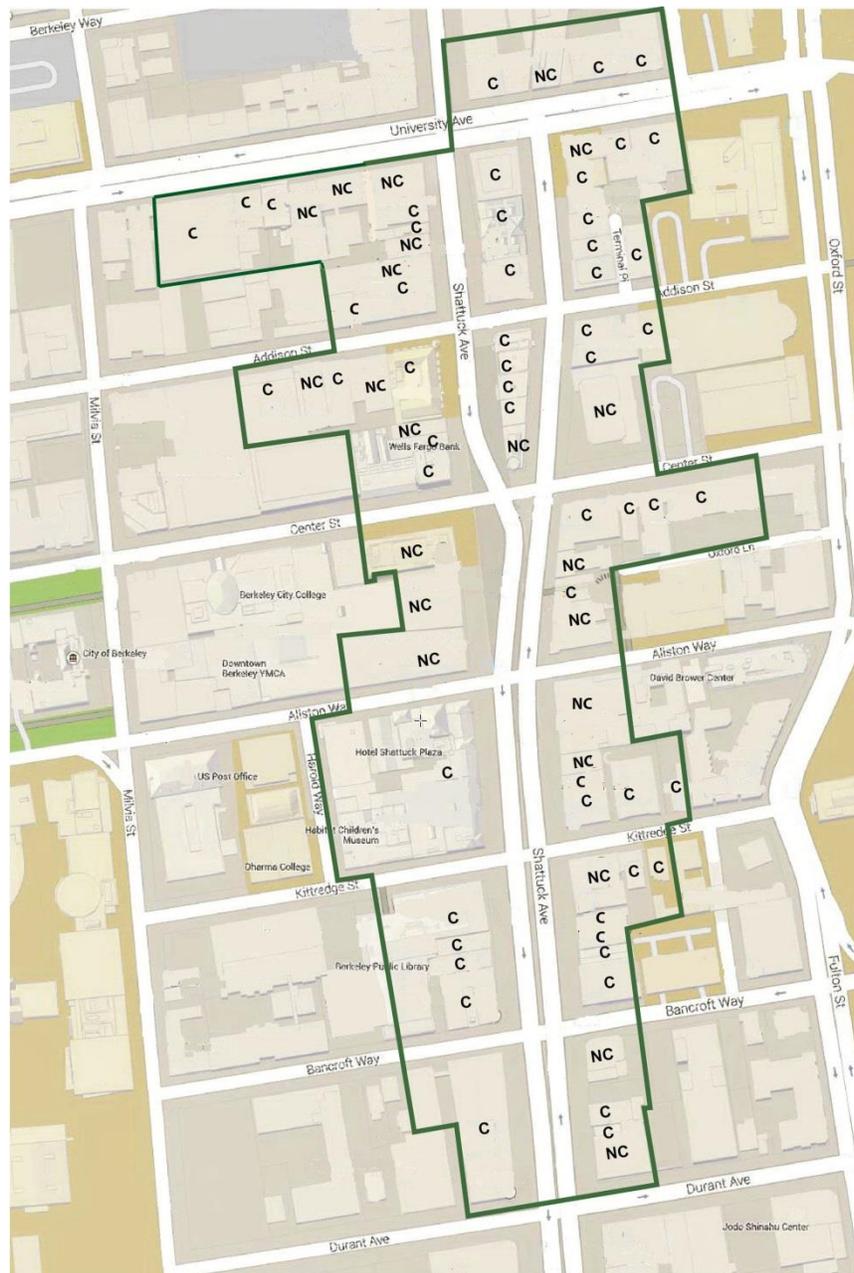
How the buildings on both sides of University Avenue west of Shattuck Avenue are treated in the future as a part of the city’s continued evolution will determine whether they remain a part of the historic fabric of the larger downtown area. The recent Acheson Commons project on the north side of University Avenue east of Shattuck has recognized the importance of maintaining historic character in the buildings that is present at the street, and lends to the argument that the historic district can span the thoroughfare and be inclusive of the space of the street itself. Similar actions must occur to the properties on the north side of University Avenue west of Shattuck Avenue to return this area’s sense of integrity to its historic sense of place.

