HISTORICAL EVALUATION
2201 DWIGHT WAY
BERKELEY, ALAMEDA COUNTY, CALIFORNIA

LSA
January 2013
Cover Photograph

2201 Dwight Way. View to the northeast.
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2201 DWIGHT WAY
BERKELEY, ALAMEDA COUNTY, CALIFORNIA

Submitted to:
Mr. Aaron Sage
Senior Planner
City of Berkeley
Planning & Development Department
2120 Milvia Street
Berkeley, California 94704

Prepared by:
Michael Hibma, M.A., RPH #603
LSA Associates, Inc.
157 Park Place
Point Richmond, California 94801
(510) 236-6810
www.lsa-assoc.com
LSA Project #CBE1205

LSA

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INTRODUCTION

This report presents the results of an eligibility evaluation conducted by LSA Associates, Inc. (LSA), for a 1947 single-story, Streamline Moderne commercial office building at 2201 Dwight Way, Berkeley, Alameda County (Figures 1 and 2). The project site comprises APN 055-1889-014-00 in the southwest portion of Berkeley’s Southside neighborhood.

LSA conducted background research, a field survey, and resource recordation to prepare this study. The evaluation addresses the significance criteria of the California Register of Historical Resources (CRHR) and the Landmarks Preservation Ordinance of the Berkeley Municipal Code.

This report includes (1) a description of the regulatory context for cultural resources in the project area; (2) a summary of the methods used to prepare the analysis; (3) a description of the building at 2201 Dwight Way and its historical context; and (4) an eligibility evaluation of the building at 2201 Dwight Way.
FIGURE 2

Garden Village Project
Berkeley, Alameda County, California
Project Site

REGULATORY CONTEXT

CALIFORNIA ENVIRONMENTAL QUALITY ACT
Discretionary projects approvals must comply with the requirements of the California Environmental Quality Act (CEQA). The term CEQA uses for significant cultural resources is “historical resource,” which is defined as any resource that meets one or more of the following criteria:

- Listed in, or eligible for listing in, the California Register of Historical Resources;
- Listed in a local register of historical resources;
- Identified as significant in an historical resource survey meeting the requirements of section 5024.1(g) of the Public Resources Code; or
- Determined to be an historical resource by a project's lead agency.

An historical resource consists of “Any object, building, structure, site, area, place, record, or manuscript which a lead agency determines to be historically significant or significant in the architectural, engineering, scientific, economic, agricultural, educational, social, political, military, or cultural annals of California . . . Generally, a resource shall be considered by the lead agency to be ‘historically significant’ if the resource meets the criteria for listing on the California Register of Historical Resources” (CCR Title 14(3) section 15064.5(a)(3)). For a cultural resource to qualify for listing in the CRHR it must be significant under one or more of the following criteria:

- **Criterion 1:** Associated with events that have made a significant contribution to the broad patterns of California’s history and cultural heritage;
- **Criterion 2:** Associated with the lives of persons important in our past;
- **Criterion 3:** Embodies the distinctive characteristics of a type, period, region, or method of construction, or represents the work of an important creative individual, or possesses high artistic values; or
- **Criterion 4:** Has yielded, or may be likely to yield, information important in prehistory or history.

In addition to being significant under one or more criteria, a resource must retain enough of its historic character and appearance to be recognizable as an historical resource and retain integrity, which is defined as the ability of a resource to convey the reasons for its significance (CCR Title 14 section 4852(c)). Generally, a cultural resource must be 50 years old or older to qualify for the CRHR.\(^1\)

National Register Bulletin *How to Apply the National Register Criteria for Evaluation* (National Park Service 1997:2) states that the quality of significance is present in districts, sites, buildings, structures,

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\(^1\) Generally, for a cultural resource to be considered for listing in the CRHR—and a historical resource for purposes of CEQA—it must be at least 50 years old or enough time must have passed for there to be a scholarly perspective on the resource and the reasons for its potential significance.
and objects that possess integrity. There are seven aspects of integrity to consider when evaluating a cultural resource: location, design, setting, materials, workmanship, feeling, and association:

- **Location** is the place where the historic property was constructed or the place where the historic event occurred. The actual location of a historic property, complemented by its setting, is particularly important in recapturing the sense of historic events and persons.

- **Design** is the combination of elements that create the form, plan, space, structure, and style of a property. Design includes such elements as organization of space, proportion, scale, technology, ornamentation, and materials.

- **Setting** is the physical environment of a historic property. Setting refers to the character of the place in which the property played its historical role. Physical features that constitute the setting of a historic property can be either natural or manmade, including topographic features, vegetation, paths or fences, or relationships between buildings and other features or open space.

- **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.

- **Workmanship** is the physical evidence of the crafts of a particular culture or people during any given period in history or prehistory. It is the evidence of the artisan's labor and skill in constructing or altering a building, structure, object, or site.

- **Feeling** is a property's expression of the aesthetic or historic sense of a particular period of time. It results from the presence of physical features that, taken together, convey the property's historic character.

- **Association** is the direct link between an important historic event or person and a historic property.

“To retain historic integrity a property will always possess several, and usually most, of the aspects” (National Park Service 1997:44).

**CITY OF BERKELEY**

Chapter 3.24 of the Berkeley Municipal Code contains the Landmarks Preservation Ordinance (LPO). Enacted by the Berkeley City Council in 1974, the LPO authorized the creation of a Landmarks Preservation Commission (LPC) to implement the ordinance, which sought to protect those sites, structures, or areas that are: (1) reminders of past eras, events, and persons important to local, state, or national history; (2) significant examples of architectural styles of the past; or (3) landmarks in the history of architecture, or unique or irreplaceable assets to the City and its neighborhoods. In addition, the LPO seeks to: (1) develop and maintain appropriate architectural settings for identified resources; (2) enhance property values, stabilize neighborhoods, and increase economic benefits to the City; (3) preserve the City’s various architectural styles; and (4) encourage an understanding of the living heritage of the City’s past, as expressed by its historically significant built environment features.

The LPC is authorized to designate Landmarks, Structures of Merit, and Historic Districts. In addition to its designation duties, the LPC reviews applications for the alteration or demolition of Landmarks, Structures of Merit, as well as new construction in Historic Districts. Designation proposals may originate from private individuals, the LPC, the Planning Commission, the Civic Arts Commission, or the City Council.
In considering designation applications for *Landmarks* and *Historic Districts*, the LPC uses the following criteria established by the LPO Section 3.24.110:

1. **Architectural Merit:**
   a) A property is the first, last, only, or most significant architectural property of its type in the region;
   b) A property is the prototype of, or outstanding example of, a period, style, architectural movement, or construction, or is an example of the more notable works of the best surviving work in a region of an architect, designer, or master builder; or
   c) A property is an architectural example worth preserving for the exceptional values it adds as part of the neighborhood fabric.

2. **Cultural Value:** A structure, site, or area associated with the movement or evolution of religious, cultural, governmental, social, and economic development of the City.

3. **Educational Value:** A structure worth preserving for its usefulness as an educational force.

4. **Historic Value:** A structure that represents the 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. **Historic Property:** Any property listed in the National Register of Historic Places.

In considering applications for *Structure of Merit* designation, the LPC uses the following criteria:

1. **General Criteria:** A structure shall be judged on its architectural merit and/or cultural, educational, or historic interest or value. If a structure does not meet Landmark criteria, it may be designated a Structure of Merit if it is worthy of preservation as part of a neighborhood, a block or street frontage, or as part of a group of buildings that includes Landmarks.

