



Landmarks Preservation Commission Staff Report

ZP2026-0008	October 1, 2026
2529 Telegraph Avenue Demolition Referral for a Use Permit	



Quick Facts	Project Description:
Applicant: Viet Q. Truong, Diagram Architecture	The applicant is seeking a demolition referral for Use Permit #ZP2026-0008 to demolish the existing one-story commercial building constructed in 1959.
Property Owner: Clara & Sonia LLC	
Project Addresses: 2529, 2531, 2533 Telegraph Avenue	Permits Requested:
GP Land Use: AC - Avenue Commercial	Demolition. BMC Section 23.326.070(A) “Main Non-Residential Building” to demolish non-residential buildings. (Use Permit Public Hearing)
Zoning: C-T – Telegraph Avenue Commercial	Staff Recommendation:
Historic District: No	Staff recommends that LPC consider the evaluation and take no action.
CEQA: Categorically Exempt pursuant to CEQA Guidelines Section 15301 “Existing Facilities”	
Submittal Date: December 23, 2025	
Date Deemed Complete: March 6, 2026	
Project Planner: Vicky Schlepp	

ZONING MAP

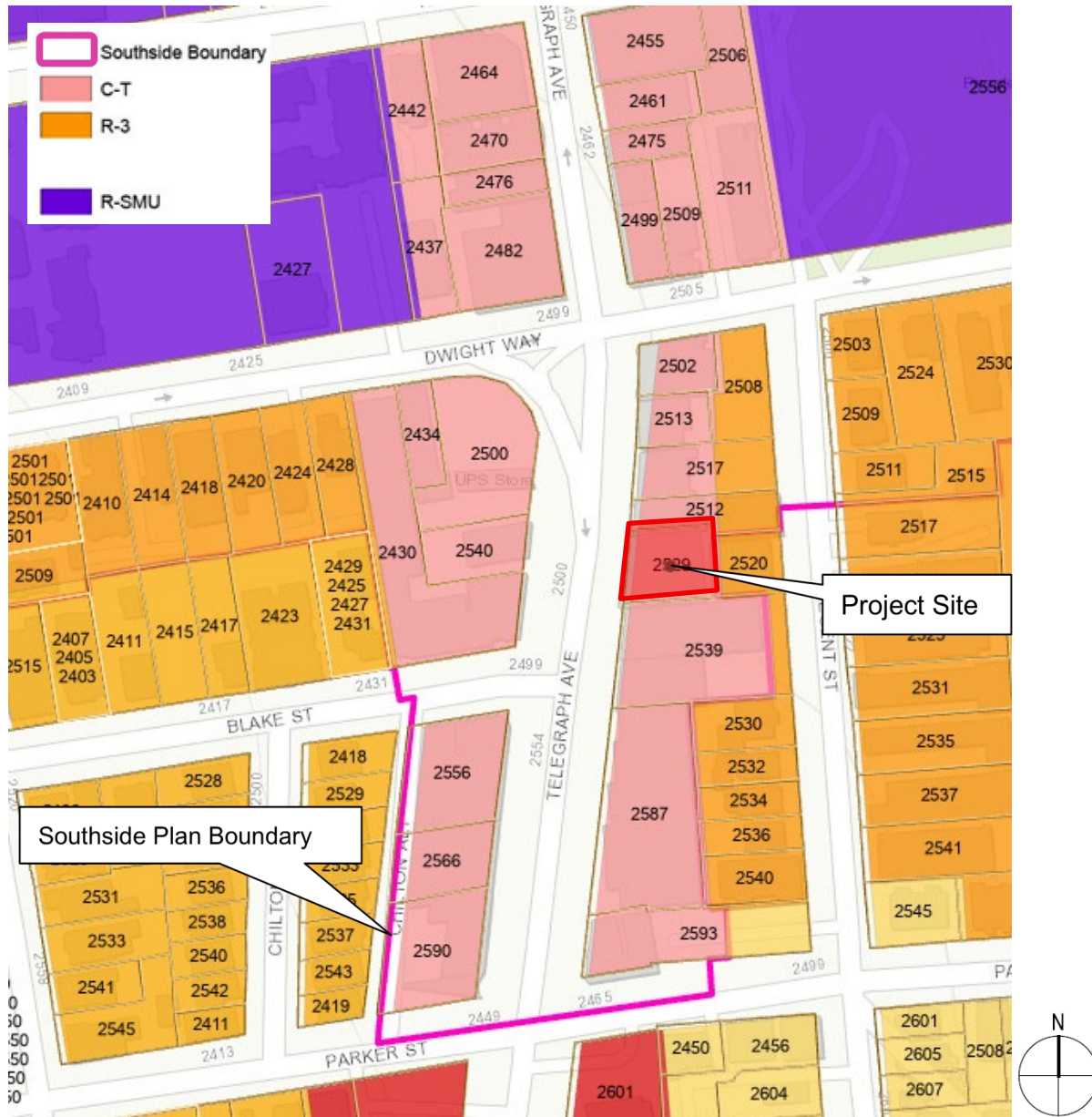


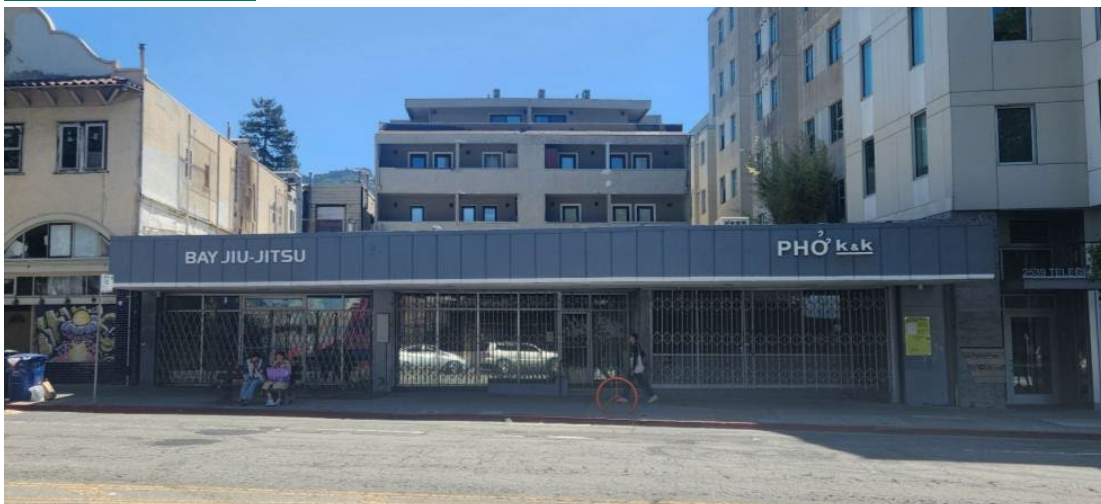
Figure 1: Vicinity and Zoning Districts Map

Comparison of Adjacent Properties			
Vicinity	GP Land Use	Zoning	Current Use
North	AC: Avenue Commercial	C-T	Mixed-use buildings
South	AC: Avenue Commercial	C-T	Mixed-use building
East	MDR: Medium Density Residential	R-3	Multi-unit residential buildings
West	AC: Avenue Commercial	C-T	Commercial and mixed-use buildings

AERIAL



STREET ELEVATION



Street view from Telegraph Avenue. (Source: Google maps)

BACKGROUND

Subject Site

The project site is located within the Telegraph Avenue Commercial Zoning District within the Southside Plan. The parcel is rectangular in shape and located on the east side of Telegraph Avenue between Dwight Way and Blake Street, southeast of downtown Berkeley, and south of the University of California, Berkeley campus. The parcel contains a one-story building with a generally rectangular footprint that is built to its north, west, south, and east lot lines, occupying the entire parcel. It was originally built in 1959 to contain three commercial stores: 2529, 2531, and 2533 Telegraph Avenue.

The one-story building features concrete masonry unit construction. It features a flat roof with a false parapet and a rectangular cantilevered box metal canopy along the length of the primary façade. All three storefronts are slightly recessed from the façade and arranged in a sawtooth pattern, angled away from the sidewalk towards the south (right) of each storefront. The north (left) and central storefronts (2529 and 2531 Telegraph Avenue) consist of metal-frame floor-to-ceiling windows and metal-frame doors, and the south (right) storefront (2533 Telegraph Avenue) features floor-to-ceiling windows with opaque metal spandrels at the bulkhead, and an entrance set within the north-facing wall at the south (right) end of the central storefront. Exposed stairwells at the rear of the building lead to the roof and provide egress to the adjacent parcel to the east, which is at a higher elevation than the subject parcel.

