

August 27, 2019 rev. January 23, 2020

**3006 San Pablo Ave./1042-1046 Ashby Ave., Berkeley  
City of Berkeley Historical Evaluation**

As requested and based on the attached historic resource records, the commercial buildings and properties located at 3006 San Pablo and 1042-1046 Ashby avenues are not eligible for designation as Berkeley Landmarks or Structures of Merit on the basis of any cultural value, as the subject properties and buildings:

- Are not associated with the movement or evolution of religious, cultural, governmental, social or economic developments of the City (LPO Section A.2). Re: the latter – being the only potentially applicable movement relative to this commercial property – the subject properties belong to a general pattern of regional development beginning with their original subdivision and promotion in the late-19th century and continuing into a period of development in the first half of the 20th century, which development pattern fits the locale as it does the entire vicinity, which experienced relatively extensive commercial and industrial development, yet relative to which these parcels and their buildings are without distinction.
- Are not worth preserving for usefulness as an educational force (LPO Section A.3), as there is no potential educational value associated with the subject original use as a property that once housed a demolition contracting business, or for the subsequent use, planning or design for mattress and furniture manufacturing and sales;
- As these individual properties do not embody or express the history of Berkeley/Alameda County/California/United States (LPO Section A.4).

Additionally, on the basis of architectural merit, the subject buildings are not eligible to be a City of Berkeley Landmarks or Structure of Merits, as:

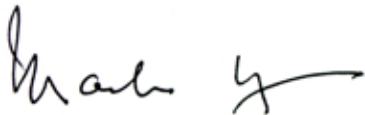
- The subject buildings are not a “first, last, only or most significant architectural property of its type in the region,” as there are numerous commercial-industrial properties of identifiably greater significance in the direct vicinity, most relevantly the landmarked H.J. Heinz factory (1927-1928) directly across Ashby Ave.; as well as the nearby H.C. McCauley Foundry (811 Carleton) (LPO Section A.1.a).
- The subject buildings are also not prototypical or outstanding examples of their period or style, as there are numerous, local examples of related period commercial/industrial development, several immediate examples including: 708 Addison St. (Takara); 2630 Eighth; 122 Fifth; 742 Grayson; Pardee/Seventh (Bayer); 2332 Fifth; and 1471 67th (Emeryville). Nor are the subject buildings identifiable works of any designer, architect or engineer (LPO Section A.1.b).
- These buildings are not architectural examples worthy of preservation for any “potentially exceptional values relative to its neighborhood fabric” since, excepting for their ongoing commercial usefulness, they contribute little to nothing of preservation value (LPO Section A.1.c).
- Nor are these buildings worthy of potential preservation as part of their neighborhood, block or street frontage, nor are they directly a part of a group of buildings that includes landmarks (LPO Section B.1), as the directly adjacent landmark across Ashby Ave. bears merely a coincidental relationship to, and would not be affected by, the absence of the subject properties and buildings.

Further, under CoB Structure of Merit criteria:

- As cited above, the existing buildings are not worthy of preservation as part of its neighborhood, block or a street frontage, or as part of a group of buildings that includes landmarks (LPO sec.B.1).
- The age of the subject building is not contemporary with an historic period or event of significance to the City, or to this neighborhood, block, street frontage, or group of buildings (LPO sec.B.2a); neither does the subject building constitute any potential event of importance relative “to the structure’s neighborhood, block, street frontage, or group of buildings” (LPO Section B.2.a[2]).
- While the age of origin of one of the subject buildings, 3006 San Pablo, is contemporary with a designated landmark within the neighborhood – the Heinz factory across Ashby Ave, which is the only surviving Berkeley Landmark within the neighborhood and which dates to 1927-1928 – the c1926 San Pablo Ave. building’s exterior architecture is understood to have been added in the late-1930s, when the associated properties (1042-1046 and 1038 Ashby) were conjoined and developed. Further, no identified or identifiable historic period or event of significance is associated with the subject property or buildings.
- The subject buildings are not compatible in size, scale, style, materials or design with a designated landmark structure within the neighborhood, block, street frontage, or group of buildings (LPO sec.B.2b). As noted, one landmark structure exists within the direct vicinity – the Heinz factory buildings – yet which far exceeds the size, scale, style, materials and design of the subject buildings.
- The existing buildings have no identifiable historical significance to the City and/or to the structure’s neighborhood, block, street frontage, or group of buildings (LPO sec.B.2d).

Consequently, the buildings at 3006 San Pablo Ave. and 1042-1046 Ashby Ave. in Berkeley are not individually or collectively eligible as City of Berkeley Landmarks or Structure of Merits.

Signed:

A handwritten signature in black ink, appearing to read "Mark Hulbert", with a long horizontal flourish extending to the right.

Mark Hulbert  
Preservation Architect

attached: 3006 San Pablo/1042-1046 Ashby DPR forms

State of California  The Resources Agency  
 DEPARTMENT OF PARKS AND RECREATION  
**PRIMARY RECORD**

Primary #  
 HRI #  
 Trinomial  
**NRHP Status Code**

Other Listings  
 Review Code

Reviewer

Date

Page 1 of 9 \*Resource Name or #: 3006 San Pablo Avenue

P1. Other Identifier: None

\*P2. Location:  Not for Publication  Unrestricted

\*a. County Alameda and (P2c, P2e, and P2b or P2d. Attach a Location Map as necessary.)

\*b. USGS 7.5' Quad Oakland West Date 1993 Township & Range --

c. Address 3006 San Pablo Ave. City Berkeley Zip 94702

d. UTM: Zone 18, 50 mE/ 47 mN

e. Other Locational Data:

Assessor's Parcel Number 53-1633-1-1

\*P3a. Description:

The 3006 San Pablo Ave. building is a 2-story wood frame structure with three stuccoed fronts where it faces San Pablo and Ashby avenues to the east and north, respectively, as well as Murray Street to the south. Its west side is located within a service yard shared by the western adjacent building at 1046 Ashby Ave. Two other associated parcels stand to the west (parcels 53-1633-1-2 and 53-1633-1-3). The adjoining parcels and their buildings (at the addresses 1046, 1042 and 1038 Ashby Ave., east-to-west), are generally addressed herein, as those parcels have been under the same ownership as the subject property since 1936. (cont.)