2. **Specific Criteria**
   a) The age of the structure is contemporary with: (1) a Landmark within its neighborhood, block, street frontage, or group of buildings; or (2) a historic period or event of significance to Berkeley, or to the structure’s neighborhood, block, street frontage, or group of buildings;
   b) The structure is comparable in size, scale, style, materials, or design with a Landmark structure within its neighborhood, block, street frontage, or group of buildings;
   c) The structure is a good architectural design example;
   d) The structure has historical significance to Berkeley and/or to the structure’s neighborhood, block, street frontage, or group of buildings.
METHODS

A records search, literature review, archival research, field survey, and an eligibility evaluation were conducted for this study. Each task is described below.

Records Search
LSA conducted a records search (NWIC file #12-0259) of the project site and adjacent areas on September 7, 2012, at the Northwest Information Center (NWIC) of the California Historical Resources Information System, Sonoma State University, Rohnert Park. The NWIC, an affiliate of the State of California Office of Historic Preservation, is the official state repository of cultural resource records and reports for Alameda County. The records search was done to identify previous cultural resources and associated documentation in and adjacent to the project site. The records search included a review of the following federal, state, and local inventories:

- *California Points of Historical Interest* (California Office of Historic Preservation 1992);
- *California Historical Landmarks* (California Office of Historic Preservation 1996);
- *Five Views: An Ethnic Historic Site Survey for California* (California Office of Historic Preservation 1988);
- *Directory of Properties in the Historic Property Data File* (California Office of Historic Preservation, April 5, 2012). The directory includes the listings of the National Register of Historic Places, National Historic Landmarks, the California Register of Historical Resources;
- *Berkeley Landmarks: An Illustrated Guide to Berkeley, California’s Architectural Heritage* (Cerny 2001);
- *City of Berkeley Designated Landmarks* (City of Berkeley 2004);
- *City of Berkeley Historic Resources* (City of Berkeley 2009);
- *City of Berkeley Downtown Survey and Contexts* (Architectural Resources Group 2007); and

Literature Review
LSA reviewed the following publications, maps, and websites for historical information about the project site and its vicinity:

- *Historic Civil Engineering Landmarks of San Francisco and Northern California* (American Society of Civil Engineers, San Francisco Section 1977);
- *California Place Names* (Gudde 1998);
- *Historic Spots in California* (Hoover et al. 1990);
- *California 1850: A Snapshot in Time* (Marschner 2000);
• *Historical Atlas of California* (Hayes 2007);
• *San Francisco Quadrangle*, 60-minute topographic quadrangle (U.S. Geological Survey 1892, 1939);
• *San Francisco, Calif.*, 15-minute topographic quadrangle (U.S. Geological Survey 1895, 1899, 1915, 1942, 1946, 1948);
• *Sanborn Fire Insurance Company Maps for Berkeley* (1894, 1911, 1929, 1950);
• *An Architectural Guidebook to San Francisco and the Bay Area* (Cerny 2007);
• *A Living Legacy: Historic Architecture of the East Bay* (Wilson 1987);
• *Pacific Coast Architecture Database – Architects* (University of California, Los Angeles 2005);
• *Online Archive of California* at <http://www.oac.cdlib.org>; and
• *Calisphere* at http://www.calisphere.universityofcalifornia.edu.

**Archival Research**

On September 20, 2012, LSA conducted research in the archives room at the Berkeley Architectural Heritage Association (BAHA) and the City of Berkeley Planning & Development Department. On September 27, 2012, LSA conducted supplemental property-specific research at the Berkeley Historical Society History Center. The archival research examined local histories, maps, images, government records, reverse and conventional telephone directories, architect biographical information, and previous survey evaluation forms for historical information about the building. Information identified included former owners, past commercial activity, an inventory of similar buildings designed by Alben Froberg (the architect of 2201 Dwight Way) in Alameda County, and the architectural context of the neighborhood.

LSA also requested information from Betty Marvin, Historic Preservation Planner with the Oakland Cultural Heritage Survey (OCHS), via email on September 21, 2012. Ms. Marvin was requested to provide information about architectural resources designed by architect Alben Froberg, who designed the building in the project site. Ms. Marvin responded to LSA’s email and provided a list of Streamline Moderne and Art Deco buildings designed by Alben Froberg in Berkeley and Oakland.

**Field Survey**

LSA architectural historian Michael Hibma, M.A., conducted a field survey of the project site and surrounding neighborhood on September 20, 2012. The exterior of 2201 Dwight Way was reviewed and photographed. Mr. Hibma visually reviewed and photographed the adjacent City Landmarks at 2424, 2426, and 2430 Fulton Street and reviewed the architectural context of the surrounding neighborhood.
STUDY RESULTS

RECORDS SEARCH

No previously recorded cultural resources were identified within the project site. Three Berkeley Landmark properties are across Fulton Street from the proposed project and are historical resources for purposes of CEQA. In addition, there are five other City Landmarks within one block of the proposed project, but these buildings are more distant and would not be affected by the project. Collectively, these historical resources contribute to the historic character of the Southside area and consist of commercial and residential properties. Resources that are across the street from the proposed project are described below. The five resources that are more distant from the project are listed below.

- **Bertha Bossé Cottages, 2424 Fulton Street and 2426 Fulton Street (Berkeley Landmarks #260 and #259).** These two cottages were built in 1884 for Mrs. Bertha Bossé and her family by Oakland contractors Veitch & Knowles (City of Berkeley 2004). These buildings are located approximately 90 and 100 feet northwest of the project site and are among the oldest in the former College Homestead Association Tract of Berkeley’s Southside neighborhood (Berkeley Architectural Heritage Association 1979, 2004a:37, 2007b). These Victorian-styled buildings were designated Berkeley Landmarks in 2003, renovated in 2004-2005, and are listed in the Directory of Properties in the Historic Property Data File with a National Register Status Code rating of “3S”, indicating they “Appear eligible for listing in the N[ational] R[egister] as a separate property” (California Office of Historic Preservation 2012). These properties qualify as historical resources under CEQA (CEQA Guidelines Section 15064.5(a)(2).

- **John and Emily Kueffer House, 2430 Fulton Street (Berkeley Landmark #255).** This single-family home was built in 1891 by Swiss-born cabinetmaker John Kueffer. This Victorian-styled building is located approximately 75 feet west of the project site and is among the oldest in the former College Homestead Association Tract of Berkeley’s Southside neighborhood. This house was designated a Berkeley Landmark in 2003 and was recently renovated (Berkeley Architectural Heritage Association 1979, 2004a:37, 2007b). Although this building is not listed in the Directory of Properties in the Historic Property Data File, it qualifies as a historical resource under CEQA (CEQA Guidelines Section 15064.5(a)(2) due to its listing in a local register of historical resources. **Alfred Bartlett Houses, 2201 and 2205 Blake Street (Berkeley Landmark #279).** Two Victorian Italianate residences constructed in 1877 and 1892.

- **Williamson Building, 2120, 2122, 2124 Dwight Way (Berkeley Landmark #143).** A 1905 Mission Revival apartment and commercial building.

- **Williams Building, 2126, 2128 Dwight Way (Berkeley Landmark #144).** A 1902 Colonial Revival apartment and commercial building.