The surrounding area contains a mixture of multi-family residential buildings and commercial buildings including retail and restaurants. Buildings within the surrounding blocks include late-nineteenth to mid-twentieth century mixed-use properties and commercial buildings. Immediately to the south and southwest of the subject building, contemporary mixed-use residential buildings have been constructed since 2020. There are several City of Berkeley Landmarks located in the immediate area of the subject property.

Site History from DPR

The subject property was originally designed in 1959 in a simple Late Modern style by Harry Newman and built by Harold Boyd for original owners Henry and Clara Poppic for multiple commercial occupants. The building was used for a variety of commercial businesses from its construction through 2026. It is currently vacant.

Harry Newman (1912-2006) was born in New York and raised in Detroit. He graduated from the University of Detroit with a degree in architectural engineering and moved to California in 1949, while maintaining architecture licenses in California and Michigan. Newman worked at the firm of architect John Carl Warnecke beginning in 1957 and became an associate in 1965. Although Newman was working at the Warnecke firm during the construction of the subject building, only his name appears on the original building permit with no reference to the Warnecke firm. While working at the firm, Newman designed the University of California Santa Cruz library, the Mission Dolores Senior Citizen Housing Center, and a federal office building in Washington D.C. Additional works credited to Newman without reference to the Warnecke firm during that time include the General Electric Microwave Laboratory in Palo Alto, small-scale apartments in Redwood City, and the Congregation Kol Emeth synagogue, of which Newman was a founding member.

Recorded alterations for the subject property mostly describe interior alterations for tenant improvements. The central and south (right) storefront were remodeled in 1974, and this likely included

the relocation of the entrance for these storefronts.

Tenants at the subject property included a variety of commercial businesses from laundromats to theaters, retail, and restaurants from the construction of the building in 1959 through 2026. Two notable occupants were the Telegraph Repertory Cinema and New Studio-Guild Theater.

The Telegraph Repertory Cinema opened in the subject building in 1967. Repertory cinema theaters, also known as revival house cinemas, are typically independent, small-scale venues that specialize in showing classic, notable, or foreign films. The first such theater in Berkeley, and one of the first in the country, was established in 1952 at 2436 Telegraph Avenue as the Cinema Guild Theater. Later combined with the Studio Theater, an adjoining theater in the same building, the combined Studio Guild Theater began a wave of repertory theaters along Telegraph Avenue and elsewhere in Berkeley. Soon Berkeley became home to nine repertory theaters including the Rialto at 841 Gilman Street (extant) and the Telegraph Repertory Cinema at the subject building.

The Telegraph Repertory Cinema was owned by George Pauly (1933-2007) and programming was led by Tom Luddy (1944-2023). Tom Luddy began his cinema career at the Telegraph Repertory Cinema and went on to found and co-direct the Telluride Film Festival and found the Pacific Film Archive. Luddy worked for decades as a producer, programmer, and creative consultant. As the founder and original director of the Pacific Film Archive, he personally acquired and curated hundreds of films for its collection originally housed at 2625 Durant Street (extant). George Pauly moved the Telegraph Repertory Cinema two buildings to the north at 2519 Telegraph Avenue (extant) in 1973, where it remained until it closed in 1986.

Site History: Environmental

The dry cleaning business operated at 2531 Telegraph Avenue starting in 1975. In 1988, the City of Berkeley conducted a hazardous waste generator inspection and identified discharges of tetrachloroethene (PCE)-impacted liquids from the dry cleaning equipment into the onsite storm/sewer drains. The City of Berkeley required the discharge be stopped, that these drains be cleaned, and that the hazardous material storage location be moved.

In 2006, environmental investigations at the site began. Soil, soil vapor, groundwater, and indoor air data have identified impacts of PCE and associated breakdown products, including trichloroethene (TCE). Limited source removal occurred at the site in 2009 and was stopped due to building foundations. Following the excavation activities in 2009, sub-slab depressurization lines were installed, and a vapor barrier was installed beneath the building slab in the source area. A concrete sealant was also applied above the building slab to help prevent vapor intrusion from occurring. Concentrations of PCE have been identified in indoor air at the site at concentrations above the Regional Water Board's 2019 Commercial Indoor Air Environmental Screening Levels since 2010.

ANALYSIS

Project Scope

The proposed project would involve the demolition of the existing one-story, 5,674 square foot commercial building and foundation to enable comprehensive removal of residual subsurface contamination associated with a former dry-cleaning use. The proposed demolition is directly tied to environmental remediation under the oversight of the San Francisco Bay Regional Water Quality

Control Board (Water Board). The removal of the structure is necessary to complete soil remediation and mitigate environmental contamination that cannot otherwise be accessed without demolition of the building and foundation system.

No new construction is proposed at this time. Following demolition and remediation, the Owner intends to work with the City on a future redevelopment project — anticipated to include mixed-use development with ground-floor commercial space and affordable housing above — which will be the subject of a separate application after satisfactory case closure and issuance of a closure letter from the Water Board.

The Use Permit application #ZP2026-0008 will be scheduled before the Zoning Adjustments Board (ZAB) at a future date.

Landmarks Preservation Ordinance (LPO) Review Standards and Criteria

Pursuant to Berkeley Municipal Code (BMC) 23.326.070(C), any application for a Use Permit to demolish a non-residential building or structure which is 40 or more years old shall be forwarded to the Landmarks Preservation Commission (LPC) for review prior to consideration of the Use Permit for demolition. Given the lack of a current, City-wide comprehensive historic resource survey, the referral requirement is understood to address the potential for the loss of unidentified significant resources.

In considering the proposed demolition of a structure, the Commission will weigh the potential to meet the significance criteria for City of Berkeley (COB) Landmarks and Historic Districts in the City's Landmarks Preservation Ordinance (BMC Chapter 3), which are relatively specific and appear to align with the California Register of Historical Resources (CR). The Commission will also weigh the potential to meet the broader COB Structure of Merit criteria, which can include structures that are neither individually architecturally distinctive nor associated with significant people or events but may qualify as contributors to identified districts, areas, or clusters. The LPC may forward comments regarding potential project conditions such as relocation, salvage, and/or photographic documentation to ZAB for consideration in its action on the application.

The subject building does not appear on the National Register of Historic Places (NR), CR, or the State Historic Resources Inventory. The subject development site does not feature a City of Berkeley Landmark or Structure of Merit. It is adjacent to a landmark building, The Needham-Obata Building. There are also several Landmark buildings in the vicinity:

1. Needham-Obata Building (The Arcade) 2525 Telegraph Avenue, 2512-2516 Regent Street
2. Soda Works Building, 2509 Telegraph Avenue
3. The Wooley House, 2506 Dwight Way
4. King Building, 2502 Dwight Way
5. George Edwards House, 2530 Dwight Way
6. Lucinda Reames House No. 1: 2503 Regent Street, and No. 2: 2509 Regent Street
7. William Wilkinson House, 2511 Regent Street
8. Mary J. Berg House, 2517 Regent Street

Vicinity map of nearby City Landmarks



EVALUATION OF SIGNIFICANCE CRITERIA

Historic Context: For the purpose of contextualizing and focusing this discussion of potential historical significance, staff concludes that since the building is not identified as significant, no period of significance applies.

Significance Criteria: The subject property has been evaluated based on the criteria of the California Register of Historical Resources (CRHR) and the Landmarks Preservation Ordinance (LPO/BMC 3.24).

In determining the potential significance of this property, Page and Turnbull, Inc. analyzed the building against the criteria of the CRHR and the LPO BMC Chapter 3.24, which closely aligns to criteria of the CRHR. A summary of the results are discussed below and are discussed in detail within the HRE.

Events – CR Criterion 1/BMC Criterion 4 for Historic Value

“2529-2533 Telegraph Avenue does not appear to be individually eligible for listing in the California Register under Criterion 1 (Events) for its association with any events that have made a significant contribution to the broad patterns of local or regional history, or the cultural heritage of California or the United States. The subject building was constructed in 1959 as a commercial building for multiple occupants at a time when commercial development in Berkeley was well established. Notable tenants, the Telegraph Repertory Cinema and New Studio Guild Theater, do not appear to be influential in the development of repertory theaters in Berkeley, California, or the United States. The original Studio Guild Theater was an influential repertory theater, but it was located two blocks north of the subject building, and the connection between the original Studio Guild Theater and the one-year run of the New Studio Guild Theater at the subject building is unclear. No significant events are known to have taken place at the subject building that would allow the building to rise to the level of significance necessary to be individually eligible for the California Register.”