Although the properties along the north side of University Avenue west of Shattuck Avenue are not proposed to be a part of the Shattuck Avenue Downtown Historic District, this adjacent area requires a continued dialog. This row of historic commercial structures, as well as that north of University Avenue along Shattuck Avenue, is a discernible and practical extension of the commercial district south of University Avenue. Their physical and historical continuity, along with their proximity to the transportation hub of the city, bridge the University Avenue thoroughfare with commercial activity that has a basis in the historic development of the core. The historic

buildings on Shattuck Avenue to the north of University Avenue become less dense approximately between Berkeley Way and Hearst Avenue, and on University Avenue west of Milvia Street. At those locations, modern structures and open spaces change the visual understanding of the historic downtown commercial streetscape.

Contributors and Non-Contributors

The map below identifies individual properties as either **Contributors (C)** or **Non-Contributors (NC)**. Each property is individually evaluated and recorded on separate DPR523 series forms which are attached to this report.



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Appendices

Appendix A: Regulatory

Appendix B: DPR523 series forms for individual properties

Appendix C: Table of Properties

Appendix A: Regulatory Framework

City of Berkeley Policies and Regulations

The City of Berkeley General Plan Urban Design and Preservation Element calls for the preparation of historic resource surveys in order to “maintain, expand, and update the inventory of historic and cultural resources ... with particular attention to areas where development pressure is expected.” Surveys are a critical tool for providing permitting and preservation incentive information to the public, decision makers, and property owners.

The Landmarks Preservation Commission (LPC) recognizes the need to survey and designate historic resources as one of primary importance to the City’s heritage. The LPC works to develop strategies to identify and nominate individually significant properties as well as historic districts. Survey work has been conducted in the past by local non-profit history and advocacy organizations, who have researched numerous properties and provided the City of Berkeley with the results of their efforts for use in the City’s historic resource designation programs.

The City of Berkeley Municipal Code’s Chapter 3.24 defines the Landmarks Preservation Commission, its purposes and duties, as well as landmark designation procedures, controls and standards as well as criteria for consideration under Chapter 3.24.

Originally adopted in 1974, this ordinance found that structures, sites and areas of special character or special historical, architectural or aesthetic interests or value have been and continue to be unnecessarily destroyed or impaired, despite the feasibility of preserving them. It further found that prevention of such needless destruction and impairment is considered essential to the health, safety and general welfare of the citizens of the City. The City of Berkeley therefore promotes the health, safety and general welfare of the citizens of the City through:

1. The protection, enhancement, perpetuation and use of structures, sites and areas that are reminders of past eras, events and persons important to local, state or national history, or which provide significant examples of architectural styles of the past, or are landmarks in the history of architecture, or which are unique and irreplaceable assets to the City and its neighborhoods, or which provide for this generation and future generations examples of the physical surroundings in which past generations lived;
2. The development and maintenance of appropriate settings and environments for such structures, in such sites and areas;
3. The enhancement of property values, the stabilization of neighborhoods and areas of the City, and the increase of economic and financial benefits to the City and its inhabitants;
4. The preservation and encouragement of a City of varied architectural styles, reflecting the distinct phases of its history--cultural, social, economic, political and architectural;

5. The enrichment of human life in its educational and cultural dimensions in order to serve spiritual as well as material needs by fostering knowledge of the living heritage of the past.

In connection with the powers and authority of the Landmarks Preservation Commission, it may:

- A. Establish and maintain a list of structures, sites and areas deemed deserving of official recognition, although not yet designated as landmarks, historic districts or structures of merit, and take appropriate measures of recognition ;
- B. Carry out, assist and collaborate in studies and programs designed to identify and evaluate structures, sites and areas worthy of preservation, and establish archives where pictorial evidence of the structures and their architectural plans, if any, may be preserved and maintained;
- C. Consult with and consider the ideas and recommendations of civic groups, public agencies and citizens interested in historic preservation;
- D. Inspect structures, sites and areas which it has reason to believe worthy of preservation with the permission of the owner or the owner's agent;
- E. Disseminate information to the public concerning those structures, sites and areas deemed worthy of preservation, and may encourage and advise property owners and members of the community generally in the protection, enhancement, perpetuation and use of landmarks, property in historic districts and other officially recognized property of historical or architectural interests;
- F. Consider methods other than those provided for in the Municipal Code for encouraging and achieving historical or architectural preservation;
- G. Establish such policies, rules and regulations as it deems necessary to administer and enforce Chapter 3.24 of the Municipal Code, subject to the approval of the City Council.