- **Davis-Byrne Building 2138, 2140 Dwight Way (Berkeley Landmark # 145).** An 1895 Late Victorian/Colonial Revival apartment and commercial building.
LITERATURE REVIEW

A review of online archived materials, including scanned photographs and written materials was done. The review indicated commercial development of the area beginning in the 1880s. During this time a cluster of commercial buildings at the intersection of Shattuck Avenue and Dwight Way, known as Dwight Station, was built west of the project area. The Dwight Station area was initially developed as a speculative commercial venture to rival downtown. Dwight Station took advantage of adjacent commuter trains, and passengers could transfer to a horsecar line on Dwight Way. Later, Dwight Station was a Key System station stop. Today, the remaining core of Dwight Station consists of the 1905 Williamson Building (2122 Dwight Way), the 1902 Williams Building (2128 Dwight Way), and the 1895 Davis Byrne Building (2138-40 Dwight Way) (ARG 2007:12; Cerny 2001:128-129; Cohen 2008).

By the mid-twentieth century the building at 2201 Dwight Way was part of a small area along Shattuck Avenue and Dwight Way associated with “car-related commerce,” including automobile showrooms and garages (ARG 2007a:12, 16; Sanborn Map Company 1950).

A review of the Downtown Area Plan Reconnaissance Survey Matrix prepared in 2007 identifies the building at 2201 Dwight Way to be in “fair” condition, and it is a “development opportunity” site. (ARG 2008:50).

Historical Map Review

No buildings or structures are depicted in the project site on the plat for Rancho San Antonio (General Land Office 1868). Sparse development is depicted in the area on the San Francisco, Calif. 60- and 15-minute quadrangles in the 1890s (USGS 1895, 1899,). The project site and most of the north side of Addison Street between Milvia Street and present-day MLK Jr. Way is developed as part of the emerging downtown core by 1915 (USGS 1915). Subsequent versions of the San Francisco, Calif. 15-minute quadrangles from the 1940s do not depict individual building footprints, suggesting a high density of built-environment development (USGS 1942, 1946, 1948). The Oakland West, Calif. 7.5-minute quadrangles depict the project site and surrounding area in a shaded pink color, indicating a high density of built-environment development in the area (USGS 1949, 1959, 1968, 1973, 1980, 1992, 1993).

The 1894 Sanborn map (image at right with project site outlined) depicts the project site as a large parcel with a centrally-located single-family residence, known as the “Haste Mansion” (BAHA n.d.). On adjacent lots are single-family residential buildings. Overall settlement in the area is relatively even, with single-family homes on narrow parcels. Several homes are separated by undeveloped parcels. Each dwelling is generally rectangular in shape with various protrusions for porches, windows, and second-story access. The Kueffer House at 2430 Fulton Street and the Bossé cottages at 2424 and 2426 Fulton are depicted.
The 1911 Sanborn map (image at right with project site outlined) depicts the former Haste Mansion in the project site as the Berkeley Preparatory School. The neighborhood is more densely developed than in 1894 and consists of small, variously-shaped, single-story, raised basement residential dwellings. Sanborn maps of the surrounding area generally depict intensive commercial and multi-family residential development east of Shattuck Avenue along Dwight Way.

The 1929 Sanborn map (image at right with project site outlined) indicates that the previous building shown in 1894 and 1911 in the project site was demolished. The rest of the block is mostly developed with dense residential development, such as the two multi-story apartment buildings north of and adjacent to the project site. Along with the concentration of residential properties is an increase in automotive-related commerce reflected by car dealerships and automotive repair garages along both sides of Dwight Way west towards Shattuck Avenue. The area north and east of the project site is predominantly residential and shows an increase in apartment buildings, courtyard apartments, and other multi-family flats formed by partitioning existing, larger single-family houses. A gas station is depicted across Fulton Street to the west of the project site.

The 1950 Sanborn map (image at right with project site outlined) depicts the project site fully built out with the current building. The building has a concrete floor, unreinforced brick masonry walls, and wood posts supporting a steel-truss roof. The building is shown as an automotive sales and service facility and is divided into three areas. The largest and easternmost section is an automotive service and repair area. The northwest portion of the building facing Fulton Street housed the parts department. The portion of the building facing the intersection of Dwight and Fulton streets was office and showroom space. The area adjacent to the project site appears much the same as was depicted in 1929, with the notable exception of two additional residences in the rear yards of 2213 and 2215 Dwight Way (east of and adjacent to the project site).
ARCHIVAL RESEARCH

A review of the Berkeley Inventory of City Landmarks, Structures of Merit, and historic districts, as well as local and regional architectural guidebooks, indicates that the building at 2201 Dwight Way is not listed as a City Landmark, a Structure of Merit, or as a contributor to a district. These publications also do not otherwise note the building for its architectural qualities (BAHA 1987, Bohn 1971; Cerny 2001, 2007; City of Berkeley 2004, 2010; Wilson 1987). BAHA records included an undated Berkeley Urban Conservation Survey form (#18145) that states that the building owner, J.E. French, paid a total of $65,000 for building design and construction. The form notes that the commercial building was a fine example and associated with an architect (Froberg), and was of “Overall Importance.” A sheet attached to the form states that a previous building on the parcel was the site of the “Beaulieu School” and site of Julius H. Haste’s estate. No photographs or other descriptive material was included on the form.

In response to LSA’s request, the OCHS provided an inventory of 23 buildings designed by Alben Froberg and other information about his firm and portfolio. Other materials included an excerpt of an Oakland Tribune newspaper column and a cover to a trade journal, both featuring Froberg.

Building Permits

A review of building permit records on file at the City of Berkeley Planning and Development indicates that on May 20, 1947, building permit #61205 was issued to J.E. French to construct a new single-story commercial building of unreinforced brick masonry and concrete at 2201 Dwight Way. The building was designed by Oakland-based architect Alben Froberg and built by construction contractors Christiansen & Lyons. The table below lists other notable permitted events in the history of the building.

<table>
<thead>
<tr>
<th>Date</th>
<th>Permit Number</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>May 20, 1947</td>
<td>61205</td>
<td>New construction.</td>
</tr>
<tr>
<td>August 19, 1947</td>
<td>61714</td>
<td>Additions – new signage and various tasks for utilities.</td>
</tr>
<tr>
<td>January 14, 1949</td>
<td>64640</td>
<td>Additions. No description on record.</td>
</tr>
<tr>
<td>August 24, 2001</td>
<td>01-3434</td>
<td>Minor modifications of existing office space.</td>
</tr>
<tr>
<td>November 11, 2001</td>
<td>01-3422</td>
<td>Brick parapet reinforcement (seismic compliance).</td>
</tr>
</tbody>
</table>

Reverse telephone directories at the Berkeley Historical Society published by the Pacific Telephone & Telegraph Company indicate that 2201 Dwight Way was associated with automotive-related uses. Beginning in 1947 and continuing until 1970, 2201 Dwight Way was the site of J.E. French &
Company, an automotive sales and service chain with sites in Oakland and San Francisco. Beginning in 1971 and continuing until 1983, the building was the location of Hopper-Hammond Dodge. From 1983 to the mid-1980s, the building was the site of Dodge of Berkeley. Following its last iteration as an automotive business, the building was sold and converted to office uses (Pacific Telephone & Telegraph 1947-1984).

OCHS materials provided by Betty Marvin included an inventory of 23 properties in Oakland designed by Alben Froberg; a California Department of Parks and Recreation DPR 523 form prepared in 1998 for the Connell GMC, Pontiac, Cadillac dealership built at 3093 Broadway, Oakland (present-day Bay City Chevrolet) (OCHS 1998); an undated Historic Resources Inventory form of the former The Gray Shop at 2000-2010 Broadway, Oakland (OCHS); a notice in a trade journal regarding the construction of the Challenge Cream and Butter Association Plant at 708 Addison, Berkeley (Architecture & Engineering 1947); and a newspaper notice announcing the opening of the Connell Motors dealership at 3093 Broadway (McCabe 1947).