P5a. Photograph or Drawing (Photograph required for buildings, structures, and objects.)



Fig.1 – 3006 San Pablo Ave., San Pablo/east (left) and Ashby/north fronts

\*P3b. Resource Attributes:

HP6: 1-3 story

commercial building

\*P4. Resources Present:  Building   
 Structure  Object  Site  District   
 Element of District  Other

P5b. Description of Photo:

fig.1,3)Google Earth,2019;

fig.2)Sanborn map,c1981;

figs.4-5)MH,2019;

figs.6-8)add'l.maps

\*P6. Date Constructed/Age and

Source:  Historic  Prehistoric

Both

1926, bldg.permit #24024

\*P7. Owner and Address:

R&S Ashby, LLC

2025 4th St.

Berkeley, CA 94710

\*P8. Recorded by:

Mark Hulbert

446 17th St. #302

Oakland, CA 94612

P9. Date Recorded:

August 23, 2019; rev.January 23, 2020

\*P10. Survey Type: (Describe)

Intensive

\*P11. Report Citation:

None

\*Attachments:  NONE  Location Map  Continuation Sheet  Building, Structure, and Object Record

Archaeological Record  District Record  Linear Feature Record  Milling Station Record  Rock Art Record

Artifact Record  Photograph Record  Other (List): \_\_\_\_\_

# BUILDING, STRUCTURE, AND OBJECT RECORD

\*Resource Name or # 3006 San Pablo Avenue, Berkeley \*NRHP Status Code \_\_\_\_\_  
Page 2 of 9

B1. Historic Name: 3006 San Pablo Avenue  
B2. Common Name: Discount Fabrics  
B3. Original Use: Commercial/Store B4. Present Use: same  
\*B5. Architectural Style: Moderne  
\*B6. Construction History:

The subject of this evaluation effort is a parcel and building located at the southwest corner of San Pablo Ave. between Ashby Ave. and Murray St. and at the address 3006 San Pablo (assessor's parcel 53-1633-1-1). Two other associated parcels stand to the west (parcels 53-1633-1-2 and 53-1633-1-3). The adjoining parcels and their buildings (at the addresses 1046, 1042 and 1038 Ashby Ave., east-to-west), are generally addressed herein as those parcels have been under the same ownership as the subject property since 1936. (cont.)

\*B7. Moved?  No  Yes  Unknown Date: \_\_\_\_\_ Original Location: \_\_\_\_\_  
\*B8. Related Features: None  
B9a. Architect: none/unknown b. Builder: Dolan Bros.  
\*B10. Significance: Theme -- Area --  
Period of Significance -- Property Type -- Applicable Criteria --

The architectural style exhibited at the three designed building fronts is Moderne, such style characterized by simple, rounded and horizontal forms and lines, and which style dates to the 1920s yet, moreso, to the post-Depression period of the 1930s, when the style was closely associated with the federal Works Projects Administration. (cont.)

B11. Additional Resource Attributes: none

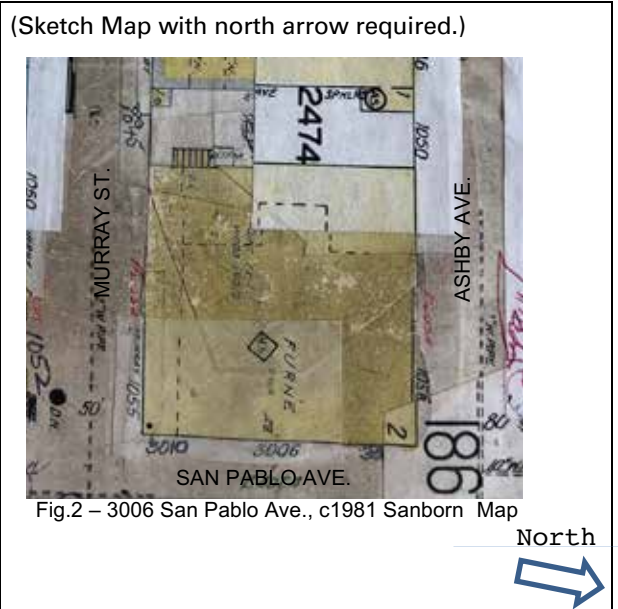
\*B12. References:

Alan Gowans, *Styles and Types of North American Architecture*. Icon Editions, 1992; pp.250-254;  
Alameda County/Oakland directories – 1910-1974; Sanborn Maps – c1941, 1950, c1981;  
Alameda County Assessor's records, 1916-1940; City of Berkeley permit records, 1926-c2002.

B13. Remarks:

\*B14. Evaluator: Mark Hulbert Preservation Architect  
\*Date of Evaluation: August 23, 2019; rev.January 23, 2020

(This space reserved for official comments.)



## CONTINUATION SHEET

Property Name: 3006 San Pablo Avenue, Berkeley  
Page 3 of 9

### Description (continued):

The architectural style exhibited at the three designed building fronts is Moderne, such style characterized by simple, rounded and horizontal forms and lines, and which style dates to the 1920s yet, moreso, to the post-Depression period of the 1930s, when the style was closely associated with the federal Works Projects Administration. At the subject commercial-industrial building facades, the Moderne design treatments include a rounded corner at the primary, northeast street-corner of the San Pablo building; along with slim, raised stucco bands that horizontally surround and gather windows – at both levels of the San Pablo building and including at the front (east) storefront, the southern end of which terminates in a full semi-circle; two sets of stacked ornamental bands wrapping the San Pablo building's southeast corner; plus a continuous raised, horizontal band at the top of wall, the profile of which cascades down as the façade transitions from two to one stories along the Ashby front. Without the rounded features, the design style of these fronts could be Modern and of a later period. However, the rounded design features affirm the earlier, Moderne period.