Persons – CR Criterion 2/BMC Criterion 2 for Cultural Value

“2529-2533 Telegraph Avenue does not appear to be individually eligible for listing in the California Register under Criterion 2 (Persons). The subject building was constructed for owners Harry and Clara Poppic as a simple commercial building to be used for multiple tenants. Henry Poppic does not appear to have used the subject building for his law practice or for his advocacy, and research was unable to uncover information about the life or work of Clara Poppic. The Telegraph Repertory Theater, which occupied the property from 1968 to 1973, was one of many repertory theaters in Berkeley and was not the first nor the most influential among them. Tom Luddy, a highly influential film producer, programmer, and facilitator, is better represented by the extant Pacific Film Archives building at 2625 Durant Avenue that he helped found and establish collections. No other known people or businesses at 2529-2533 Telegraph Avenue were found to have made a significant impact on local, state, or national history such that the building could be found significant under Criterion 2.”

Design – CR Criterion 3/BMC Criterion 1 for Architectural Merit

“2529-2533 Telegraph Avenue does not appear to be individually eligible for listing in the California Register under Criterion 3 (Architecture) as a building that embodies the distinctive characteristics of a type, period, or method of construction. Completed in 1959 and designed by architect Harry Newman, the building is a simple Late Modern commercial building designed to accommodate commercial occupants. While the building features a cantilevered metal canopy and angled recessed storefront bays, 2529-2533 Telegraph Avenue lacks the architectural interest of contemporaneous modern buildings in the Bay Area and Berkeley”

“The subject building is a modest example of a Late Modern style commercial building constructed in 1959. The building does not appear to be an early or rare example of a Late Modern style commercial building within the City of Berkeley and therefore does not demonstrate architectural merit such that it would qualify as a Landmark. It does not appear to be a notable or best surviving work of an architect or builder of merit.”

Information – CR Criterion 4/BMC Criterion 3 Educational Value

2529-2533 Telegraph Avenue does not appear to be individually eligible for listing in the California Register under Criterion 4 (Information Potential) as a building that has the potential to provide

information important to the prehistory or history of the City of Berkeley, the state, or the nation. It does not appear to feature construction or material types, or embody engineering practices that would, with additional study, provide important information. Identification or evaluation of archaeological resources is beyond the scope of this study.

“The building at 2529-2533 Telegraph Avenue does not possess architectural qualities or significant historical associations which would contribute meaningfully to education in Berkeley. It does not uniquely represent a type or pattern of history such that its contribution to public outreach or educational curricula would be valuable.”

National Register – BMC Criterion 5 National Register

The subject property is not listed on the National Register and therefore does not satisfy this criterion.

LPO Structure of Merit Criteria

As a potential Structure of Merit (BMC Section 3.24.110(B)), the subject property may be worthy of preservation as part of a neighborhood, block, or street frontage, or a group of buildings which include City Landmarks. Each of the four criteria for Structure of Merit (SOM) are considered below.

BMC Section 3.24.110B(2)(a), b, c, d: Contemporaneous with City Landmarks, Compatibility with City Landmarks, Good Design, and Historical Significance:

The building at 2529-2533 Telegraph Avenue is not particularly representative of its surrounding neighborhood or part of a cohesive block or street frontage. The nearby designated landmarks are not part of a street frontage, block, or grouping that includes 2529-2533 Telegraph Avenue.

There are several City of Berkeley landmarks on the subject block, to the north and south of the subject building. The construction of 2529-2533 Telegraph Avenue in 1959 is not related to these City of Berkeley Landmarks including 2509 Telegraph Avenue, built in 1888, 2525 Telegraph Avenue, built in 1907, and 2599 Telegraph Avenue, built in 1880. The building at 2529-2533 Telegraph Avenue is not a distinctive or strong example of historic design relative to its period of construction. The building does not appear to have been associated with significant historical events or patterns, or to have historical significance to the block, neighborhood, or city.

Environmental Review

The review of the demolition is part of the Use Permit application, and the CEQA determination will be discussed in the Use Permit staff report and findings.

Recommendation

Staff recommends that the Commission consider the extent to which the buildings meet (or do not meet) the criteria for designation as a City Landmark or Structure of Merit and then **Take No Action** to initiate this property.

Attachments

1. California Department of Parks and Recreation (DPR) Forms, prepared by Page and Turnbull Inc., dated July 20, 2026

State of California — The Resources Agency
DEPARTMENT OF PARKS AND RECREATION

PRIMARY RECORD

Primary # _____
HRI # _____
Trinomial _____
NRHP Status Code 6Z

Other Listings _____
Review Code _____ Reviewer _____ Date _____

Page 1 of 14 Resource name(s) or number (assigned by recorder) 2529-2533 Telegraph Avenue, Berkeley

P1. Other Identifier: _____

*P2. Location: ☐ Not for Publication ☒ Unrestricted

*a. County Alameda

*b. USGS 7.5' Quad Oakland West

Date 2021

*c. Address 2529-2533 Telegraph Avenue

City Berkeley

Zip 94704

*e. Other Locational Data: Assessor's Parcel Number 55-1839-15-2

*P3a. Description: (Describe resource and its major elements. Include design, materials, condition, alterations, size, setting, and boundaries.)
The parcel at 2529-2533 Telegraph Avenue (APN 55-1839-15-2) is rectangular in shape and is located at the east side of Telegraph Avenue between Dwight Way and Blake Street to the southeast of downtown Berkeley and south of the University of California, Berkeley campus (**Figure 1**). The parcel contains a one-story building with a generally rectangular footprint that is built to its north, west, south, and east lot lines, occupying the entire parcel. It was originally built in 1959 to contain three commercial stores.¹

The one-story building features concrete masonry unit construction. It features a flat roof with a false parapet and a rectangular cantilevered box metal canopy along the length of the primary (west) façade. All three storefronts are slightly recessed from the façade and arranged in a sawtooth pattern, angled away from the sidewalk towards the south (right) of each storefront. The north (left) and central storefronts consist of metal-frame floor-to-ceiling windows and metal-frame doors, and the south (right) storefront features floor-to-ceiling windows with opaque metal spandrels at the bulkhead, and an entrance set within the north-facing wall at the south (right) end of the central storefront. (**Figure 2 and Figure 3**). Exposed stairwells at the northeast and southeast corners lead to the roof and provide egress to the adjacent parcel to the east, which is at a higher elevation than the subject parcel (**Figure 4 and Figure 5**).

(Refer to Continuation Sheet, page 2).

*P3b. Resource Attributes: (list attributes and codes) HP6. 1-3 story commercial building

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

P5a. Photo



P5b. Photo: (view and date)

View of the primary façade, looking east, June 9, 2026

*P6. Date Constructed/Age and

Sources: ☒ historic
1959 (Berkeley Gazette)

*P7. Owner and Address:

Clara & Sonia LLC
PO Box 22673
Sacramento, CA 95822

*P8. Recorded by:

Page & Turnbull, Inc.
170 Maiden Lane, 5th Fl
San Francisco, CA 94010

*P9. Date Recorded:

July 20, 2026

*P10. Survey Type: Intensive

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

*Attachments: ☐ None ☐ Location Map ☐ Sketch 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)

¹ "Permits for City Building," *The Berkeley Gazette*, November 18, 1959.

State of California — The Resources Agency
DEPARTMENT OF PARKS AND RECREATION
CONTINUATION SHEET

Primary # _____
HRI # _____
Trinomial _____

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Resource Name or # (Assigned by recorder) 2529-2533 Telegraph Avenue

*Recorded by Page & Turnbull, Inc.