FIELD SURVEY

The field survey of the project site at 2201 Dwight Way identified a single-story, rectangular commercial building located on the southern portion of the parcel and an associated parking lot in the northern portion. This Streamline Moderne building was designed by architect Alben Froberg and built in 1947. The building covers approximately 20,500 square feet, rests on a concrete slab foundation, has a bow-framed roof hidden behind a brick masonry parapet, and is sheathed in roll-out asphalt roofing. The walls are concrete with alternating sections clad in brick masonry. Fenestration consists of deeply tinted windows set in large, vertical picture-pane or ribbon casements. At the southwestern corner, facing the Dwight Way and Fulton Street intersection, the wall is curved with a corresponding curved window casements covered by a projecting horizontal concrete overhang. On the south façade, new entrances were created during a conversion from an automotive dealership into office space in the mid-to-late 1980s, and the windows slanted inwards to create covered entrance space. The northern façade has a wooden pergola covering concrete pathways accessing several entrances. At the far left of the north façade are two former locations of roll-up doors that have been converted to multiple glass-paned walls. Landscaping elements include young street trees and shrubs.
ELIGIBILITY EVALUATION

This section presents the historical and architectural context of the project site and evaluates the eligibility of the building at 2201 Dwight Way under CRHR and LPO significance criteria.

HISTORICAL CONTEXT

This section describes the historical context of the project site, including the Streamline Moderne architectural style and the building’s architect, Alben Froberg.

Berkeley

The project site is entirely within the Rancho San Antonio land grant, which was originally granted to Luis Maria Peralta on August 3, 1820, for his service to the Spanish government. His 44,800-acre rancho included what are now the cities of Emeryville, Oakland, Berkeley, Alameda, Piedmont, and a part of San Leandro. Peralta’s land grant was confirmed after Mexico’s independence from Spain in 1822, and this title was honored when California entered the Union by treaty in 1848. In 1842, Peralta’s son, José Domingo, received the northern portion of the rancho lands, which includes the modern communities of Albany and Berkeley (Cerny 2001:276).

In 1852, Francis Kittredge Shattuck, George Blake, James Leonard, and William Hillegass purchased one-square mile of land bounded by what are now College Avenue, Martin Luther King Jr. Way, Addison Street, and Russell Street. The main thoroughfare through this land would later become Shattuck Avenue. This area later became the core of Berkeley’s early commercial, residential, and civic development. The establishment of the University of California in 1873 bolstered the futures of Berkeley’s early residents and real estate speculators.

In 1876, Shattuck purchased a spur line of the Southern Pacific Railroad originating in Oakland and running north to Berkeley along Adeline Street, then along Shattuck Avenue to its terminus at what would become Shattuck Square. Shattuck Avenue provided the necessary width for wagon and rail transportation into the heart of the fledgling community. This event and the burgeoning importance of Shattuck and University avenues were the catalyst for downtown development. Berkeley experienced dramatic growth during the early 20th century and many neighborhoods began to grow (Schwartz 2000:155-184). Key events driving this growth included the arrival of an electric rail system linking Berkeley to Oakland and San Francisco, the mass exodus of San Franciscans to East Bay communities following the Earthquake and Fire of 1906, and the institutional growth of the University of California (Schwartz 2005:57-85).

Southside Neighborhood

The history of the Southside neighborhood is closely associated with the establishment of a university in what would become Berkeley. In the late 1850s, land speculators and civic boosters enticed the College of California to move north from Oakland to a more natural area along Strawberry Creek, a location that was still close to Oakland and, via ferry service, San Francisco. In response to the move
being hindered by a lack of funds, George Blake agreed to sell the College land south of the proposed location so that the subsequent subdivision and resale could finance the relocation. To do this, the trustees created the College Homestead Tract Association to facilitate sales (Wollenberg 2002). This development created the first residential neighborhood in Berkeley (Wilson 1987:136-140).

The College Homestead Tract Association marketed the parcels to prosperous citizens interested in living in a small college town (Wood 1883:782). The trustees hired famed landscape architect Frederick Law Olmsted to plan the development, but his ideas were deemed unsuitable. While Olmsted envisioned a network of landscaped roads and tree-lined lanes following topographic contours, the trustees favored a traditional grid pattern, perhaps in an effort to maximize parcel sales. In a move designed to appeal to educated buyers, the north-south streets were named alphabetically after prominent scientists such as Audubon (now College Ave.), Bowditch, Choate (now Telegraph), Dana, Ellsworth, Fulton, and Guyot (now Shattuck). East-west streets were named after authors such as Allston, Bancroft, Channing, and Dwight. Dwight Way was named after academic and theologian Timothy Dwight IV, the eighth president of Yale College.

As the Homestead Tract gradually developed as a residential area during the 1880s and 1890s, commercial development began along Shattuck Avenue. Recognizing an opportunity, the Central Pacific Railway built a branch line along Shattuck Avenue to provide a convenient route from east and west Berkeley to Oakland and San Francisco. A horsecar line and later an electric streetcar station stop, known as “Dwight Station” was centered on the southeast corner of the intersection of Shattuck Avenue and Dwight Way approximately 500-feet west of the project site. Surviving contributing elements to Dwight Station include the Williamson Building, located at 2122 Dwight Way, built in 1905 and is Berkeley Landmark #143; the Williams Building, located at 2128 Dwight Way, built in 1902 and is Berkeley Landmark #144; and the Davis Byrne Building, located at 2138-40 Dwight Way built in 1895 and is Berkeley Landmark #145 (ARG 2007:12; Cerny 2001:128-129; Cohen 2008). The railroad eventually transformed Shattuck Avenue between University Avenue and Dwight Way into a prosperous commercial area (HABS 1991:7-8).

In 1902, this route was operated by the Oakland Consolidated Street Railway a regional railway company who bought the line from the Central Pacific, and later became part of the Key System, which was a regional streetcar system in Oakland and Berkeley. Streetcar service ended in November 1948 (Sappers 2007:60-65, 174-177), and the area began to change due to the end of the Key System and the post-WW II rise of the automobile. By 1950, the Sanborn map of the area west of and near to the project site this area shows an increasing concentration of industrial and commercial activity, mostly automobile related, on Dwight Way, one block east of Shattuck Avenue. The property at 2201 Dwight Way is depicted on the 1950 Sanborn as an automobile sales and service facility associated with this trend (Sanborn 1950, Wollenberg 2012).

In 1902, this route was operated by the Oakland Consolidated Street Railway a regional railway company who bought the line from the Central Pacific, and later became part of the Key System, which was a regional streetcar system in Oakland and Berkeley. Streetcar service ended in November 1948 (Sappers 2007:60-65, 174-177), and the area began to change due to the end of the Key System and the post-WW II rise of the automobile. By 1950, the Sanborn map of the area west of and near to the project site this area shows an increasing concentration of industrial and commercial activity, mostly automobile related, on Dwight Way, one block east of Shattuck Avenue. The property at 2201 Dwight Way is depicted on the 1950 Sanborn as an automobile sales and service facility associated with this trend (Sanborn 1950, Wollenberg 2012).