Original upper windows at 3006 San Pablo (four each at the north and south fronts, five at the east) were steel sash, almost all of which remain (except for one on the Murray St. side). At the north and south fronts, the upper and lower windows are stacked, thus there are four of these window units at the north and south fronts, which are likewise enframed by the raised bands, though the bands at the north front continue along the Ashby Ave. front. The tall fixed upper window at the rounded street-corner also appears to be original/early and is composed of eight vertical segments and five horizontals of steel sash and vertically ribbed glass. The fixed storefront windows may again be largely original, at the very least the narrow steel frames, though the vertical uprights are aluminum.

There is just a single public entry into the San Pablo building, towards the north end of the east street front, where there is a pair of recessed wood and glass entry doors set within a vestibule. While there are few substantive alteration permit records, a 1949 permit under 3006 San Pablo called to “restore store entrance to original location...place plate glass in existing entrance.” Thus, it is presumed that the existing entrance was created c1949. Otherwise, the rounded building corner may have been an entrance way, perhaps even originally, as its form strongly implies, though it has obviously not had a doorway for a long duration and is today a solid, angled wall facing the street corner. A vestigial canopy projecting from the north front suggests another former entry way, yet apparently served as a base for building signage.

Within the concrete paved service yard shared by the 3006 San Pablo and 1046 Ashby buildings, a basic wood stair and second floor deck stand at the west wall of the San Pablo building. The north side of this yard is enclosed by the common front wall, the rounded cascades at the top of that wall visible, its exposed inside face again clad with corrugated metal. The open south side of this yard is secured with a chain link fence and rolling gate aligned with the south fronts of the two buildings.

## CONTINUATION SHEET

Property Name: 3006 San Pablo Avenue, Berkeley  
Page 4 of 9



Fig.3 – 3006 San Pablo Ave., Murray St./south (left), San Pablo/east front



Fig.4 – 3006 San Pablo Ave., Ashby/north front

## CONTINUATION SHEET

Property Name: 3006 San Pablo Avenue, Berkeley  
Page 5 of 9



Fig.5 – 3006 San Pablo Ave., Rear/west (left) and Murray St./south (right)

### History (continued):

In sum, the 3006 San Pablo building was – per permit record #24024, dated Feb. 1926 – built in 1926 as a store building, which has been its use to the present. While that construction date is known, there is at this juncture no evidence of what the 1926 building looked like. Given the subsequent ownership and development circumstances outlined below, the primary exterior facades are likely alterations dating to the late-1930s, though no specific alteration records have been located.

The subject parcels were first created in 1892, when the Potter Tract was first mapped and simultaneously marketed by and for Edward E. Potter and who, according to that tract map, had acquired the land from Kate C. and Rose Duffy in December 1889. Sales and development were, however, slow. By the 1910s, there were scattered dwellings throughout these several blocks while the subject block remained open.

The San Pablo Ave. property (current parcel 1-1) was originally four parcels, nos.112-115, with 25 foot frontages on San Pablo to the east and east-west depths of 100 feet.

Based on available information (including historic permits, deeds, phone directories and newspapers), the 3006 San Pablo Ave. property houses a commercial building originally constructed in 1926 as a new 100 x 100 foot, 2-story “store” for a contractor, the Dolan Bros. Wrecking Company and which, per the original permit record, was also built by the Dolan Bros. (cont.)

## CONTINUATION SHEET

Property Name: 3006 San Pablo Avenue, Berkeley

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### History (continued):

At that time, Eugene Dolan owned nine of the original, contiguous lots at the eastern end of the subject block. The 3006 San Pablo building was constructed on the four lots, nos. 112-115, fronting on San Pablo. The remaining lots, nos. 116-120, are presumed to have been yards for the Dolan Bros., who operated a structural demolition and salvage business. Dolan held these properties until August of 1935, when he defaulted and the properties were conveyed to a trustee, the Bank of America Trust Association. Despite searches of deed records from 1916-1926, no earlier deed of these properties to Dolan has at this juncture been located.

Based on the currently available evidence, there was no development on the subject block until the Dolan Bros. store building was erected in 1926. By way of context, the large H.J. Heinz factory directly across Ashby Ave. was also constructed in 1927-28.

Re: early property deeds, the next and most relevant to this evaluation effort was the sale of the four San Pablo lots to the Braun Mattress Co. in October 1936, followed by the sale of three of the Ashby lots in December 1936, again to Braun. The prior grantee was a bank — the Bank of America National Trust — and the latter was deeded by H. W. and Florence F. Force. The former sale consisted of Potter Tract lots 112-115 plus the eastern 20 feet of lot 116, the latter the remainder of lot 116 plus lot 117 and another portion of lot 118. Presently, the subject parcels differ from these origins, with the San Pablo parcel 1-1 extending westward just 6 feet, not 20, and with the Ashby parcel 1-2 extending from that easterly line of lot 116 to include all of former lots 117-118 plus the eastern 16 feet of former lot 119. Based on a directly subsequent permit record, such reconfiguration was evidently completed in the late 1930s.

Re: the 3006 San Pablo Ave. building, the next available permit record, dated May of 1937, identified “show room” alterations for the Braun Mattress Company. That permit also indicated that the show room was for the Gold Seal Furniture Store, a company that a contemporaneous news account identified as co-operated by the Braun company.

There is no direct evidence of the date that the associated 1046 or 1042 Ashby buildings were erected, whereas the associated westernmost structure at 1038 Ashby was originally permitted and constructed, in 1937, by the Braun Mattress Co. for their use as a warehouse (which permit record identified the project address as 1046 Ashby).

However, a c1941 Sanborn fire insurance map recorded the four-building complex of the Braun Mattress Company – that company’s complete name the Braun Mattress and Chesterfield Manufacturing Company – at the addresses 3000-3006 San Pablo and 1046, 1042 and 1038 Ashby. Further, that map identified the uses of those four buildings, identifying that the 3006 San Pablo building was a store, that the 1046 and 1042 Ashby building were factories, and the 1038 building was a warehouse. (cont.)