*Date July 20, 2026 ☒ Continuation ☐ Update

***P3a. Description (continued):**

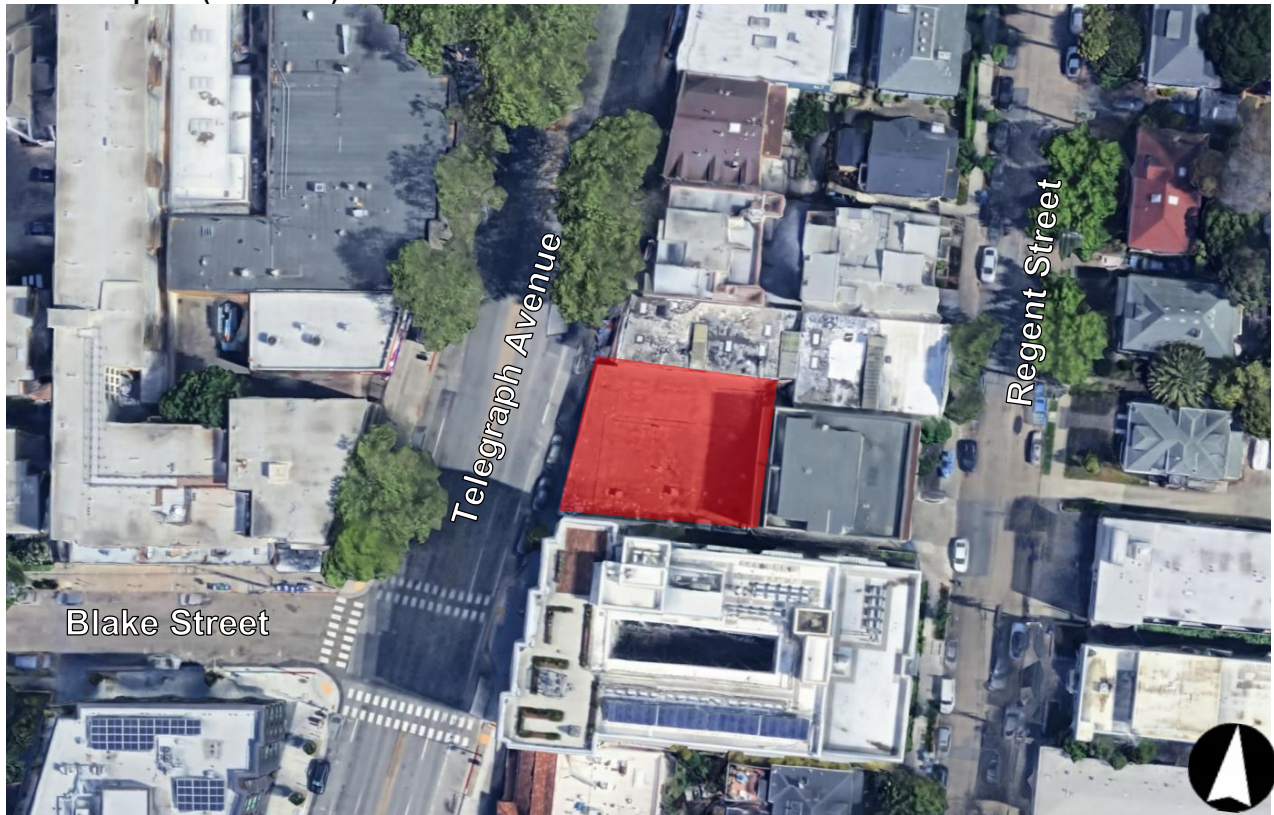


Figure 1. Location of 2529-2533 Telegraph Avenue, subject building highlighted red.
Source: Google Earth, 2026. Edited by Page & Turnbull.



Figure 2: Oblique view of storefront at the primary façade.
Looking southeast.



Figure 3: Storefronts at the center and south (right) end of the primary façade. Note the entrance to the south (right) storefront is set within a north-facing wall at the south (right) end of the central storefront, at the center of the image. Looking southeast.

State of California — The Resources Agency
DEPARTMENT OF PARKS AND RECREATION
CONTINUATION SHEET

Primary # _____
HRI # _____
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Resource Name or # (Assigned by recorder) 2529-2533 Telegraph Avenue

*Recorded by Page & Turnbull, Inc.

*Date July 20, 2026 ☒ Continuation ☐ Update



Figure 4: Oblique view of exposed stairwell at southeast corner. Looking northwest.



Figure 5: Oblique view of exposed stairwell at northeast corner. Looking southwest.

The surrounding area contains a mixture of multi-family residential buildings and commercial buildings including retail and restaurants. Buildings within the surrounding blocks include late-nineteenth to mid-twentieth century mixed-use properties and commercial buildings (**Figure 6 and Figure 11**). Immediately to the south and southwest of the subject building, contemporary mixed-use residential buildings have been constructed since 2020. 2599 Telegraph Avenue (built 1880), 2509 Telegraph Avenue (built 1888), and 2525 Telegraph Avenue (built 1907), City of Berkeley Landmarks, are located to the north and south of the subject property, on the east side of Telegraph Avenue.



Figure 6: Mixed-use buildings immediately south of the subject property. Looking northeast from the intersection of Parker Street and Telegraph Avenue. 2599 Telegraph Avenue (built 1880), at the corner, is a City of Berkeley Landmark.



Figure 7: Commercial building at the northwest corner of Parker Street and Telegraph Avenue, southwest of the subject property. Looking northwest.

State of California — The Resources Agency
DEPARTMENT OF PARKS AND RECREATION
CONTINUATION SHEET

Primary # _____
HRI # _____
Trinomial _____

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Resource Name or # (Assigned by recorder) 2529-2533 Telegraph Avenue

*Recorded by Page & Turnbull, Inc.

*Date July 20, 2026 ☒ Continuation ☐ Update

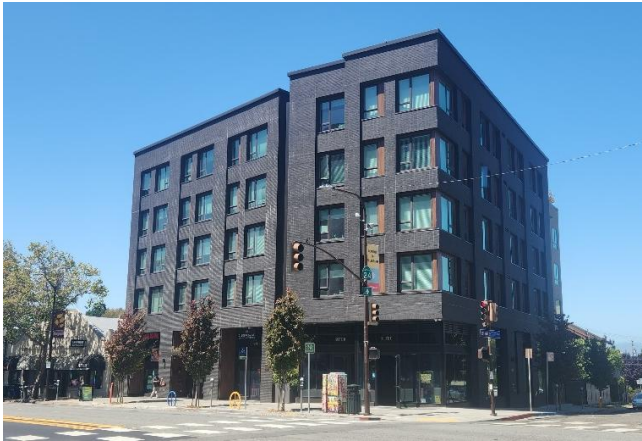


Figure 8: Mixed-use building west of the subject property, at the southwest corner of Blake Street and Telegraph Avenue. Looking southwest.



Figure 9: Mixed-use building west of the subject property, at the northwest corner of Blake Street and Telegraph Avenue. Looking northwest.



Figure 10: Mixed-use buildings north of the subject property, at the southeast corner of Dwight Way and Telegraph Avenue. Looking southeast. 2509 Telegraph Avenue (built 1888), at the corner, is a City of Berkeley Landmark.



Figure 11: Mixed-use buildings immediately north of the subject property. Looking southeast. 2525 Telegraph Avenue (built 1907), at the right, is a City of Berkeley Landmark.

State of California — The Resources Agency
DEPARTMENT OF PARKS AND RECREATION

Primary # _____
HRI# _____

BUILDING, STRUCTURE, AND OBJECT RECORD

Page 5 of 14

*NRHP Status Code 6Z

*Resource Name or # 2529-2533 Telegraph Avenue

B1. Historic name: 2529-2533 Telegraph Avenue

B2. Common name: 2529-2533 Telegraph Avenue

B3. Original Use: Commercial

B4. Present use: Commercial

*B5. Architectural Style: Late Modern style

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

2529-2533 Telegraph Avenue was originally designed in 1959 in a simple Late Modern style by Harry Newman and built by Harold Boyd. It was designed for multiple commercial occupants.

(See Continuation Sheet, page 6)

*B7. Moved? ☒ No ☐ Yes ☐ Unknown Date: _____ Original Location: _____

*B8. Related Features: No B9a. Architect: Harry Newman b. Builder: Harold Boyd, Builder Boyd Inc.

*B10. Significance: Theme N/A Area N/A 0

Period of Significance N/A Property Type N/A Applicable Criteria N/A

(Discuss importance in terms of historical or architectural context as defined by theme, period, and geographic scope. Also address integrity)

Historic Context – City of Berkeley

Early Twentieth Century History of Berkeley

During the early twentieth century, particularly in the years between the 1906 Earthquake and the Great Depression, both the University of California and the town of Berkeley grew rapidly. After 1906, Berkeley became one of the largest cities in California, mostly as the result of an influx of as many as 20,000 San Francisco earthquake refugees. The construction of the Key System of ferryboats and streetcars made transportation between Oakland, Berkeley, and San Francisco quick and affordable and spurred the development of numerous residential tracts in Berkeley and Oakland. In turn, this growth brought in more customers and thereby spurred intensive commercial development in downtown Berkeley.²

During the first decade of the twentieth century, downtown Berkeley evolved from a district of low-rise, wood-frame buildings into a substantial urban district, with numerous large masonry buildings and stately public facilities. The City Beautiful movement inspired local architects, and many buildings constructed during this era exhibited neoclassical design.