In the aftermath of World War II and through the 1970s, the student population at the now University of California campus grew consistently to the extent that more and more student housing units were built in the neighborhood. Also during this period, many established families and older residents moved out of the area and to the Berkeley/Oakland hills or outlying suburbs. This shift led to a significant change in the nature of the older “single-family” enclaves in the Southside neighborhood. Some single-family homes were converted to apartment or flats, and others were razed to accommodate larger, multi-story “shoebox” apartment buildings (City of Berkeley 2003). Pressure from the ever-growing University resulted in constant change, as additional living space was built for students and workers in support industries. Today, the Homestead Area is known locally as the
“Southside” and is mostly residential in nature, with university students forming the bulk of the population.

2201 Dwight Way

The building at 2201 Dwight Way was constructed in 1947 in part to meet the commercial and service-related demands of a growing population increasingly dependent on the automobile. This building, like many others built during this time in the San Francisco Bay Area, is modest in size, utilitarian in purpose, and possesses post-war architectural styling. The building’s form and design deemphasized ornamentation and detail in order to showcase the product. This particular building was a Plymouth and Dodge automobile dealership until 1983-1984, when it was converted to office space (City of Berkeley 1947-2001).

ARCHITECTURAL CONTEXT

Streamline Moderne

The Streamline Moderne style is arose from the late Art Deco movement of the 1920s and 1930s. Following the stock market crash of 1929 and the subsequent Great Depression, designers stripped away the rich materials and jazzy ornamentation of an earlier Art Deco style to emphasize a sense of smooth motion conveyed by clean, curved lines. Known as “Streamlining,” this design concept reflected the hope held by many that science and technology would rejuvenate the economy. This was reflected by applying a streamlined, aerodynamic approach to machines, such as automobiles, train locomotives, ships, and the Airstream trailer, for increased speed and efficiency. Swept up in this movement, designers began to streamline fixed objects such as toasters, clocks, radio sets, kitchen countertops, refrigerators, and furniture (Gelernter 1999:248-250).

When applied to architecture, this design aesthetic was known as Streamline Moderne. Finding a broader and wider exposure in commercial and industrial applications, this new image replaced Art Deco as the signature modern design. It is characterized by smooth horizontal shapes with curved corners wrapped with horizontal banding conveying a feeling of smooth, fluid motion. Other character-defining features include a flat roof with ledge coping, porthole windows, banded windows or wall segments of glass blocks, and subdued color schemes. Materials such as steel, formed concrete, chrome or plated surfaces, and walls of smooth-textured stucco were favored, and reflected the architects’ inspiration drawn from the industrial process and the machine (Gelernter 1999:248-249; McAlester and McAlester 2003:464-467).

Alben Froberg

The building at 2201 Dwight Way was designed by Oakland-based architect Alben Froberg. Born in Eureka in 1890, Froberg graduated from the University of California, Berkeley, in 1913 with a degree in Architecture. He obtained his architect’s license in 1915 and went on to a successful career specializing in commercial and industrial construction in the East Bay, often employing Art Deco or Streamline Moderne architectural styles and masonry brick as a building medium. Froberg’s prolific catalog includes bus depots, car dealerships and showrooms, warehouses, office buildings, research facilities, an ordnance plant, a waxed paper plant, and a filter factory (American Institute of Architects 1953). Notable examples of Froberg’s industrial/commercial architecture include:

- 1700 24th Street, Oakland, the Consolidated Freightways Warehouse built in 1940-41;
• 2619-25 Magnolia Street, Oakland, the Laher Auto Spring Company Factory built in 1925;
• 1601 San Pablo Avenue, Oakland, a former coffee shop built in 1950;
• 5427 Telegraph Avenue, Oakland, the Marshall Steel Company Cleaning Plant built 1933;
• 2398 Valley Street, Oakland, a two-story Art Deco office building built in 1936;
• 3093 Broadway, Oakland, the Connell GMC Pontiac Cadillac (present-day Bay City Chevrolet) built in 1946;
• 708 Addison Street, Berkeley, the Challenge Cream and Butter Association Plant built in 1947; and
• 2547 Eighth Street, Berkeley, several additions to the Kawneer Building, a Berkeley Landmark built in 1913 (Berkeley Architectural Heritage Association 2009).

Some of Froberg’s other contributions to the architectural profession included serving as a member of the East Bay Chapter of the American Institute of Architects; President of the East Bay Association of Architects; and government architect for the State Board of Harbor Commissioners. He operated a private architectural practice in Oakland for over 35 years (Koyle 1955:184; Oakland Cultural Heritage Survey).

APPLICATION OF SIGNIFICANCE CRITERIA

California Register of Historical Resources Criteria

This section below provides a discussion of the application of the CRHR significance criteria followed by a discussion of the building’s status under the Landmarks Preservation Ordinance. The project site does not contain any built environment resources that were previously listed or determined eligible for inclusion in the CRHR or in a local inventory of historical resources.

Criterion 1: Is it associated with events that have made a significant contribution to the broad patterns of California’s history and cultural heritage?

Research indicates that 2201 Dwight Way is associated with the commercial growth of downtown Berkeley in the mid-20th century and the rise of the automobile. Both events made a significant contribution to the broad patterns of the history of Berkeley and Alameda County. However, 2201 Dwight Way is one of thousands of buildings in Berkeley and Alameda County that are associated with the commercial development of Berkeley and the rise of the automobile, and no evidence was identified to elevate the building in associative stature; it does not possess specific, important associations with this context that distinguish it from hundreds of other buildings with similar design, construction history, and use.

Criterion 2: Is it associated with the lives of persons important in our past?

Research in reverse telephone directories and building permit records on file at the City of Berkeley indicate that 2201 Dwight Way is associated with J.E. French, a prominent businessman who owned numerous automobile dealerships in San Francisco, Oakland, Berkeley, and the greater East Bay. However, this building was not French’s main office, was not the first of his dealership acquisitions, and did not play a prominent role in the development of his business.
Therefore, 2201 Dwight Way is a peripheral property and does not express a strong or important association with French’s productive life.

Criterion 3: Does it embody the distinctive characteristics of a type, period, or method of construction, or represent the work of an important creative individual, or possess high artistic values?

The building at 2201 Dwight Way embodies the general architectural characteristics of Streamline Moderne, an architectural style well represented in the existing building stock of Berkeley, Oakland, Alameda County, and the East Bay. Better examples of equal or greater expressiveness exist in greater concentrations in areas such as Aquatic Park in San Francisco’s Marina District, as well as the older industrial areas of Oakland and west Berkeley.

An Urban Conservation Survey form prepared in 1976 for 2201 Dwight indicated that the building was a fine architectural example of the Streamline Moderne. However, this form was prepared before substantial alterations to the building occurred (e.g., new doors, additional entrances, replacement windows, and conversion from automobile dealer to office space). Therefore, the original design, form, and historic fabric exhibited by the building prior to that Urban Conservation Survey rating have been compromised by the subsequent alterations. While this building was designed by Alben Froberg, a noted architect recognized in the field of architecture, it no longer retains the integrity necessary to reflect his design. Better, examples of Froberg’s prolific work that retain the character defining features of his design are located in the commercial and industrial areas of the East Bay.

Criterion 4: Has it yielded, or may it be likely to yield, information important to history?

Information about Streamline Moderne design and construction techniques, as represented by 2201 Dwight Way, can be obtained from other widely available sources on this architectural style. Due to extensive alterations, further study of this building will not result in new information about construction techniques or the Streamline Moderne architectural style. For this reason, 2201 Dwight Way will not yield information important to history.

Landmark Preservation Ordinance Criteria

The section below provides a discussion of the building’s status per Section 3.24.110 of the LPO outlined above.