As the San Pablo Ave. building pre-dated the three Ashby Ave. structures, yet which are united behind a stuccoed facade that wraps the two avenue fronts as well as the Murray Street front of the San Pablo building; and given the Moderne style of those facades, which with the inclusion of rounded features was a signature style of the 1930s, it is presently presumed that the stucco facade design was by the Braun company in the late-1930s. It is further presumed that the design was by the company – as was the construction.

As noted, when Braun acquired the properties a building stood on the San Pablo parcel, though no specific evidence has been found about that building’s character. Presumably, the existing west side with its wood board cladding, wood windows and wood trim is a remnant of that earlier building. (cont.)



## CONTINUATION SHEET

Property Name: 3006 San Pablo Avenue, Berkeley  
Page 7 of 9

### History (continued):

Prior to their relocation to 3006 San Pablo Ave., the company was located just two blocks south, at the northwest corner of 67th and San Pablo avenues (where a portion of that earlier building may still stand on 67th). In directories, where the Dolan Bros. was first listed in 1926 and last listed in 1935, the Braun company was first listed at 3006 San Pablo in 1938.

Charles J. Braun (1886-1929) was the namesake of the Braun company. The company's origins are purported to date to the 1880s, though then evidently under a different name and owner, since Braun was then a youngster. Nor was his father in the furnishings business – M. Braun was a hair manufacturer (and whose plant was also located nearby). Nevertheless, the 1910 Oakland directory listed Chas. J. Braun as the proprietor of the Arrow Mattress Factory in Oakland.

Given that Charles Braun passed away in 1929, Braun's 1937 facilities were obviously not his endeavor. By then, the company was operated by its president, Morris K. Cohen, and its general manager, Frank S. Cohen. A 1936 Oakland Tribune news piece on the company, under the Cohens' helm, identified their location at 6693-6699 San Pablo Ave., which property it was reported they were then substantially improving even while they were evidently in the midst of acquiring properties in the Potter Tract, though that move went unmentioned.

The Braun company sustained at its San Pablo and Ashby location until the early 1950s. The date of a final permit application under the Braun company name was in 1949 and the 1952 directory listed the Braun Furniture Co. at 3006 San Pablo for the last time. The Cohens, however, maintained their ownership of the subject properties under the name Cohen Investment Co. up to the present.

Beginning in 1953 into the late 1970s, 3006 San Pablo was occupied by the Great Western Furniture Company of San Francisco.

City of Berkeley permit applications also record a relatively large number of interior alterations though few exterior changes.

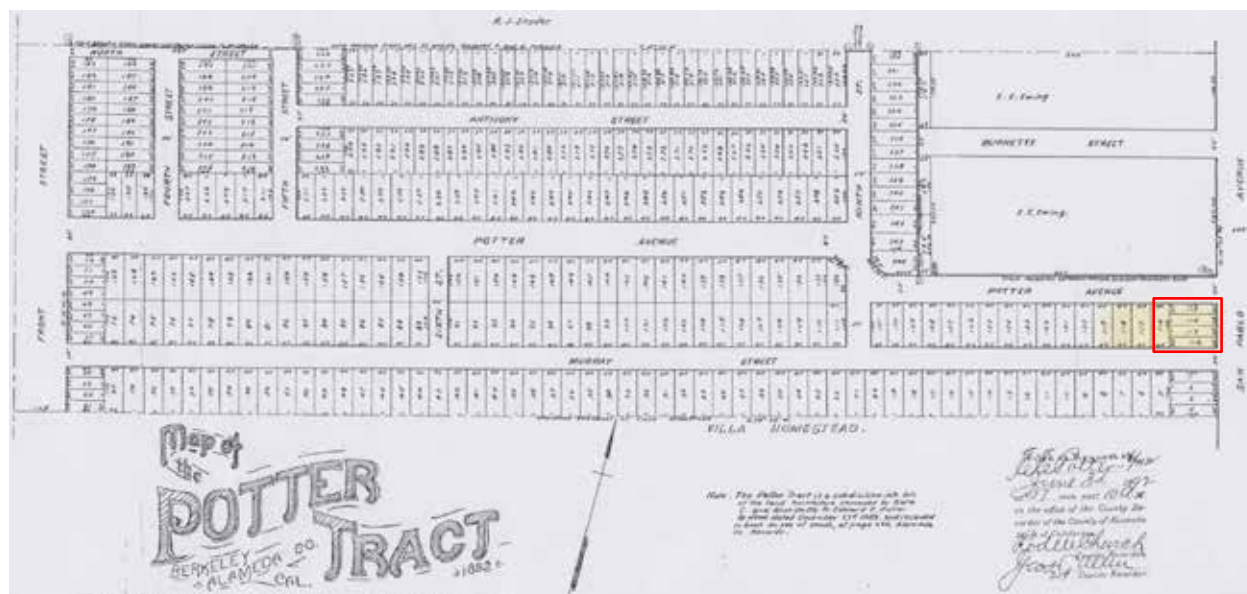


Fig.6 – 3006 San Pablo Ave. (bounding box), from 1892 tract map

## CONTINUATION SHEET

Property Name: 3006 San Pablo Avenue, Berkeley  
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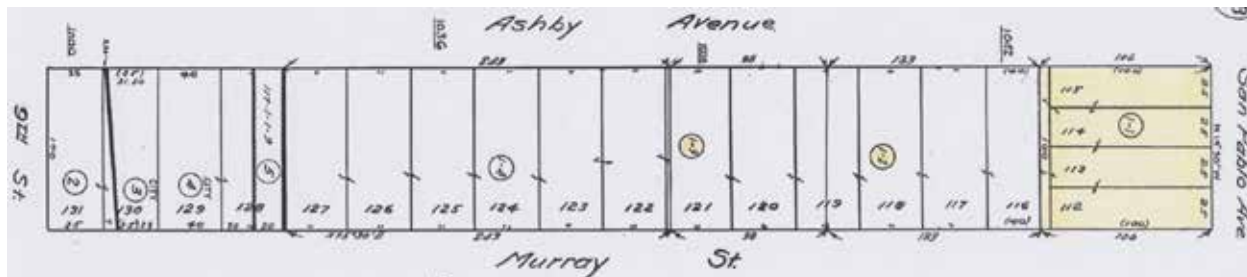