Meanwhile, the growth of the University of California under the patronage of influential people like University President Benjamin Ide Wheeler and donor Phoebe Apperson Hearst also encouraged the physical development of the city, as well as the growth of its identity and local culture. This period saw Berkeley begin to develop its reputation for progressiveness, unconventionality, and bohemianism – traits that were reflected in its architecture, especially the new First Bay Region-style houses built throughout the area that were designed by the likes of Bernard Maybeck, Julia Morgan, and John Galen Howard.³

(Refer to Continuation Sheet, page 7)

B11. Additional Resource Attributes: (List attributes and codes)

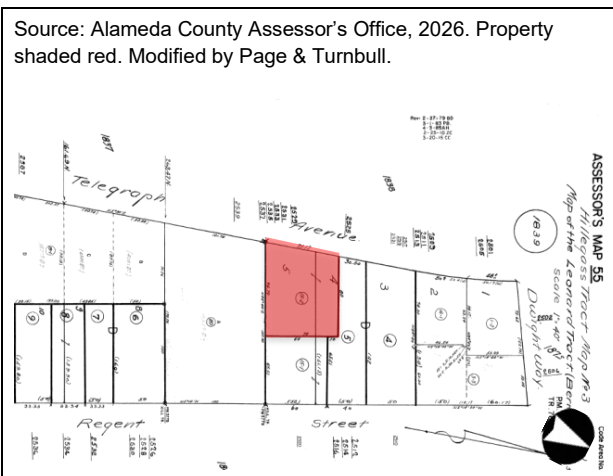
*B12. References: Refer to Page 14

B13. Remarks: None

*B14. Evaluator: Page & Turnbull, Inc.

*Date of Evaluation: July 20, 2026

(This space reserved for official comments.)



² Susan Dinkelspiel Cerny, *Berkeley Landmarks: An Illustrated Guide to Berkeley California's Architectural Heritage* (Berkeley: Berkeley Architectural Heritage Association, 1994), 64.

³ Charles Wollenberg, *Berkeley, A City in History*, (Berkeley, University of California Press, 2002), 78.

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Trinomial _____

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Resource Name or # 2529-2533 Telegraph Avenue

*Recorded by Page & Turnbull, Inc.

*Date July 20, 2026

☒ Continuation ☐ Update

***B6. Construction History (continued):**

Known alterations to the subject building that are documented by permits on file at the City of Berkeley Building and Safety Division are listed in **Table 1** (below). Cancelled permits as well as mechanical, plumbing, electrical, and zoning permits are not included.

Table 1: Alterations to 2529-2533 Telegraph Avenue				
Permit #	Date	Owner/Tenant	Builder/Contractor	Description
88604	11-09-1959	Clara Poppic	Builder Boyd Inc	New 1 story commercial building
94014	01-05-1960	Robert E. Lee	Western Neon	Sign
89134	02-18-1960	Robert E. Lee	Modern Neon	Sign
89300	03-18-1960	Alan S. Klein	Alan S. Klein	Erect partition walls
89344	03-24-1960	Kleen Wash & Dry	Nelson Neon	Sign
90825	10-31-1960	Robert E. Lee	Neon Engineering	Sign pole
94014	01-05-1962	Robert E. Lee	Western Neon	Install sign
112054	07-11-1968	PRA Assoc.	PRA Assoc.	Two toilets
112101	07-19-1968	PRA Assoc.	PRA Assoc.	2hr wall
112650	10-04-1968	PRA Assoc.	PRA Assoc.	Stairs
113523	02-19-1969	Henry Poppic	A. G. Wells	Laundromat Repairs
113710	03-25-1969	Henry Poppic	A. G. Wells	Fence, stairs, on roof and stairwells
112229	08-03-1969	PRA Assoc.	PRA Assoc.	Build interior ramp and new stair
113230	12-27-1969	George Pauly	George Pauly	Projection booth
110872865	11-08-1972	George Pauly	George Pauly	Install non-load bearing walls as per plans
100874179	10-08-1974	Coldwell Banker	Fidelity Roof Co.	Re-Roof
110174579	10-31-1974	Estate of Clara Poppic	N. H. Stober & Son	Install suspended ceiling with acoustic panels, remodel of glass storefronts
429830175	03-21-1983	Philip Wong	H. H. Lai	Install fencing, interior repair & remodeling
B-35774	05-23-1990	Wells Fargo	Not listed	Interior partition wall, tenant improvements
B2010-04110	10-25-2010	Not listed	Not listed	Reroof
B2009-00588	02-19-2009	Not listed	Not listed	New accessible entrance ramp for 2531-2533
ZCB2015-0766	02-24-2015	Not listed	Not listed	Combine 2531 & 2533 to expand restaurant, remove non loadbearing walls, new partition walls

Recorded alterations mostly describe interior alterations for tenant improvements. The central and south (right) storefront were remodeled in 1974, and this likely included the relocation of the entrance for these storefronts (**Figure 12 and Figure 13**).

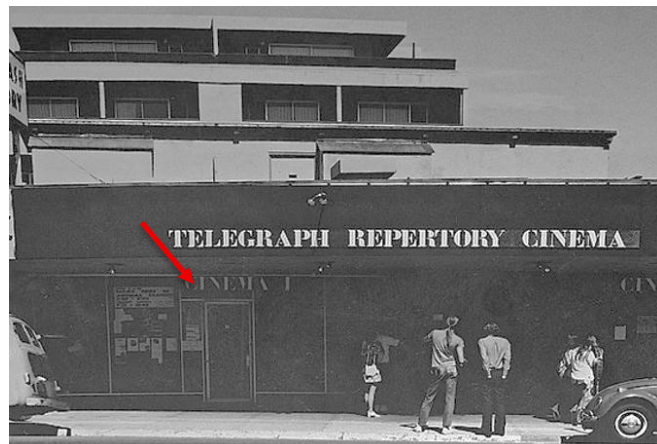


Figure 12: View of the central and south (right) storefronts in 1969. Note the location of the central storefront entrance, at the red arrow. Source: Photo by Ted Friedman. Steed Dropout, "Telegraph Ave. Makes History Again," *Berkeley Reporter*, November 8, 2014.

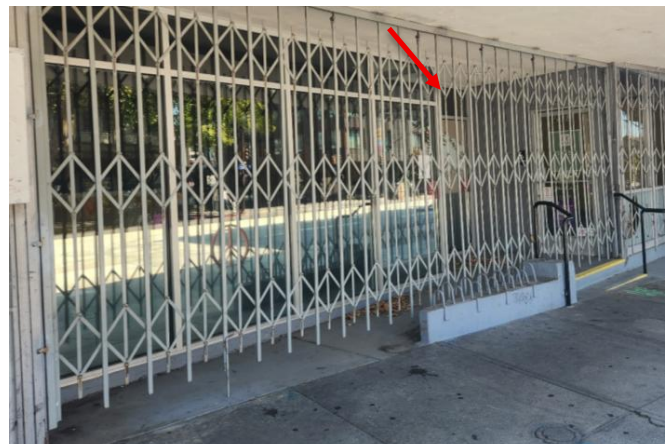


Figure 13: Detail view of the central storefront, Looking southeast. Note the location of the entrance, at the red arrow.

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***B10. Significance (continued):**

Historic Context – City of Berkeley

Early Twentieth Century History of Berkeley (continued)

Commercial and civic development continued through the 1920s in downtown Berkeley, with construction of several new downtown buildings including the city's first "skyscraper" – the twelve-story Chamber of Commerce (now Wells Fargo) building at the northwest corner of Shattuck Avenue and Center Street, designed by Walter H. Ratcliff, Jr. in 1925. Located to the southeast of the downtown core, the vicinity of the subject property was served by public transit from the first decade of the twentieth century, with rail service on Telegraph Avenue.⁴

The Great Depression and World War II

During the Great Depression, Berkeley's suffering was somewhat minimized by the presence of the University, which continued to provide employment for many citizens, although working-class neighborhoods in West Berkeley experienced more economic strain.

World War II brought a tremendous population boom to the entire Bay Area, and Berkeley was no exception. Wartime housing projects to accommodate military personnel were constructed in Berkeley, and facilities at the University itself were commandeered for military use. Civilian numbers also grew as people relocated to Berkeley for employment at local shipyards like the Moore Drydock on the Oakland Estuary and the Kaiser shipyards in Richmond. Transportation lines and other infrastructure in Berkeley expanded to make these workers' commutes easier.