1. Architectural Merit:
   a) A property is the first, last, only, or most significant architectural property of its type in the region;

   This building is not the first, last, or most significant architectural property of its type in the region. Background research identified numerous Streamline Moderne buildings designed by Alben Froberg in Berkeley and Oakland, such as the former Challenge Cream and Butter Association Plant at 708 Addison Street.

   b) A property is the prototype, or outstanding example, of a period, style, architectural movement, or construction, or is an example of the more notable works of the best surviving work in a region of an architect, designer, or master builder; or
While this building is associated with Alben Froberg, a notable Oakland-based architect who specialized in designing Streamline Moderne commercial buildings, subsequent alterations have diminished its ability to convey its architectural qualities. It is not a prototype, or an outstanding example of, Streamline Moderne, and it not the best surviving example of Froberg’s work, nor of a period, style, architectural movement, or construction.

c) A property is an architectural example worth preserving for the exceptional values it adds as part of the neighborhood fabric.

Background archival research of 2201 Dwight Way indicates that it does not qualify under this criterion as an architectural example worth preserving for the exceptional values it adds as part of the neighborhood fabric. An Urban Conservation Survey form from 1976 indicated at the time of its preparation that the building was a fine architectural example of the Streamline Moderne. However, a recent field survey of the building indicates that subsequent alterations (new doors, additional entrances, replacement windows, and conversion from automobile dealer to office space) have compromised the architectural qualities it once had, and currently it more resembles an ordinary mid-century commercial building, a common resource type in Berkeley and the East Bay. Due to alterations, 2201 Dwight Way is no longer able to convey its significance under this criterion.

2. Cultural Value: A structure, site, or area associated with the movement or evolution of religious, cultural, governmental, social, and economic development of the City.

This building is associated with the rise of the automobile in Berkeley and the San Francisco Bay Area. However, a recent field survey of the building indicates that subsequent alterations to the building (new doors, additional entrances, replacement windows, and conversion from automobile dealer to office space) have compromised the architectural qualities it once had. Due to alterations, 2201 Dwight Way is no longer able to convey its significance under this criterion.

3. Educational Value: A structure worth preserving for its usefulness as an educational force.

Background research and field survey did not indicate that this building is worth preserving for its usefulness as an educational force. It is a typical example of mid-20th century materials and construction techniques, both of which have been thoroughly documented through descriptive publications.

4. Historic Value: A structure that represents the 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.

Background research and field survey indicated that, due to significant alterations, this building is no longer a representative example of Streamline Moderne, a built environment resource type found in Berkeley, Alameda County, California, and the nation. This building played a minor role in the expansion of the commercial center of downtown and the rise of the automobile in Berkeley and the San Francisco Bay Area. However, subsequent alterations to the building (new doors, additional entrances, replacement windows, and conversion from an automobile dealership to office space), have compromised its architectural qualities it once had, and currently it more resembles an ordinary mid-century commercial building, a common resource
type in Berkeley and the East Bay. As such, it lacks sufficient historic value and integrity to qualify under this criterion.

5. **Historic Property:** Any property listed in the National Register of Historic Places.

This building is not listed in the National Register of Historic Places.

In considering applications for **Structure of Merit** designation, the LPC uses the following criteria:

1. **General Criteria:** A structure shall be judged on its architectural merit and/or cultural, educational, or historic interest or value. If a structure does not meet Landmark criteria, it may be designated a Structure of Merit if it is worthy of preservation as part of a neighborhood, a block or street frontage, or as part of a group of buildings that includes Landmarks.

This building is located near several Berkeley Landmark properties as outlined above. However, the residential nature of the Landmark properties as well as their age and context is different than of 2201 Dwight. The Landmark properties are Victorian in style, massing, ornamentation, and setback. The building at 2201 Dwight is Streamline Moderne, a style with minimal decoration and no setback. Its general facade is very different from those found on the Landmark properties.

2. **Specific Criteria**

a) The age of the structure is contemporary with: (1) a Landmark within its neighborhood, block, street frontage, or group of buildings; or (2) a historic period or event of significance to Berkeley, or to the structure’s neighborhood, block, street frontage, or group of buildings;

The building at 2201 Dwight was built in 1947. The Landmark buildings in the area were constructed in 1884-1891. Its style, facade treatment, and massing are considerably different than those aspects of the Landmark properties.

b) The structure is comparable in size, scale, style, materials, or design with a Landmark structure within its neighborhood, block, street frontage, or group of buildings;

The building at 2201 Dwight is not comparable in size, scale, style, materials, or design from the Landmark properties nearby. It was designed nearly 60 years after the Landmark properties were built and was intended for a commercial purpose, whereas the Landmark properties were, and remain, residential in nature.

c) The structure is a good architectural design example;

Due to subsequent alterations such as new doors, windows, facade treatments, additional entrances and converted shop space, this building is no longer a representative example of the Streamline Moderne architectural style, and currently it more resembles an ordinary mid-century commercial building, a common resource type in Berkeley and the East Bay.

d) The structure has historical significance to Berkeley and/or to the structure’s neighborhood, block, street frontage, or group of buildings.

Background research and field survey indicated that this Streamline Moderne building is associated with the rise of the automobile. However, a recent field survey of the building indicates that subsequent alterations to the building (new doors, additional entrances,
replacement windows, and conversion from automobile dealer to office space) have compromised the architectural qualities it once had. However, due to the alterations mentioned here and above, it no longer conveys significance under this criterion it may have once had.

INTEGRITY ASSESSMENT

As previously discussed, historical integrity refers to the ability of a resource to convey its historical significance. Integrity is a critical component of historical resources that are listed in, or eligible for listing in, the CRHR. This section discusses the building at 2201 Dwight and the degree to which it retains any or some of the seven aspects of integrity: location, setting, design, feeling, materials, workmanship, and association.

• The building at 2201 Dwight Way has not been moved and retains integrity of location.

• The building at 2201 Dwight Way does not retain integrity of setting and feeling. This is due to changes in the neighborhood beginning in the 1950s and through to today that have altered the once predominately single-family residential character of the area into one more reflective of a growing student population. This decades-long demographic change resulted in more multi-family housing to serve university students and workers in supporting industries. Many of the older single-family Victorian homes were either demolished to accommodate construction of two-story “shoe-box” apartment buildings or renovated into multi-unit flats or apartments.

• The building at 2201 Dwight Way does not retain integrity of workmanship, design and materials. This is due to alterations to the original form and historic fabric of the building as a result of renovating the existing automobile showroom and service center into high-tech office space in 1983. Alterations included the replacement of all original windows with additional windows added and set in slanted casements on the south façade, the replacement of all entrance doors, with the creation of new, additional entrances on the north and south facades, conversion of two service bay doors into large, multi-paned glass walls, simulating a garage door, and the installation of a pergola and pedestrian walkways along the north façade. These alterations, taken together, no longer convey the workmanship or the materials of the original 1947 building and have changed the original unadorned, smooth and unbroken design of a Streamline Moderne façade.

• The building at 2201 Dwight Way does not retain integrity of association with the rise of the automobile culture in Berkeley and the San Francisco Bay Area. According to building permit records and telephone directory information, this building was used as an automobile sales and service from 1947 to 1983, when the automobile dealership was sold and the building renovated into office space. The renovation resulted in numerous alterations to the building to meet this new purpose.
CONCLUSION

Background research and field reviews identified one cultural resource in the project site at 2201 Dwight Way: a single-story, 1947 Streamline Moderne building designed by architect Alben Froberg. The building historically housed an automobile dealership and showroom, but was converted to a commercial office building in 1983. As a result of this renovation, this building is no longer associated with the automobile, and is no longer a representative example of Streamline Moderne or of the work of Oakland-based architect Alben Froberg.