Fig.7 – 3006 San Pablo Ave. (parcel 1-1, highlighted), from assessor's parcel map



Fig.8 – 3006 San Pablo Ave. (bounding box), from assessor's parcel map

### Significance (continued):

Per the *California Register of Historical Resources* evaluation criteria:

*Criterion 1* – There are no identifiable events of any potential historic importance associated with this property or its building. The subject property belongs to a general pattern of regional economic development beginning with its original subdivision and promotion in the late-19th century and continuing into a period of development in the first half of the 20th century, yet which pattern fits the locale as it does the entire vicinity, which experienced, in its time, relatively extensive commercial and industrial development, relative to which these parcels and buildings are typical. The original and early store uses (salvage then furniture stores) also do not stand out as important in their development context.

*Criterion 2* – There is no available information from which to identify that any person associated with the origins of the subject building are of any historical importance. The person understood to have been directly associated with the development of 3006 San Pablo building, Eugene Dolan, was a building demolition contractor who immigrated to the U.S. from northern Ireland in 1907. In 1935, Dolan defaulted on and lost the subject property. Subsequently, the property was acquired and developed by the Braun company under Morris K. Cohen, who managed their business into the early 1950s. While Cohen had a direct association to the existing property, which continued as a landlord under the Cohen Investment Co. following the demise of the Braun company, no specific information or evidence has been located with which to identify Cohen as a person of historical importance. (cont.)

## CONTINUATION SHEET

Property Name: 3006 San Pablo Avenue, Berkeley  
Page 9 of 9

### Significance (continued):

*Criterion 3* – Overall, the 3006 San Pablo building's facades, which continue to include the two westward adjoining parcels and their buildings, are forms of period architectural interest. The basic and jutilitarian commercial buildings the facades front otherwise have no historic architectural interest. The 3006 San Pablo building is a basic wood frame and wood clad commercial/store building, the original character of which is in question, its present exterior character understood to be the result of alterations undertaken in the late 1930s.

The design and materials of the existing facades exhibit poor to very poor conditions and qualities, the actuality of which substantially diminishes potential interest. The urban characteristics of these building fronts is also of poor to very poor quality. At the San Pablo front, utilities and street furnishings, including a bus stop that stands directly at the building wall – directly in front of the rounded storefront – make for a poor sidewalk environment. The rounded corner of the building, once apparently its primary feature, presently appears and feels vestigial and vacant. Worse yet is the elongated north front, where the very narrow sidewalk along the busy roadway (since 1947, State Hwy. route 13) provides a very poor and prohibitive pedestrian environment. And from the sidewalks along each street front, the poor exterior building material qualities are in direct evidence. Altogether, the primary east and north fronts of the subject buildings lack positively distinctive urban and architectural qualities.

Given the building's basic architectural character, it does not embody distinctive characteristics of its type or period, region, and there are no distinctive methods of construction. Neither is there an identified designer, architect, etc. nor are any artistic values present.

*Criterion 4* – Relative to potential historic architectural resources, the subject property has not yielded and at this juncture, beyond the contents of this report, does not appear to have any potential to yield additional information of any historical importance.

In conclusion, the subject building at 3006 San Pablo Ave. in Berkeley lacks any potential historical significance per the California Register criteria.

State of California  The Resources Agency  
 DEPARTMENT OF PARKS AND RECREATION  
**PRIMARY RECORD**

Primary #  
 HRI #  
 Trinomial  
**NRHP Status Code**

Other Listings  
 Review Code

Reviewer

Date

Page 1 of 7 \*Resource Name or #: 1042-1046 Ashby Avenue

P1. Other Identifier: None

\*P2. Location:  Not for Publication  Unrestricted

\*a. County Alameda and

\*b. USGS 7.5' Quad Oakland West Date 1993 Township & Range --

c. Address 1042-1046 Ashby Ave. City Berkeley Zip 94702

d. UTM: Zone \_\_, \_\_\_\_\_ mE/ \_\_\_\_\_ mN

e. Other Locational Data:

Assessor's Parcel Number 53-1633-1-2

\*P3a. Description:

The subject property is a 133 ft. wide by 100 ft. deep parcel with a pair of conjoined structures standing west of San Pablo Ave. between Ashby Ave. and Murray St. and at the addresses 1042-1046 Ashby Ave. (parcel 1-2). Another associated building and parcel lies alongside to the east and at the address 3006 San Pablo Ave. (parcel 1-1), and yet another associated parcel and building stand to the west at 1038 Ashby Ave. (parcel 1-3). The association between these adjoining parcels and buildings is manifest by a shared façade along their Ashby Ave. fronts. (cont.)

P5a. Photograph or Drawing



Fig.1 – 1042-1046 Ashby Ave., Front (north)

\*P3b. Resource Attributes:

HP8: Industrial building

\*P4. Resources Present:  Building

Structure  Object  Site  District

Element of District  Other

P5b. Description of Photo: (view, date, accession #)

figs.1)MH,2019

fig.2)c1981 Sanborn map;

figs.3-4)MH,2019;

figs.5-7)add'l.maps

\*P6. Date Constructed/Age and

Source:  Historic  Prehistoric

Both

c1937

\*P7. Owner and Address:

R&S Murray St., LLC

2025 4th St.

Berkeley, CA 94710

\*P8. Recorded by:

Mark Hulbert

446 17th St. #302

Oakland, CA 94612

\*P9. Date Recorded:

August 23, 2019; rev. January 23, 2020

\*P10. Survey Type: (Describe)

Intensive

\*P11. Report Citation: (Cite survey report and other sources, or enter "none.")