Post-World War II

After the war, Berkeley experienced the same out-migration as many other large cities in the country, as families moved to the suburbs to take advantage of G.I. home loans and the increased ease of commuting by automobile. This led to a shift in the demographics of Berkeley, where larger working-class populations developed. G.I. benefits also resulted in soaring enrollment at the University of California, which meant that students flooded available housing around the campus. The large houses that had previously been subdivided to accommodate war workers were well-suited to housing students. In the early 1950s, the blocks surrounding the subject building were occupied by commercial and residential uses, much like today (Figure 14).⁵

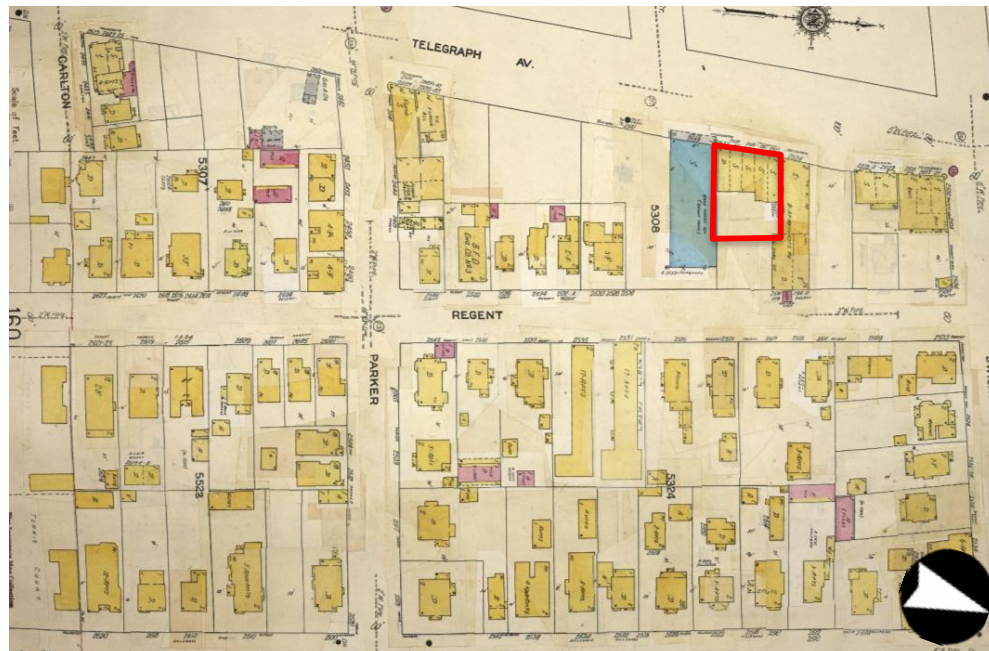


Figure 14. Detail from 1950 Sanborn Insurance Company Map for Berkeley, showing a previous building on the subject property with five storefronts. Subject parcel outlined red.

⁴ C. L. Huggins, Berkeley, California (map) (Berkeley, 1904) David Rumsey Map Collection, electronic resource at <https://www.davidrumsey.com/luna/servlet/s/7s77tm>, accessed July 13, 2026.

⁵ Sanborn Map Company maps for Berkeley, California, Sheet 51, 1950.

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In the decades following World War II, Berkeley's reputation as a liberal stronghold grew, particularly expressed by its Democratic-leaning academic community and African American and working-class populations. Civil rights became an important topic, leading to struggles over fair housing and segregation of schools. The Vietnam War affected the city tremendously, as it was heavily populated by young, working-class people and students who were eligible for the draft, spurring protests and demonstrations. Berkeley has remained a politically and culturally outspoken community that largely accepts and promotes progressive thinking. The University of California remains the centerpiece of the city, which is otherwise inhabited by a wide range of social, economic, and ethnic demographics.⁶

Owner History of 2529-2533 Telegraph Avenue

The subject building was originally owned by Henry Poppic (1915-2005) and his half-sister Clara Poppic (1898-1973), who are listed on the original building permit. Henry Poppic graduated from the University of California, San Francisco Law School by 1943, and served in the Southwest Pacific and Philippines in the United States Army during World War II.⁷ After the war, Henry worked as a lawyer in the Berkeley area and advocated for local health programs by serving as the president of the Berkeley Council of Social Planning and as a trustee for the Herrick Memorial Hospital.⁸ He retired by 1977 and relocated to San Benito County, serving at different times as the president of the Hazel Hawkins Hospitals Foundation, president of the San Juan Bautista Historical Society, president of the San Benito Artists Association, and chairman of the San Benito County Mental Health Advisory Board.⁹ He was also appointed by the San Benito County Board of Supervisors to serve as an interim Judge for the county criminal court from 1989 to 1990 after the previous judge was removed by a state commission and until a new judge could be elected.¹⁰ Henry Poppic does not appear to have used the subject building for his law practice or for his advocacy. Research was unable to uncover information about the life or work of Clara Poppic beyond residency in Berkeley and her ownership in the subject building. The Poppic family continue to own the building through Clara & Sonia LLC, the recorded owners of the subject property.

Occupancy History

Tenants at the subject property include a variety of commercial businesses from laundromats to theaters, retail, and restaurants from the construction of the building in 1959 through 2026. A select history about two notable occupants, Telegraph Repertory Cinema and New Studio-Guild Theater, are provided below.

Tables 2 and 3, below, list known commercial businesses at 2529-2533 Telegraph Avenue since 1960. Records were assembled through research in Alameda County Directories, building permit records, and historic newspaper archives. For the majority of the time since the construction of the building, 2531 and 2533 were occupied by the same tenant, but briefly between circa 1990 and 2015 they were occupied by separate tenants before being recombined in 2015.

Table 2. Occupancy History, Commercial Businesses at 2529 Telegraph Avenue	
Year(s) of Occupancy	Business Name
1960-1963	Farrell Book Shop
1964-2002	Laundercenter
2002-2006	Sunshine Fashions clothing store
ca. 2007-2014	Charlotte's Web clothing store
2015	Vacant
2016-2025	Bay Jiu-Jitsu
2026	Vacant

⁶ City of Berkeley, *City of Berkeley Landmark Application for the Preservation of All Souls Church, Parish Hall and Courtyard*, 2220 Cedar Street, Berkeley, CA, on file at Berkeley Architectural Heritage.

⁷ "Philippines Army Honors Berkeleyan," *The Oakland Tribune*, September 30, 1945.

⁸ "McLaren, Poppic named Herrick Hospital trustees," *The Berkeley Gazette*, May 18, 1973.

⁹ "Poppic a spark for health care," *The Free Lance* (Hollister, CA), March 1, 1989.

¹⁰ "Board appoints temporary judge," *The Free Lance* (Hollister, CA), August 28, 1989.

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Table 3. Occupancy History, Commercial Businesses at 2531-2533 Telegraph Avenue	
Year(s) of Occupancy	Business Name
1960-1967	Robert E Lee Hi Fi
1967-1973	Telegraph Repertory Cinema
1973-1974	New Studio Guild Theater
1975-1976	Vacant
1977-1980	The Big Enchilada restaurant
1980-1983	Pancho Villa restaurant
1983-ca. 1990	China Queen restaurant
1990- ca. 2000	Ashley Electronics (2533 Telegraph Avenue only)
1992- ca. 2005	Emerald Queen restaurant (2531 Telegraph Avenue only)
ca. 2005-2025	Pho K&K restaurant
2026	Vacant

Telegraph Repertory Cinema and New Studio Guild Theater

The Telegraph Repertory Cinema opened in the subject building in 1967. Repertory cinema theaters, also known as revival house cinemas, are typically independent, small-scale venues that specialize in showing classic, notable, or foreign films. The first such theater in Berkeley, and one of the first in the country, was established in 1952 at 2436 Telegraph Avenue as the Cinema Guild Theater. Later combined with the Studio Theater, an adjoining theater in the same building, the combined Studio Guild Theater began a wave of repertory theaters along Telegraph Avenue and elsewhere in Berkeley.¹¹ Soon Berkeley became home to nine repertory theaters including the Rialto at 841 Gilman Street (extant) and the Telegraph Repertory Cinema at the subject building.

The Telegraph Repertory Cinema was owned by George Pauly (1933-2007) and programming was led by Tom Luddy (1944-2023).¹² Tom Luddy began his cinema career at the Telegraph Repertory Cinema, and went on to found and co-direct the Telluride Film Festival and found the Pacific Film Archive.¹³ Acquainted with the likes of Martin Scorsese, Francis Ford Coppola, Philip Kaufman, and Werner Herzog, Luddy worked for decades as a producer, programmer, and creative consultant. As the founder and original director of the Pacific Film Archive, he personally acquired and curated hundreds of films for its collection originally housed at 2625 Durant Street (extant).¹⁴ George Pauly moved the Telegraph Repertory Cinema two buildings to the north at 2519 Telegraph Avenue (extant) in 1973, where it remained until it closed in 1986.¹⁵

Tom Luddy briefly worked with the New Studio Guild Theater at the subject building, which moved into the former Telegraph Repertory Cinema theater in 1973 and closed in 1974. Ed Landberg, original owner of the Studio Guild Theater in 1952, continued to operate other theaters in Berkeley and San Francisco after the Studio Guild Theater closed in 1967.¹⁶ The owner of the New Studio Guild Theater from 1973 to 1974 was not uncovered through research, and the connection it shared, if any, with the original Studio Guild Theater is unclear.