The procedure in which the Landmarks Preservation Commission implements designation must conform to the following procedures, controls, and standards:

- A. Each designation of a landmark, historic districts or structure of merit by the commission shall include a description of the characteristics which justify its designation and a description of the particular features that should be preserved, and shall include the location and boundaries of the landmark site, historic district or structure of merit site. Any such designation shall be in furtherance of and in conformance with the purposes of Chapter 3.24 of the Municipal Code and the standards set forth.
- B. The property included in any such designation shall upon designation be subject to the controls and standards set forth in Chapter 3.24 of the Municipal Code. In addition, the said property shall be subject to the following further controls and standards if imposed by the designation:

1. For a publicly owned landmark or structure of merit, review of proposed changes in major interior architectural features;
2. For an historic district, such further controls and standards as the commission deems necessary or desirable, including but not limited to façade, setback, height controls, signs and public improvements.

There are five criteria to be considered for designation of historic districts:

1. Architectural merit:
 - a. Property that is the first, last, only or most significant architectural property of its type in the region;
 - b. Properties that are prototypes of or outstanding examples of periods, styles, architectural movements or construction, or examples of the more notable works of the best surviving work in a region of an architect, designer or master builder; or
 - c. Architectural examples worth preserving for the exceptional values they add as part of the neighborhood fabric.
2. Cultural value: Structures, sites and areas associated with the movement or evolution of religious, cultural, governmental, social and economic developments of the City;
3. Educational value: Structures worth preserving for their usefulness as an educational force;
4. Historic value: Preservation and enhancement of structures, sites and areas that embody and express the history of Berkeley/Alameda County/California/United States. History may be social, cultural, economic, political, religious or military;
5. Any property which is listed on the National Register described in Section 470A of Title 16 of the United States Code.

Other Registration Programs

National Register of Historic Places

The National Register of Historic Places is the Nation's master inventory of known historic resources and includes listings of buildings, structures, sites, objects and districts that possess historic, architectural, engineering, archaeological or cultural significance at the national, state or local level. As described in the National Register Bulletin *How to Apply the National Register Criteria for Evaluation*, a property must have both historical significance and integrity to be eligible for listing in the National Register of Historic Places.

To be significant, a property must be "associated with an important historic context." The National Register identifies four possible context types, of which at least one must be applicable to the property at the national, state, or local level. As listed under Section

8, "Statement of Significance," of the National Register of Historic Places Registration Form, these are:

- A. Property is associated with events that have made a significant contribution to the broad patterns of our history.
- B. Property is associated with the lives of persons significant in our past.
- C. Property embodies the distinctive characteristics of a type, period, or method of construction or represents the work of a master, or possesses high artistic values, or represents a significant and distinguishable entity whose components lack individual distinction.
- D. Property has yielded, or is likely to yield, information important to prehistory or history.

Second, for a property to qualify under the National Register's Criteria for Evaluation, it must also retain "historic integrity of those features necessary to convey its significance." While a property's significance relates to its role within a specific historic context, its integrity refers to "a property's physical features and how they relate to its significance." To determine if a property retains the physical characteristics corresponding to its historic context, the National Register has identified seven aspects of integrity:

1. Location is the place where the historic property was constructed or the place where the historic event occurred.
2. Setting is the physical environment of a historic property.
3. Design is the combination of elements that create the form, plan, space, structure, and style of a property.
4. Materials are the physical elements that were combined or deposited during a particular period of time and in a particular pattern or configuration to form a historic property.
5. Workmanship is the physical evidence of the crafts of a particular culture or people during any given period in history or prehistory.
6. Feeling is a property's expression of the aesthetic or historic sense of a particular period of time.
7. Association is the direct link between an important historic event or person and a historic property.

Since integrity is based on a property's significance within a specific historic context, an evaluation of a property's integrity can only occur after historic significance has been established.

California Register of Historical Resources

The California Register of Historical Resources is the authoritative guide to the State's significant historical and archeological resources. It serves to identify, evaluate, register and protect California's historical resources. The California Register program encourages public recognition and protection of resources of architectural, historical, archeological and cultural significance, identifies historical resources for state and local planning purposes, determines eligibility for historic preservation grant funding and affords certain protections under the California Environmental Quality Act. All resources listed on or formally determined eligible for the National Register are eligible for the California Register. In addition, properties designated under municipal or county ordinances are also eligible for listing in the California Register.