In addition, the building has been altered from its original form and historic fabric, and no longer retains historical integrity necessary to convey its significance under any of the CRHR criteria. For these reasons, this building does not appear eligible for inclusion in the CRHR under any of the criteria for listing, nor does it otherwise appear eligible as a City Landmark or Structure of Merit or as a contributor to an identified historic district. In conclusion, the building does not qualify as a “historical resource” for the purposes of CEQA (CEQA Guidelines Section 15064.5(a)(3)).

Furthermore, the building at 2201 Dwight Way is not a contributing element to a potential Dwight Station area historic district, and its demolition would not be an adverse impact to such a district. The 1947 building was constructed long after Dwight Station’s period of development between the 1880s and 1910. The Dwight Station area was initially developed in the late 1880s as a speculative commercial venture to compete with downtown and profit from commercial traffic generated by nearby commuter rail lines. The project site building was constructed in response to demand brought about by the spread of the automobile.

The Dwight Station area is clustered at the southeast corner of the intersection of Shattuck Avenue and Dwight Way, and the project site is approximately 500 east of Dwight Station. Today, Dwight Station consists of the 1905 Williamson Building (2122 Dwight Way); the 1902 Williams Building (2128 Dwight Way); and the 1895 Davis Byrne Building (2138-40 Dwight Way). The building at 2201 Dwight Way is a single-story Streamline Moderne-styled building of poured concrete and brick masonry fascia, an architectural style and method of construction altogether different than Dwight Station’s multi-story, wood-framed buildings designed in late Victorian and vernacular commercial styles common in turn of the century commercial construction.

The single-story commercial building located across from the project site at 2170-2180 Dwight Way was built in 1924 and identified on Sanborn maps as a “sheet metal works” and “shop and garage.” Although 2201 and 2170-2180 Dwight Way are historically associated with the mid-century growth of the automobile, automobile-related facilities in this area, including the James Placheck-designed Berkeley Honda building, tend to be clustered along Shattuck Avenue. The project site, therefore, does not appear to contribute to a potential “automobile row” historic district.
Table 2: Resource Status Summary

<table>
<thead>
<tr>
<th>Resource</th>
<th>City Landmark?</th>
<th>Berkeley Structure of Merit?</th>
<th>Other City Surveys?</th>
<th>CEQA Historical Resource?</th>
</tr>
</thead>
<tbody>
<tr>
<td>2201 Dwight Way</td>
<td>No</td>
<td>No</td>
<td>Downtown Area Reconnaissance Survey Matrix</td>
<td>No</td>
</tr>
</tbody>
</table>

* City of Berkeley Designated landmarks, Structures of Merit and Historical Districts (2004); Historic Resources (2009); Designated Landmarks (2010); Berkeley Southside (Stubbs 2004); Downtown Area Reconnaissance Survey Matrix (ARG 2008).
REFERENCES CONSULTED
American Institute of Architects

American Society of Civil Engineers

Architectural Resources Group


Architecture & Engineering

Berkeley Architectural Heritage Association (BAHA)

1979 Historic Resources Inventory Form record for two houses for Mrs. Bertha H. Bossé. On file at Berkeley Architectural Heritage Association, Berkeley, California.

1987 Buildings included in State Historic Resources Inventory, 1977-1979. On file at Northwest Information Center, Sonoma State University, Rohnert Park, California.


Bohn, Dave


California Digital Library


California Office of Historic Preservation


1996 California Historical Landmarks. California Department of Parks and Recreation, Sacramento.

2001 California Environmental Quality Act (CEQA) and Historical Resources. California Department of Parks and Recreation, Sacramento.


Cerny, Susan Dinkelspiel


2007 An Architectural Guidebook to San Francisco and the Bay Area. Gibbs Smith Publisher, Santa Barbara, California.

Cohen, Alan

City of Berkeley  
1947-2001 Building records. On file at the City of Berkeley Planning and Development Department, Berkeley, California.


City of Berkeley Department of Planning & Development

Gelernter, Mark  

General Land Office  
1868 Plat of the Northern Part of Rancho San Antonio partially confirmed to Vincent and Domingo Peralta. U.S. Surveyor’s Office, San Francisco, California. On file at Northwest Information Center, Sonoma State University, Rohnert Park, California.

Gudde, Erwin G.  

Hayes, Derek  
Historic American Building Survey (HABS)

Hoover, Mildred Brooke, Hero Eugene Rensch, Ethel Rensch, and William N. Abeloe

McAlester, Virginia and Lee McAlester

McCabe, Tom

Marschner, Janice

National Park Service

Oakland Cultural Heritage Survey (OCHS)
n.d Alben Froberg Inventory. On file at OCHS, Oakland, California.

n.d State of California Historic Resources Inventory Form for the Gray Store at 2000-2010 Broadway, Oakland. On file at OCHS Oakland, California.

1998 State of California Department of Parks and Recreation DPR 523 form for 3093 Broadway, Oakland. On file at OCHS, Oakland, California


Pacific Telephone & Telegraph


Sanborn Map Company


1929  *Berkeley, Alameda County, California,* Sheets 81, 82. Sanborn Map Company, New York.


Sappers, Vernon J.


Schwartz, Richard


Stubbs, Joseph


University of California, Los Angeles


U.S. Geological Survey


Wilson, Mark A.

Wollenberg, Charles

Wood, M.W.
APPENDIX

California Department of Parks and Recreation 523 Series Form Record

2201 Dwight Way, Berkeley, Alameda County
Other Listings     Review Code     Reviewer     Date

Resource Name: 2201 Dwight Way

P1.  Other Identifier:  J.E. French & Company; Hopper-Hammond Dodge; Dodge of Berkeley

P2.  Location □ Not for Publication □ Unrestricted:
   a.  County: Alameda
   b.  USGS 7.5' Quad: Oakland West, Calif. Date: 1993; T1S/R3W; in unsectioned lands of Rancho San Antonio (V. and D. Peralta); Mount Diablo B.M.
   c.  Address: 2201 Dwight Way City Berkeley Zip 94704
   d.  UTM: Zone 10; 564653mE/4191048mN
   e.  Other Locational Data: APN 055-1889-014-00

P3a.  Description: This property is a one-story, rectangular former automobile showroom and repair facility constructed of concrete and masonry-brick. It rests on a reinforced concrete slab foundation. The asymmetrical Streamline Moderne building has a low-pitched, truss roof covered in roll-out asphalt roofing behind a reinforced brick parapet. This building is clad in textured stucco and panels of painted brick veneer siding. Other features include a curved corner with vertically paneled glass panes at the southwest corner of the building. Fenestration consists of replacement dual-paned and tinted fixed windows in metal casements. Alterations to the building include new windows and entrance doors throughout, as well as additional entrances on the south and north facing façade. This building is in fair condition.

P3b.  Resource Attributes: (HP6) 1-3 story commercial building

P4.  Resources Present: ☐ Building ☐ Structure ☐ Object ☐ Site ☐ District ☐ Element of District ☐ Other (Isolates, etc.)

P5a.  Photograph:

P5b.  Description of Photo: 2201 Dwight Way, west and south façades, Photo taken 9/20/12.

P6.  Date Constructed/Age and Source: ☐ Historic Built 1947; Berkeley Architectural Heritage Association Urban Conservation Survey Form #18145; Building Permit Record, on file at City of Berkeley Planning & Development Department.

