



LANDMARKS PRESERVATION COMMISSION

FOR COMMISSION ACTION
JULY 7, 2016

2910-12 Telegraph Avenue

Application (LMIN#2016-0001) to consider designation of the Yazdi Building, located on the above property, as a City Landmark.

I. Application Basics

A. Land Use Designations:

- Zoning: C-1
- General Plan: AC (Avenue Commercial)

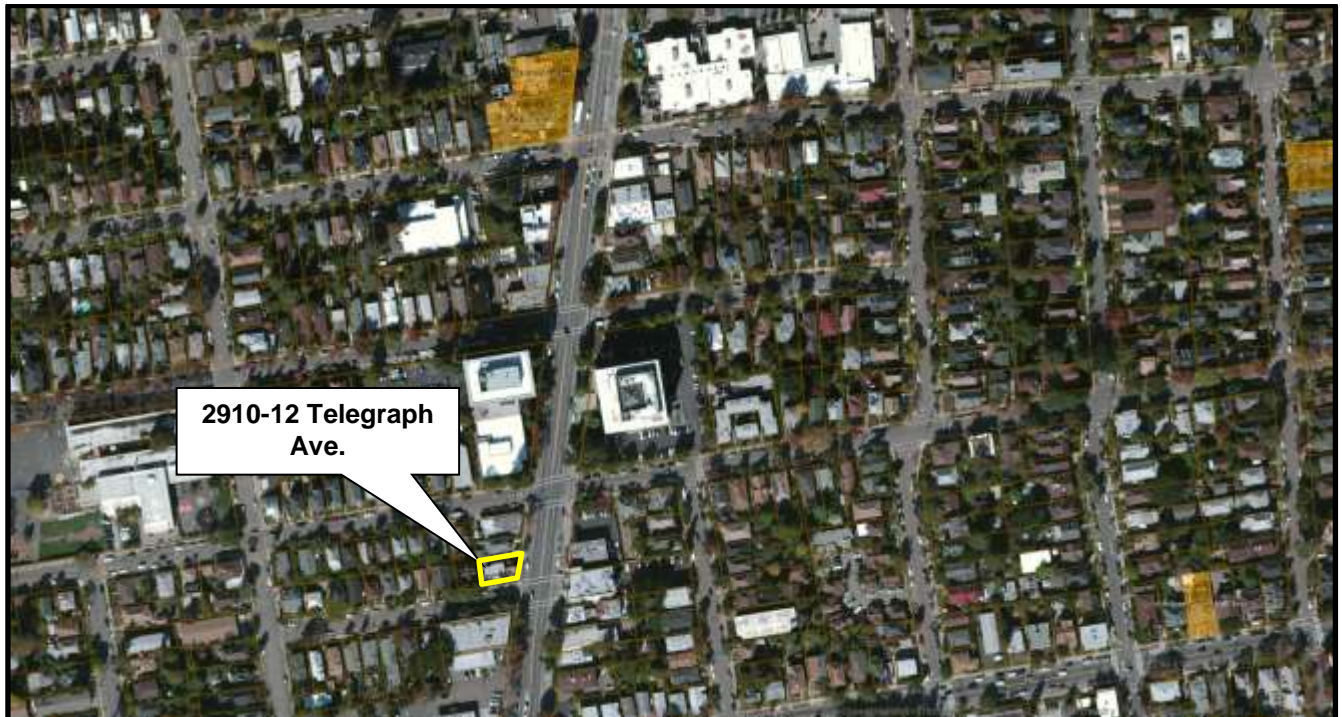
B. CEQA Determination: The initiation qualifies for a Categorical Exemption under Sections 15308 and 15331 of the Public Resources Code, Guidelines for Implementation of the California Environmental Quality Act (CEQA).

C. Parties Involved:

- Application Author: Daniella Thompson
2663 Le Conte Avenue
Berkeley, CA 94709

Steve Finacom
Berkeley, CA
- Property Owner(s): WAYLAND, LLC
P.O. Box 505
Brisbane, CA 94005

Figure 1: Vicinity Map



II. Background

On January 27, 2016, with information provided from the community that the 1933 Yazdi Building was designed by architect William I. Garren (1892-1983), the Landmarks Preservation Commission (LPC) initiated consideration of designating the 2910 Telegraph Avenue property as a City of Berkeley Landmark. On March 3rd, 2016 the LPC passed a motion to initiate Landmark consideration of the structure located at 2910-12 Telegraph Avenue, and set a public hearing on May 5th, 2016. On May 5th, 2016 the Commission voted to re-affirm and re-initiate for Landmark consideration, and set a Public Hearing for June 2nd, 2016. The June 2nd, 2016 LPC meeting was cancelled. The agenda item to re-affirm and re-initiate for Landmark consideration carries over to the July 7th, 2016 meeting. A hearing notice was distributed as required for this item to be heard. Since the May 5th meeting, additional communications have been received and are provided (see Att 1).

III. Property Description

The Yazdi Building is a two-story building located at the north corner of Telegraph Avenue and Howe Street. It is the last Berkeley project among few designed by notable architect William I. Garren (1892-1983), his only mixed-use building in Berkeley and the only example of Storybook Style on Telegraph Avenue in Berkeley. The building features complex asymmetrical massing, multiple brick chimney stacks, steep roofs,

dormers, multi-paned windows and whimsical detailing. Most of the original exterior remains intact.

V. Analysis

To designate a property as a landmark the LPC must find that the property meets one or more of the criteria delineated in Landmarks Preservation Ordinance (LPO) Section 3.24.110.A. The significance criteria for Landmarks in the LPO are relatively specific and appear to align with the California and National Registers. In making significance findings, the Commission shall consider the strongest local criteria under which the resource would qualify consistent with broader designation programs.

The Landmarks Preservation Ordinance (Section 3.24.110) lists the following criteria which the commission shall use when considering structures, sites and areas for landmark and historic district designation:

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 or the best surviving work in a region of an architect, designer or master builder;
 - 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.

Based on the information included in the application, the 1933 Yazdi building can be found significant for its architectural merit under Criterion 1.b; both as an outstanding example of the Storybook Style by architect William I. Garren (1892-1983), his only mixed use building in Berkeley and only example of Storybook Style architecture on Telegraph Avenue in Berkeley.

The application identifies a number of features important to the potential landmark.

VI. Recommendation

Staff recommends that the Commission consider designation of the Yazdi Building property, located at 2910-12 Telegraph Avenue, as a City of Berkeley Landmark, under Criterion 1.b; both as an outstanding example of the Storybook Style by architect William I. Garren (1892-1983), his only mixed use building in Berkeley and only example of Storybook Style architecture on Telegraph Avenue in Berkeley.

The LPC should consider the Draft Findings to determine what features should be identified, if a landmark approval is recommended (see Att 2).

Attachments:

1. Draft Findings
2. Correspondence Received

Application Link:

[2910-12 Telegraph Avenue Landmark Application](#)

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