None

\*Attachments:  NONE  Location Map  Continuation Sheet  Building, Structure, and Object Record

Archaeological Record  District Record  Linear Feature Record  Milling Station Record  Rock Art Record

Artifact Record  Photograph Record  Other (List): \_\_\_\_\_

State of California  The Resources Agency Primary #  
 DEPARTMENT OF PARKS AND RECREATION HRI#  
**BUILDING, STRUCTURE, AND OBJECT RECORD**

\*Resource Name or # 1042-1046 Ashby Avenue, Berkeley \*NRHP Status Code \_\_\_\_\_  
 Page 2 of 7

B1. Historic Name: 1042-1046 Ashby Avenue  
 B2. Common Name: --  
 B3. Original Use: Factory B4. Present Use: Comm./manufacturing  
 \*B5. Architectural Style: Moderne  
 \*B6. Construction History:

The subject parcel and building at 1042-1046 Ashby Ave. (parcel 53-1633-1-2) is located between Ashby Ave. and Murray St. and one parcel west of San Pablo Ave. A directly associated parcel and building stands to the west at the address 3006 San Pablo (assessor's parcel 53-1633-1-1) and another directly to the east at the address 1038 Ashby Ave. (parcel 53-1633-1-3). The adjoining parcels and their buildings are generally addressed herein as those parcels have been under the same ownership as the subject property since 1936. (cont.)

\*B7. Moved?  No  Yes  Unknown Date: \_\_\_\_\_ Original Location: \_\_\_\_\_  
 \*B8. Related Features: None  
 B9a. Architect: none/unknown b. Builder: unknown  
 \*B10. Significance: Theme -- Area --  
 Period of Significance -- Property Type -- Applicable Criteria --

The architectural style exhibited at the three designed building fronts is Moderne, such style characterized by simple, rounded and horizontal forms and lines, and which style dates to the 1920s yet, moreso, to the post-Depression period of the 1930s, when the style was closely associated with the federal Works Projects Administration. (cont.)

B11. Additional Resource Attributes: none

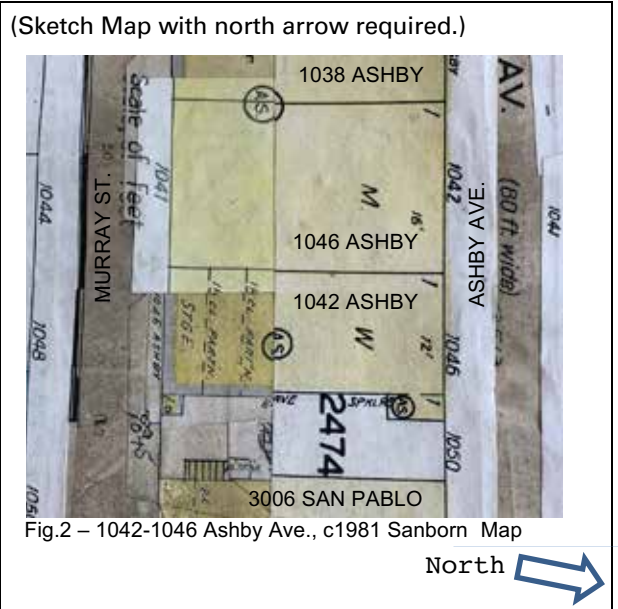
\*B12. References:

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 Alameda County/Oakland directories – 1910-1974; Sanborn Maps – c1941, 1950, c1981;  
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B13. Remarks:

\*B14. Evaluator: Mark Hulbert Preservation Architect  
 \*Date of Evaluation: August 23, 2019; rev.January 23, 2020

(This space reserved for official comments.)



## CONTINUATION SHEET

Property Name: 1042-1046 Ashby Avenue, Berkeley

Page 3 of 7

### Description (continued):

The existing 1046 Ashby building is a wood frame, north-south gabled structure with a stuccoed north front exterior wall into which a single, flush door has been inserted and which is asymmetrically flanked by two storefront windows set within the horizontal bands, above and below, that extend the length of the overall north façade. These two windows have been altered. The east and south exterior walls of 1046 Ashby are clad in corrugated metal. To the east, where the building faces the the service yard shared with 3006 San Pablo, there is a corrugated metal clad rolling door, several flush metal doors, and a pair of blocked-up windows. The south side wall is without existing openings. Its gabled roof is also corrugated metal, with an overhang at the east side, yet flush at the south. That building's western side abuts the western adjacent building.

To the east, within the concrete paved service yard shared with the 3006 San Pablo building, the north side of this yard is enclosed by the inside face of the common front wall, the rounded cascades at the top of that wall visible, its exposed inside face again clad with corrugated metal. The open south side of this yard is secured with a chain link fence and rolling gate aligned with the south fronts of the two buildings.

The other approximately half of the existing structure, at 1042 Ashby, also fronts Ashby behind the one-story stucco façade in common with its adjoiners, and with a southern front on Murray. Its two other sides, east and west, abut the adjacent buildings. The roof of this structure is saw-toothed, with six equal roof segments, each sloping upward to the north and forming north-facing clerestories in their five vertical segments. The roofs are corrugated metal.

At the Ashby front are three storefront windows set within the horizontal band continuous with each of its neighbors. A single entry door stands off-center between the middle and eastern windows. The three aluminum sash windows, each with three equal vertical divisions, appear to be unaltered original or early units. They are in fact in rhythm with the 1046 windows, with equally wide wall panels between each pair (which window-to-wall pattern does not continue at the western adjoining façade). The south front is a single-story wall sided with vertically-corrugated metal and with three openings, two roll-up loading doors and a single entry door. A box gutter runs across the top of wall. Additionally, there is, at present, a large display box located in the otherwise blank east end of the exterior wall.