Harry Newman, Architect

Harry Newman (1912-2006) was born in New York and raised in Detroit.¹⁷ He graduated from the University of Detroit with a degree in architectural engineering and moved to California in 1949, while maintaining architecture licenses in California and Michigan.¹⁸ Newman worked at the firm of architect John Carl Warnecke beginning in 1957 and became an associate in 1965.¹⁹ Although Newman was working at the Warnecke firm during the construction of the subject building, only his name appears on the original building permit with no reference to the Warnecke firm. While working at the firm, Newman designed the University of

¹¹ Tracey Taylor, "Berkeley and the Movies: New Exhibit Celebrates the City's Rich Film History," *Berkeleyside*, July 21, 2024, accessed July 14, 2026, <https://www.berkeleyside.org/2024/07/21/berkeley-and-the-movies-historical-society>

¹² Ted Friedman, "George Pauly (1933–2007)," *Berkeley Daily Planet*, September 18, 2007, accessed July 14, 2026, <https://www.berkeleydailyplanet.com/issue/2007-09-18/article/28036?headline=George-Pauly-1933-2007--By-Ted-Friedman-Special-to-the-Planet>

Tracey Taylor, "Remembering a Berkeley Icon Who Helped Shape the World of Cinema," *Berkeleyside*, May 30, 2023, accessed July 14, 2026, <https://www.berkeleyside.org/2023/05/30/remembering-a-berkeley-icon-who-helped-shape-the-world-of-cinema>

¹³ Tracey Taylor, 2023.

¹⁴ Tracey Taylor, 2023.

¹⁵ Steed Dropout, "Telegraph Ave. Makes History Again," *Berkeley Reporter*, November 8, 2014, accessed July 14, 2026, <https://berkeleyreporter.com/?p=2977>

¹⁶ "Bits of Business," *The Oakland Tribune*, October 18, 1967.

¹⁷ "Lasting Memories," *The Almanac* (Menlo Park, CA), May 2006, accessed online July 13, 2026, <https://obituaries.almanacnews.com/obituaries/print/harry-m-newman?o=877>

¹⁸ "Palo Alto architect appointed," *The Peninsula Times Tribune*, May 19, 1965.

¹⁹ "Palo Alto architect appointed," 1965.

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California Santa Cruz library, the Mission Dolores senior citizen housing center, and a federal office building in Washington D.C.²⁰ Additional works credited to Newman without reference to the Warnecke firm during that time include the General Electric Microwave Laboratory in Palo Alto, small-scale apartments in Redwood City, and the Congregation Kol Emeth synagogue, of which Newman was a founding member (Figure 15).²¹



Figure 15. Perspective drawings of the Congregation Kol Emeth synagogue, designed by Harry Newman and built in 1964. Demolished in 2018. Source: "Kol Eth Ceremonies," *The Peninsula Times Tribune*, April 25, 1964.

Late Modern Style

Late Modernism is a broad term that encompasses the varied designs of the 1960s and 1970s within the Modern Movement when backlash against the perceived uniformity and repetitiveness of International Style architecture inspired many architects to explore other architectural forms. Theorist and architectural historian Charles Jencks was one of the first to codify the term "Late Modern" as an architectural style and observed, "There are many ways to characterize Late-Modern architecture and most of them can be reduced to the single notion of exaggeration. Late-Modernism takes Modern architecture to an extreme to overcome its monotony and the public's boredom with it."²² Some architects drew inspiration from historic architectural examples, giving way to New Formalism and eventually Postmodernism. Others pushed the modern aesthetic to new extremes through advancements in technology, engineering, and materials, leading to Brutalism, Expressionism, and High-Tech Structuralism. Still others transformed the glass-and-steel look into taut glass skin and mirror glass designs, or alternatively, incorporated organic materials and shapes for a more natural, wooded aesthetic. Late Modernism essentially hybridized established Modern rationale and functional forms with aspects of the emerging architectural stylistic trends that would gain prominence from the 1960s through the 1980s.

Typically, Late Modern commercial, institutional, and government buildings were monumental in scale, had sculptural qualities within the design, including strong linear elements, pronounced structural components, and interplay of plans or volumes, and comprehensive landscape design in plantings, paving, and features to create a cohesive setting.

²⁰ "Palo Alto architect appointed," 1965.

²¹ "Something New for Redwood City in Luxury Garden Apts.," *Redwood City Tribune*, June 12, 1959.

²² Charles Jencks, *Architecture Today* (New York: Harry N. Abrams, Inc, Publishers, 1988) cited in "Los Angeles Citywide Historic Context Statement: Architecture and Engineering/LA Modernism/Late Modern, 1966-1990," SurveyLA, prepared for City of Los Angeles, Department of City Planning, Office of Historic Resources (July 2020), 2.

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Practitioners of the Late Modern style included celebrated architects of the Modern Movement at the next phase of their careers experimenting with new forms, such as Marcel Breuer, Louis Khan, and William Pereira, as well as those who were trained modernists but eventually rejected orthodox Modernism, such as Philip Johnson and Cesar Pelli. Examples of Late Modernism in the Bay Area include urban office tower projects such as the Transamerica Pyramid (1972) in San Francisco by Pereira, the Embarcadero Center (1971-82) in San Francisco by John Portman, the Kaiser Center in Oakland by Welton Beckett (1960), and the Ordway Building in Oakland by Skidmore, Owings & Merrill (1970), as well as suburban office towers and institutional complexes such as the Palo Alto Office Center (1966) by Tallie Maule and Stanford Medical Center (1959) by Edward Durrell Stone. In Berkeley, late modern architecture includes the Harold E. Jones Child Study Center (1958) by Joseph Esherick and UC Berkeley's Moffitt Library (1974) by John Carl Warnecke (**Figure 16 and Figure 17**).

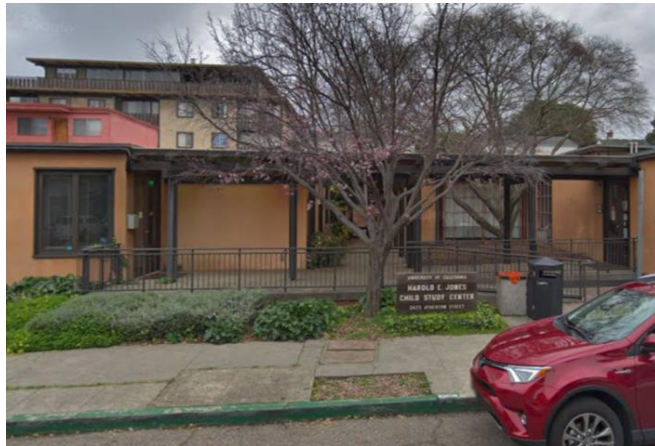


Figure 16: Harold E. Jones Child Study Center at 2425 Atherton Street. Designed by Joseph Esherick and built in 1958. Source: Google Street View.



Figure 17: University of California Berkeley, Moffitt Library. Designed by John Carl Warnecke and built in 1974. Source: Jami Smith, UC Berkeley Library.

Evaluation

California Register Evaluation

The property at 2529-2533 Telegraph Avenue is not currently listed in the National Register of Historic Places (National Register) or the California Register of Historical Resources (California Register). The building does not appear in the most recent version available of the State of California Office of Historic Preservation (OHP) Built Environment Resources Directory (BERD), issued in February 2023, indicating that no record of a previous survey or evaluation is on file at an information center of the California Historical Resources Information System (CHRIS).²³ The subject building is not listed as a City of Berkeley Landmark or Structure of Merit.

Criterion 1 (Events)

2529-2533 Telegraph Avenue does not appear to be individually eligible for listing in the California Register under Criterion 1 (Events) for its association with any events that have made a significant contribution to the broad patterns of local or regional history, or the cultural heritage of California or the United States. The subject building was constructed in 1959 as a commercial building for multiple occupants at a time when commercial development in Berkeley was well established. Notable tenants, the Telegraph Repertory Cinema and New Studio Guild Theater, do not appear to be influential in the development of repertory theaters in Berkeley, California, or the United States. The original Studio Guild Theater was an influential repertory theater, but it was located two blocks north of the subject building, and the connection between the original Studio Guild Theater and the one-year run of the New Studio Guild Theater at the subject building is unclear. No significant events are known to have taken place at the subject building that would allow the building to rise to the level of significance necessary to be individually eligible for the California Register.