The California Register criteria are modeled on the National Register criteria discussed above. An historical resource must be significant at the local, state, or national level under one or more of the following criteria:

1. It is associated with events or patterns of events that have made a significant contribution to the broad patterns of local or regional history, or the cultural heritage of California or the United States.
2. It is associated with the lives of persons important to local, California, or national history.
3. It embodies the distinctive characteristics of a type, period, region, or method of construction, or represents the work of a master, or possesses high artistic values.
4. It has yielded, or has the potential to yield, information important to the prehistory or history of the local area, state or the nation.

The California Historic Resource Status Codes are a series of ratings created by the California Office of Historic Preservation (SHPO) to quickly and easily identify the historic status of resources listed in the state's historic properties database. These codes were revised in August 2003, to better reflect the many historic status options available to evaluators. The following are the seven major status code headings:

- (1) Properties listed in the National Register or the California Register.
- (2) Properties determined eligible for listing in the National Register or the California Register.
- (3) Appears eligible for National Register or California Register through Survey Evaluation.
- (4) Appears eligible for National Register or California Register through other evaluation.
- (5) Properties recognized as historically significant by local government.
- (6) Not eligible for listing or designation.
- (7) Not evaluated for National Register or California Register or needs reevaluation.

APN	Address #	Street	Build Date	Resource Name	District Status	Resource Listing
57-2025-5-3	2071	Addison	1905	Golden Sheaf Bakery	C	National Register / LM
57-2023-21-3,-2	2020	Addison	1923	Stadium Garage	C	None
57-2023-23	2030	Addison	1986	2030 Addison St.	NC	None
57-2023-24	2040	Addison	c. 1895	American Railway Express	C	None
57-2023-25	2072	Addison	1922-23	Woolsey Building	NC	None
57-2034-5	2119	Addison	1906	Heywood Apartments	C	Landmark
57-2032-12	2110	Addison	1905	Underwood Building	C	Structure of Merit
57-2027-6,-7,-8,-9	2060	Allston	1909	Shattuck Hotel	C	Landmark
57-2030-1	2108	Allston	1895	Hinkel Block	C	None
57-2029-9	2105	Bancroft	1905	Masonic Temple	C	National Register / LM
57-2032-15	100	Berkeley Sq.	1940	Greyhound Lines Building (north)	C	None
57-2032-16	115	Berkeley Sq.	1940	Greyhound Lines (south)	C	None
57-2032-17	130	Berkeley Sq.	1938	Southern Pacific Downtown Station	C	California Register
57-2032-18	134	Berkeley Sq.	1938	Southern Pacific Office	C	None
57-2032-19	150	Berkeley Sq.	1958-59	150 Berkeley Square	NC	None
57-2031-13,-14,-15	2142	Center	1904	Thomas Block	C	None
57-2031-11	2128	Center	1923	Ennor's Restaurant Building	C	Landmark
57-2031-10	2124	Center	1902	Mikkelsen & Berry Building	C	Landmark
57-2028-17-1	2090	Kittredge	1931	Berkeley Public Library	C	National Register / LM
57-2030-9	2115	Kittredge	1914	California Theater	C	None
57-2030-8	2117	Kittredge	1894	A. H. Broad House & Storefront	C	Structure of Merit
57-2029-15	2138	Kittredge	1904	John C. Fitzpatrick House	C	None
57-2029-14	2124	Kittredge	1895	Robert Elder House	C	None
57-2019-13	2110	Kittredge	1903	Wanger Block	NC	None