Figs.3-4 – 1046 Ashby Ave. (left) & 1042 Ashby Ave. (right), from Murray St. (south), looking northwest

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### History (continued):

In sum, the 1046 and 1042 Ashby Ave. buildings are understood to have been built in the late 1930s. Based on the Sanborn maps, 1042 Ashby's first use was a mattress factory, yet which gave way to a furniture warehouse use in the latter 1940s (per directory listings, the Western Biscuit Co.). The warehouse use appears to have sustained at least into the 1990s. At present, it is or, as that building does not look to be active, most recently was a furniture store. The western half's (1042 Ashby) first use was labeled furniture factory yet, also by 1950, was in use as a cookie warehouse, thus no longer associated with the furniture entity. In the c1981 Sanborn, the building's use was identified as manufacturing, which use essentially sustains.

The subject parcel was first created in 1892, when the Potter Tract was first mapped and simultaneously marketed by and for Edward E. Potter and who, according to that tract map, had acquired the land from Kate C. and Rose Duffy in December 1889. Sales and development were, however, slow. By the 1910s, there were scattered dwellings throughout these several blocks while the subject block remained open. The 1042-1046 Ashby property then consisted of three parcels, generally nos.116-118 and corresponding to the two existing buildings presently thereon.

Based on available information (including historic permits, deeds, phone directories and newspapers), the directly adjacent property to the east, at the address 3006 San Pablo Ave., houses a commercial building originally constructed in 1926 for a contractor, the Dolan Bros. Wrecking Company and which, per the permit record, was also built by the Dolan Bros. At that time, Eugene Dolan owned nine of the original, contiguous lots at the eastern end of the subject block (lots 112-120). The adjacent, 3006 San Pablo building was constructed on the four lots, nos.112-115, fronting on San Pablo. The remaining lots, nos. 116-120, are presumed to have been yards for the Dolan Bros., who operated a structural demolition and salvage business. Dolan held these properties until August of 1935, when he defaulted and the properties were conveyed to a trustee, the Bank of America Trust Association. Despite searches of deed records from 1916-1926, no earlier deed of these properties to Dolan has at this juncture been located.

Based on the currently available evidence, there was no development on the subject block until the Dolan Bros. building was erected in 1926. By way of context, the large H.J. Heinz factory directly across Ashby Ave. was also constructed in 1927-28.

Re: early property deeds, the next and most relevant to this evaluation effort was the sale of the four San Pablo lots to the Braun Mattress Co. in October 1936, followed by the sale of the three Ashby lots in December 1936, again to Braun. The prior grantee was a bank — the Bank of America National Trust — and the latter was deeded by H. W. and Florence F. Force. The former sale consisted of Potter Tract lots 112-115 plus the eastern 20 feet of lot 116, the latter the remainder of lot 116 plus lot 117 and another portion of lot 118. Presently, the subject parcels differ from these origins, with the San Pablo parcel no. 1-1 extending westward just 6 feet, not 20, and with the Ashby parcel no. 1-2 extending from that easterly line of lot 116 to include all of former lots 117-118 plus the eastern 16 feet of former lot 119. Based on a directly subsequent permit record, such reconfiguration was evidently completed in the late 1930s.

As noted, a construction date of the late 1930s is presumed. However, there is no direct evidence of the dates that the buildings at 1042-1046 Ashby were constructed, whereas the associated westernmost structure at 1038 Ashby was originally permitted and constructed, in 1937, by the Braun Mattress Co. for their use as a warehouse (which permit record identified the project address as 1046 Ashby).

However, a c1941 Sanborn fire insurance map recorded the four-building complex of the Braun Mattress Company — their complete name the Braun Mattress and Chesterfield Manufacturing Company — at the addresses 3000-3006 San Pablo and 1046, 1042 and 1038 Ashby. (cont.)

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### History (continued):

Further, that map identified the uses of those four buildings, identifying that the 3006 San Pablo building was a store and that the 1046 Ashby building was a “mattress factory.”

As the San Pablo Ave. building pre-dated the three Ashby Ave. structures, yet which are united behind a stuccoed facade that wraps the two avenue fronts as well as the Murray Street front of the San Pablo building; and given the Moderne style of those facades, which with the inclusion of rounded features was a signature style of the 1930s, it is presently presumed that the stucco facade design was by the Braun company in the late-1930s. It is further presumed that the design was by the company – as was the construction.

Charles J. Braun (1886-1929) was the namesake of the Braun company. Prior to its relocation to 3006 San Pablo Ave., the company was located just two blocks south, at the northwest corner of 67th and San Pablo avenues (where a portion of that earlier building may still stand on 67th). In directories, where the Dolan Bros. was first listed in 1926 and last listed in 1935, the Braun company was first listed at 3006 San Pablo in 1938.

The Braun company origins are purported to date to the 1880s, though the company was evidently then under a different name and owner, since Braun was then a youngster. Nor was his father in the furnishings business – M. Braun was a hair manufacturer (and whose plant was also located nearby). Nevertheless, the 1910 Oakland directory listed Chas. J. Braun as the proprietor of the Arrow Mattress Factory in Oakland.

Given that Charles Braun passed away in 1929, Braun’s 1936-1937 facilities were obviously not his endeavor. By then, the company was operated by its president, Morris K. Cohen, and its general manager, Frank S. Cohen. A 1936 Oakland Tribune news piece on the company, under the Cohens’ helm, identified their location at 6693-6699 San Pablo Ave., which property it was reported they were then substantially improving even while they were evidently in the midst of acquiring properties in the Potter Tract, though that move went unmentioned.

Thus, c1937, the entity directly associated with the development of the 1046 Ashby Ave. building was the Braun Mattress company, whose president was Morris K. Cohen (1899-1969) and who had been associated with the company since the 1920s, when it was under the leadership of Charles Braun.

The Braun company sustained at its San Pablo and Ashby location until the early 1950s. The date of a final permit application under the Braun company name was in 1949 and the 1952 directory listed the Braun Furniture Co. at 3006 San Pablo for the last time.

Beginning in 1953 into the late 1970s, 3006 San Pablo was occupied by the Great Western Furniture Company of San Francisco. In this same period, the 1046 Ashby building was not separately listed in address (i.e., reverse) directories, so is understood to have remained associated with the 3006 San Pablo building and user. Since 1950, the at 1042 and 1038 Ashby buildings have been separately occupied by a variety of tenants. The Cohens, however, have maintained their ownership of the subject properties under the Cohen Investment Co. up to the present.