P7.  Owner and Address: Anthony Levandowski
     2917 Ashby Avenue
     Berkeley, CA 94705

P8.  Recorded by:
     Michael Hibma
     LSA Associates, Inc.
     157 Park Place
     Point Richmond, California 94801

P9.  Date recorded: October 4, 2012

P10. Survey Type: Intensive


Attachments: ☐ Location Map ☐ Continuation Sheet(s) ☐ Building, Structure, and Object Record

DPR 523A (1/95)
NRHP Status Code: 6Y
Resource Name: 2201 Dwight Way

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<table>
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<tbody>
<tr>
<td><strong>B1. Historic Name:</strong></td>
<td><em>J.E. French &amp; Company; Hopper-Hammond Dodge; Dodge of Berkeley</em></td>
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<tr>
<td><strong>B2. Common Name:</strong></td>
<td>2201 Dwight Way</td>
</tr>
<tr>
<td><strong>B3. Original Use:</strong></td>
<td>Automobile sales and service</td>
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<td><strong>B4. Present Use:</strong></td>
<td>Office/vacant</td>
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<tr>
<td><strong>B5. Architectural Style:</strong></td>
<td>Streamline Moderne</td>
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<tr>
<td><strong>B6. Construction History:</strong></td>
<td>According to records at the Berkeley Architectural History Association and copies of the original building permit on file at the City of Berkeley’s Planning &amp; Development Department, this building was constructed in 1947. Subsequent undated alterations include replacement windows, replacement entrance doors, additional entrances and window casements and filled-in service bay doors and shop windows.</td>
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<tr>
<td><strong>B7. Moved?</strong></td>
<td>No</td>
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<td><strong>B8. Related Features:</strong></td>
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<td><strong>B9. a. Architect:</strong></td>
<td>Alben Froberg</td>
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<tr>
<td><strong>b. Builder:</strong></td>
<td>Christensen &amp; Lyons, Contractors.</td>
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<td><strong>B10. Significance: Theme:</strong></td>
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<td><strong>Area:</strong></td>
<td>Berkeley, Alameda County</td>
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<tr>
<td><strong>Period of Significance:</strong></td>
<td>1947</td>
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<td><strong>Property Type:</strong></td>
<td>Commercial building</td>
</tr>
<tr>
<td><strong>Applicable Criteria:</strong></td>
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This single-story, 20,500-square-foot commercial building is situated on a small parcel in an urban setting. The period of significance for this residence is 1947, which is the date of construction. Research indicates that 2201 Dwight Way is associated with the commercial growth of downtown Berkeley in the mid-20th century and the rise of the automobile. Both events made a significant contribution to the broad patterns of the history of Berkeley and Alameda County. However, 2201 Dwight Way is one of thousands of buildings in Berkeley and Alameda County that are associated with these themes, and no evidence was identified to elevate the building in associative stature; it does not possess specific, important associations with this context that distinguish it from hundreds of other buildings with similar design, construction history, and use (Criterion A). Research indicates that 2201 Dwight Way is associated with J.E. French, a prominent businessman who owned numerous automobile dealerships in San Francisco, Oakland, Berkeley, and the greater East Bay. However, this building was not French’s main office, was not the first of his dealership acquisitions, and did not play a prominent role in the development of his business. Therefore, 2201 Dwight Way is a peripheral property and does not express a strong or important association with French’s productive life (Criterion B); (see continuation sheet).

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<table>
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<td><strong>B11. Additional Resource Attributes:</strong></td>
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<td><strong>B12. References:</strong></td>
<td>See Continuation Sheet.</td>
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<tr>
<td><strong>B13. Remarks:</strong></td>
<td>None</td>
</tr>
<tr>
<td><strong>B14. Evaluator:</strong></td>
<td>Michael Hibma</td>
</tr>
<tr>
<td><strong>LSA Associates, Inc.</strong></td>
<td>157 Park Place,</td>
</tr>
<tr>
<td><strong>Point Richmond, California 94801</strong></td>
<td></td>
</tr>
</tbody>
</table>

**Date of Evaluation:** October 4, 2012

(This space reserved for official comments.)
The building at 2201 Dwight Way embodies the general architectural characteristics of Streamline Moderne, an architectural style well represented in the existing building stock of Berkeley, Oakland, Alameda County, and the East Bay. Better examples of equal or greater expressiveness exist in greater concentrations in areas such as Aquatic Park in San Francisco’s Marina District, as well as the older industrial areas of Oakland and west Berkeley. An Urban Conservation Survey form prepared in 1976 for 2201 Dwight indicated that the building was a fine architectural example of the Streamline Moderne. However, this form was prepared before substantial alterations to the building occurred (e.g., new doors, additional entrances, replacement windows, and conversion from automobile dealer to office space). Therefore, the original design, form, and historic fabric exhibited by the building prior to that Urban Conservation Survey rating have been compromised by the subsequent alterations. While this building was designed by Alben Froberg, a noted architect recognized in the field of architecture, it no longer retains the integrity necessary to reflect his design. Better, more representative examples of his prolific work are located in the commercial and industrial areas of the East Bay (Criterion C). The building is not likely to yield information important to history (Criterion D). This property does not appear eligible for inclusion in the CRHR and is not a historical resource for the purposes of CEQA.

**Integrity:** Significant alterations include replacement of all windows, replacement of all entrance doors, additional entrances and window casements and filled-in service bay doors and shop windows. While the building retains integrity of location, the area experienced moderate residential and commercial growth from the 1950s to the present, due to the growing university student population, affecting its feeling and setting. Integrity of association, materials, workmanship, and design are also compromised by subsequent alterations mentioned above and a 1983 renovation from an automobile sales and service facility to office space.

**Conclusion:** 2201 Dwight Way is a single-story, Streamline Moderne building designed by architect Alben Froberg and built in 1947. The building historically housed an automobile dealership and showroom, but was converted to a commercial office building in 1983. As a result of this renovation, this building is no longer associated with the automobile, is no longer a representative example of Streamline Moderne or of the work of Alben Froberg. Based on background research and field survey the 1947 Streamline Moderne building at 2201 Dwight Way is not eligible for inclusion in the California Register under any of the criteria for listing, nor does it otherwise appear eligible as a potential City Landmark, a Structure of Merit, or part of a historic district. For these reasons, this building does not appear to qualify as a “historical resource” for the purposes of CEQA (CEQA Guidelines Section 15064.5(a)(3)).

Please see the *Historical Evaluation of 2201 Dwight Way, Berkeley, Alameda County, California* for more detailed evaluation information of this building (Hibma 2012).

**B12. References (Continued)**

Berkeley Architectural Heritage Association

1987 Buildings included in State Historic Resources Inventory, 1977-1979. On file at Northwest Information Center, Sonoma State University, Rohnert Park, California.

Cerny, Susan Dinkelspiel


2007 *An Architectural Guidebook to San Francisco and the Bay Area.* Gibbs Smith Publisher, Santa Barbara, California.

City of Berkeley


Hibma, Michael

2201 Dwight Way, west façade. View to the southeast. 9/20/12

2201 Dwight Way north façade. Note filled-in service bay doors at far left of façade. View to the southeast. 9/20/12
Resource Name: 2201Dwight Way

Recorded by: Michael Hibma  
Date: October 4, 2012

P5a. Photograph (Continued)

2201 Dwight Way, south façade, Note new windows and partially filled casements.  
View to the east. 9/20/12

2201 Dwight Way. Curved southwest corner. Note replacement windows and casements.  
View to the northeast. 9/20/12
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