57-2025-1	2000	Shattuck	1927	San Francisco Federal Savings	NC	None
57-2033-1-1	48	Shattuck Sq.	1926	Shattuck Square	C	Landmark
57-2033-3	64	Shattuck Sq.	1926	Roos Brothers	C	Landmark
57-2033-4	82	Shattuck Sq.	1926	Watkins Building	C	Landmark
57-2025-2	2008	Shattuck	1917	Hotel Central	C	None
57-2025-22	2014	Shattuck	1917	Heywood Building	C	Landmark
57-2025-4	2018	Shattuck	1910	2018-2020 Shattuck Ave.	NC	None
57-2025-5-2	2024	Shattuck	1927	Bauml Building	NC	None
57-2025-6	2036	Shattuck	1933	S. H. Kress and Company Store	C	Landmark
57-2023-1	2104	Shattuck	1901	Francis Shattuck Building	C	Landmark
57-2023-2	2116	Shattuck	c. 1938	Boudin Bakery	NC	None
57-2023-4	2140	Shattuck	1927	Chamber of Commerce Building	C	National Register / LM
57-2023-3	2120	Shattuck	1927	Roy O. Long Co. Building	C	California Register
57-2032-5-3	2129	Shattuck	1974	Bank of America	NC	None
57-2026-2-1	2150	Shattuck	1969	First Savings Building	NC	California Register
57-2026-13	2168	Shattuck	1906	Havens Block	NC	None
57-2026-4-5	2190	Shattuck	1955	J.C. Penny Co.	NC	None
57-2028-2	2270	Shattuck	1905	Homestead Loan Association	C	California Register
57-2028-3	2274	Shattuck	1931	United Artists Theater	C	California Register
57-2028-4	2276	Shattuck	1906	Morse Block	C	Landmark/Cal. Register
55-1894-17-4	2300	Shattuck	1922	Corder Building	C	National Register / LM
57-2034-10	2015	Shattuck	1983	Berkeley Tower	NC	None
57-2034-9	2017	Shattuck	1915	Nish & McNeill Men's Furnishings	C	None
57-2034-8	2023	Shattuck	1915	Bowles Building	C	None
57-2034-7	2033	Shattuck	1915	First Savings Bank of Oakland Branch	C	None
57-2034-6	2045	Shattuck	1906	Studio Building	C	National Register / LM
57-2032-11	2101	Shattuck	1928	Mason-McDuffie Realty Co.	C	California Register / LM
57-2032-10	2109	Shattuck	1909	F.D. Chase Building	C	Structure of Merit/Ca. Register
57-2031-9	2161	Shattuck	1906	Wright Block	C	Landmark
57-2031-8	2169	Shattuck	1905	Norton Building	NC	None
57-2031-7	2177	Shattuck	1895	F.W. Foss Co. Building	C	California Register
57-2031-6	2187	Shattuck	1922	Samson Market	NC	None
57-2030-12	2219	Shattuck	1959	The Luggage Center	NC	None
57-2030-11	2225	Shattuck	1913	Radston's Stationary	C	California Register
57-2030-10	2231	Shattuck	1907	Brooks Apartments	C	Landmark/Cal. Register
57-2029-12	2271	Shattuck	1925	Tupper & Reed Building	C	National Register / LM
57-2029-11	2277	Shattuck	1925	Hezlett's Silk Store	C	Landmark/Cal. Register

57-2029-10-1,-2	2281	Shattuck	1904	Paul's Shoe Repair	C	None
55-1893-16	2301	Shattuck	1978	Mechanics Bank	NC	None
55-1893-15-1	2323	Shattuck	1925	Fidelity Guaranty Bldg& Loan Assc.	C	Landmark/Cal. Register
55-1893-13	2327	Shattuck	1911	Blake & McGuire Grocery	C	None
55-1893-12	2333	Shattuck	1965	Union Bank	NC	None
57-2025-15	2018-36	University	1916	UC Theater	C	Landmark
57-2025-16	2042-46	University	1905	Joseph Davis Building	C	None
57-2025-17-3	2054	University	1924	Koerber Building	C	Landmakr
57-2025-19	2058	University	1917	Goodwill Building	NC	None
57-2025-21	2066	University	1905	Campanile Hotel	NC	None
57-2034-11	2138	University	1915-16	Ernest Alvah Heron Building	C	Landmark
57-2034-12	2154	University	1911-12	Martha Sell Building	C	Landmark
57-2046-7	2101	University	1925	MacFarlane Building	C	Landmark
57-2046-10	2111	University	c. 1911	2111 University Ave.	C	None
57-2046-9	2117	University	2004	Bachenheimer Building	NC	None
57-2046-8	2131-35	University	1908-1925	Acheson Physicians' Building	C	Landmark
57-2046-7	2145	University	1915	S.J. Sill & Co. Grocery	C	Landmark