### Significance (continued):

At 1046 Ashby, the stucco façade is one-story with two sets of stacked ornamental bands plus a continuous raised, horizontal band at the top of wall, the profile of which cascades down where the façade transitions from two to one stories along the Ashby front. (cont.)



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### Significance (continued):

Without the rounded features, the design style of these fronts could be Modern and of a later period. However, the rounded design features affirm the earlier, Moderne period.

Per the *California Register of Historical Resources* evaluation criteria:

*Criterion 1* – There are no identifiable events of any potential historic importance associated with this property or its buildings. The subject properties belong to a general pattern of regional economic development beginning with their original subdivision and promotion in the late-19th century and continuing into a period of development in the first half of the 20th century, yet which pattern fits the locale as it does the entire vicinity, which experienced, in its time, relatively extensive commercial and industrial development, relative to which these parcels and buildings are typical. The original manufacturing related uses likewise do not stand out as important in their development context.

*Criterion 2* – There is no available information from which to identify that any person associated with the origins of the subject building are of any historical importance. The person understood to have been directly associated with the original development of the adjacent 3006 San Pablo building and who left undeveloped yet used the subject property, Eugene Dolan, was a building demolition contractor who immigrated to the U.S. from northern Ireland in 1907. In 1935, Dolan defaulted on and lost the subject property. In 1936, the subject and adjoining properties were acquired by the Braun company under Morris K. Cohen, who developed and managed their business from then into the early 1950s. While Cohen had a direct association to the existing property, which following the demise of the Braun company continued as a landlord under the Cohen Investment Co., no specific information or evidence has been located with which to identify Cohen as a person of historical importance.

*Criterion 3* – Overall, the subject building's Ashby Ave. (north) front, which incorporates the directly adjoining buildings, is a form of period architectural interest. The subject and associated buildings otherwise have no historic architectural interest. The 1042-1046 Ashby buildings are utilitarian wood frame and metal clad industrial buildings, the sawtooth roof of the 1042 building the only actual design feature, yet which is not visible at the exterior.

Furthermore, the design and materials of the north facade exhibits poor to very poor conditions and qualities, the actuality of which substantially diminishes their potential interest. The urban characteristics of these building fronts is also of poor to very poor quality. The existing, elongated north front, with a very narrow sidewalk along the busy roadway (since 1947, State Hwy. route 13) provides a very poor and prohibitive pedestrian environment. And from the sidewalk, the poor exterior building material qualities are in direct evidence. Altogether, the primary north front of the subject buildings lack positively distinctive urban and architectural qualities.

Given the building exterior's basic architectural character, it does not embody distinctive characteristics of its type or period, region, and there are no distinctive methods of construction. Neither is there an identified designer, architect, etc. nor are any artistic values present.

*Criterion 4* – Relative to potential historic architectural resources, the subject property has not yielded and at this juncture, beyond the contents of this report, does not appear to have any potential to yield additional information of any historical importance.

In conclusion, the subject building at 2042-2046 Ashby Ave. in Berkeley lacks any potential historical significance per the California Register criteria.

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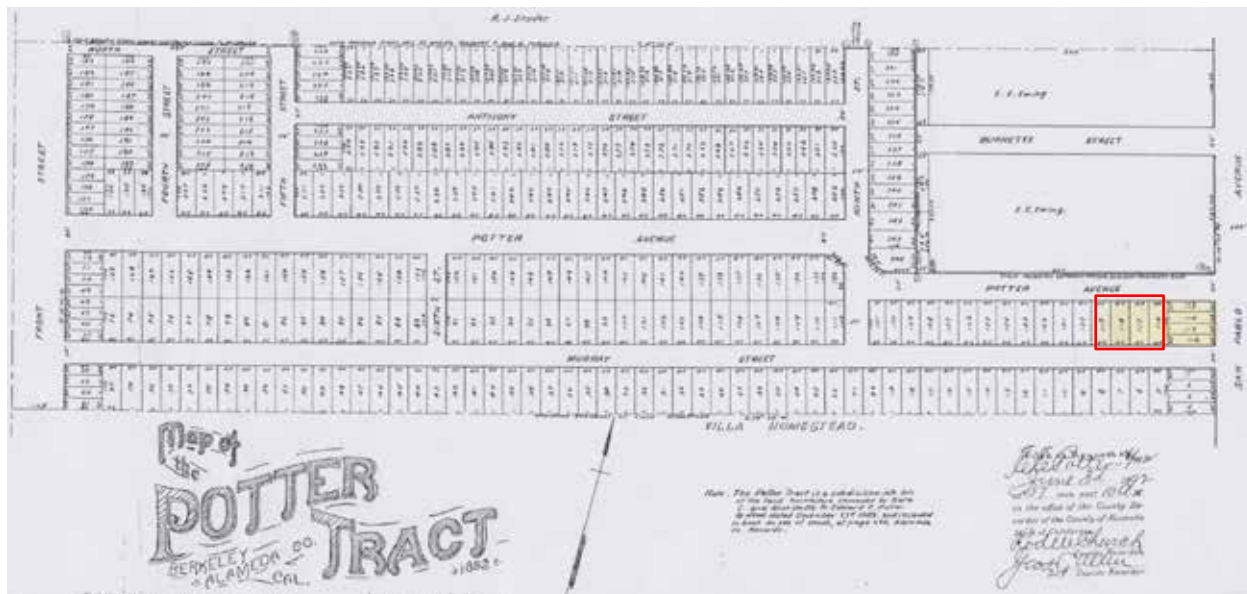


Fig.5 – 1042-1046 Ashby Ave. (bounding box), from 1892 tract map



Fig.6 – 1042-1046 Ashby Ave. (parcel 1-2, highlighted), from assessor's parcel map



Fig.7 – 1042-1046 Ashby Ave. (bounding box), from assessor's parcel info