Criterion 2 (Persons)

2529-2533 Telegraph Avenue does not appear to be individually eligible for listing in the California Register under Criterion 2 (Persons). The subject building was constructed for owners Harry and Clara Poppic as a simple commercial building to be used for multiple tenants. Henry Poppic does not appear to have used the subject building for his law practice or for his advocacy, and research was unable to uncover information about the life or work of Clara Poppic. The Telegraph Repertory Theater, which occupied the property from 1968 to 1973, was one of many repertory theaters in Berkeley and was not the first nor the most influential among them. Tom Luddy, a highly influential film producer, programmer, and facilitator, is better represented by the

²³ California State Office of Historic Preservation, Built Environment Resource Directory (BERD), Alameda County, updated March 2020.

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extant Pacific Film Archives building at 2625 Durant Avenue that he helped found and establish collections. No other known people or businesses at 2529-2533 Telegraph Avenue were found to have made a significant impact on local, state, or national history such that the building could be found significant under Criterion 2.

Criterion 3 (Architecture)

2529-2533 Telegraph Avenue does not appear to be individually eligible for listing in the California Register under Criterion 3 (Architecture) as a building that embodies the distinctive characteristics of a type, period, or method of construction. Completed in 1959 and designed by architect Harry Newman, the building is a simple Late Modern commercial building designed to accommodate commercial occupants. While the building features a cantilevered metal canopy and angled recessed storefront bays, 2529-2533 Telegraph Avenue lacks the architectural interest of contemporaneous modern buildings in the Bay Area and Berkeley, such as the Harold E. Jones Child Study Center at 2425 Atherton Street, designed by Joseph Esherick in 1958. Although Harry Newman was an associate architect with architect of merit John Carl Warnecke, research does not suggest that Harry Newman himself was a designer of merit.

Criterion 4 (Information Potential)

2529-2533 Telegraph Avenue does not appear to be individually eligible for listing in the California Register under Criterion 4 (Information Potential). The "potential to yield information important to the prehistory or history of California" typically relates to archeological resources, rather than built resources. When California Register Criterion 4 (Information Potential) does relate to built resources, it is relevant for cases when the buildings themselves are the principal source of important construction-related information. The subject property does not appear to be individually significant under Criterion 4 as a building that has the potential to provide information important to the prehistory or history of the City of Berkeley, the state, or the nation. It does not appear to feature construction or material types, or embody engineering practices that would, with additional study, provide important information. Identification or evaluation of archaeological resources is beyond the scope of this study.

City of Berkeley Landmark and Structure of Merit Evaluation

The City of Berkeley maintains a list of properties designated as local Landmarks and Structures of Merit under Chapter 3.24 of the Berkeley Municipal Code. Much like the National and California Registers, the Municipal Code provides criteria that must be met in order for a property to gain Landmark or Structure of Merit designation. Properties may be landmarked if they meet standards of architectural, cultural, educational, or historical significance, or if they are already listed in the National Register. A property may be designated as a Structure of Merit if it does not rise to the level of Landmark status, but has contextual importance and is worthy of preservation as part of a neighborhood, block or street frontage, or group of buildings that includes Landmark properties.

The designation criteria for Landmarks and Structures of Merit, and the applicability of these criteria to the subject property, are as follows:

Landmarks and Historic Districts.

1. *Architectural merit:*

- a. Property that is the first, last, only or most significant architectural property of its type in the region;
- b. Properties that are prototypes of or outstanding examples of periods, styles, architectural movements or construction, or examples of the more notable works of the best surviving work in a region of an architect, designer or master builder; or
- c. Architectural examples worth preserving for the exceptional values they add as part of the neighborhood fabric.

Discussion: The subject building is a modest example of a Late Modern style commercial building constructed in 1959. The building does not appear to be an early or rare example of a Late Modern style commercial building within the City of Berkeley and therefore does not demonstrate architectural merit such that it would qualify as a Landmark. It does not appear to be a notable or best surviving work of an architect or builder of merit.

2. *Cultural value:* Structures, sites and areas associated with the movement or evolution of religious, cultural, governmental, social and economic developments of the City;

Discussion: 2529-2533 Telegraph Avenue was used as a commercial building and, for seven years between 1967 and 1974, a repertory theater over a decade after they were first established in Berkeley. Repertory theaters were common along Telegraph Avenue during that period, and as such the building is not eligible as a Landmark for its cultural value. Research did not identify any other associations with significant religious, cultural, governmental, social, or economic developments in Berkeley to a degree that would warrant recognition through historic designation.

3. *Educational value:* Structures worth preserving for their usefulness as an educational force;

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Discussion: The building at 2529-2533 Telegraph Avenue does not possess architectural qualities or significant historical associations which would contribute meaningfully to education in Berkeley. It does not uniquely represent a type or pattern of history such that its contribution to public outreach or educational curricula would be valuable.

4. *Historic value:* Preservation and enhancement of structures, sites and areas that embody and express the history of Berkeley/Alameda County/California/United States. History may be social, cultural, economic, political, religious or military;

Discussion: As discussed above with respect to California Register Criterion 1, the building at 2529-2533 Telegraph Avenue is not documented to have been associated with significant events or patterns in the history of the city, county, state, or nation to a degree that would warrant designation as a Landmark. It does not uniquely represent a significant phase in the commercial development of Berkeley, or as a noteworthy example of a commercial building type important in the city's history.

5. Any property which is listed on the National Register described in Section 470A of Title 16 of the United States Code.

Discussion: 2529-2533 Telegraph Avenue is not listed on the National Register.

Structures of Merit.

1. *General criteria* shall be architectural merit and/or cultural, educational, or historic interest or value. If upon assessment of a structure, the commission finds that the structure does not currently meet the criteria as set out for a landmark, but it is worthy of preservation as part of a neighborhood, a block or a street frontage, or as part of a group of buildings which includes landmarks, that structure may be designated a structure of merit.

Discussion: The building at 2529-2533 Telegraph Avenue is not particularly representative of its surrounding neighborhood or part of a cohesive block or street frontage. The nearby designated landmarks are not part of a street frontage, block, or grouping that includes 2529-2533 Telegraph Avenue.

2. *Specific criteria* include, but are not limited to one or more of the following:

- a. The age of the structure is contemporary with (1) a designated landmark within its neighborhood, block, street frontage, or group of buildings, or (2) an historic period or event of significance to the City, or to the structure's neighborhood, block, street frontage, or group of buildings.
- b. The structure is compatible in size, scale, style, materials or design with a designated landmark structure within its neighborhood, block, street frontage, or group of buildings.
- c. The structure is a good example of architectural design.
- d. The structure has historical significance to the City and/or to the structure's neighborhood, block, street frontage, or group of buildings. (Ord. 5686-NS § 1 (part), 1985; Ord. 4694-NS § 3.1, 1974)

Discussion: There are several City of Berkeley landmarks on the subject block, to the north and south of the subject building. The construction of 2529-2533 Telegraph Avenue in 1959 is not related to these City of Berkeley Landmarks including 2509 Telegraph Avenue, built in 1888, 2525 Telegraph Avenue, built in 1907, and 2599 Telegraph Avenue, built in 1880. The building at 2529-2533 Telegraph Avenue is not a distinctive or strong example of historic design relative to its period of construction. The building does not appear to have been associated with significant historical events or patterns, or to have historical significance to the block, neighborhood, or city.

The building at 2529-2533 Telegraph Avenue does not appear to meet any of the criteria for designation as a City of Berkeley Landmark, or the general and specific criteria for designation as a Structure of Merit.

Conclusion

The commercial building at 2529-2533 Telegraph Avenue, Berkeley, California, was designed by architect Harry Newman and built in 1959 for original owners Henry and Clara Poppic for multiple commercial occupants. The building was used for a variety of commercial businesses from its construction through 2024. This evaluation is based on a site visit and analysis of available documentation pertaining to the subject building's ownership and occupant history, chronology of construction and alterations, and architectural characteristics. The subject property is not eligible for individual listing in the California Register under any criteria, nor is the subject property eligible for designation as a City of Berkeley Landmark or Structure of Merit. The property does not therefore appear to qualify as a historic resource for the purposes of review under the California Environmental Quality Act (CEQA). As such, the California Historical Resource Status Code (CHRSC) of "6Z" has been assigned to the building, meaning that it was "Found ineligible for NR, CR or Local designation through survey evaluation."²⁴

²⁴ California State Office of Historic Preservation Department of Parks and Recreation, *Technical Assistance Bulletin #8: User's Guide to the California Historical Resource Status Codes & Historical Resource Inventory Directory*, Sacramento, November 2004.

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