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ELMWOOD COMMERCIAL HISTORIC DISTRICT

LANDMARK DESIGNATION: LMIN2026-0001

Prepared: SEPTEMBER 30, 2026

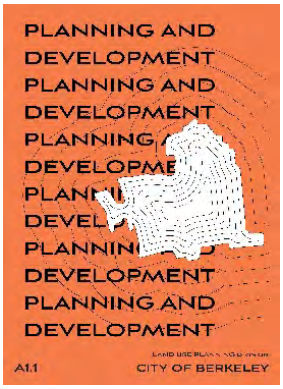
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Landmarks Preservation Commission Staff Report

Elmwood Commercial Historic District

May 7, 2026

Landmark Initiation - #LMIN2026-0001





Quick Facts	Project Description:
Initiated by: Anthony Bruce with 17 owner signatures of support and 424 signatures from the general public **Property Owner**: Various **Project Address:** Various **GP Land Use:** Neighborhood Commercial **Zoning:** C-E – Elmwood Commercial **CEQA:** Categorically exempt pursuant to CEQA Guidelines Section 15308 "Actions by Regulatory Agencies for Protection of the Environment" **Submittal Date:** March 2, 2026 **Public Hearing Date:** May 7, 2026 **(66 days from the date of filing)** **Project Planner:** JulieAnn Murphy, Rincon Consultants	The applicant is seeking consideration and approval of a City Landmark Historic District on College Avenue between Russell and Webster Street, also known as the Elmwood, comprised of 28 properties.
	Permits Requested:
	Historic District Designation: To designate a group of 28 properties, as a Historic District, pursuant to Berkeley Municipal Code (BMC) Section 3.24.110.
	Staff Recommendation
	1. Hold a public hearing on the proposal to comply with the requirement of holding a public hearing within seventy days of the filing of the application. 2. Receive public testimony and close the hearing on this matter. 3. Consider the extent to which the Historic District properties meet the criteria for local designation under BMC Section 3.24.110.

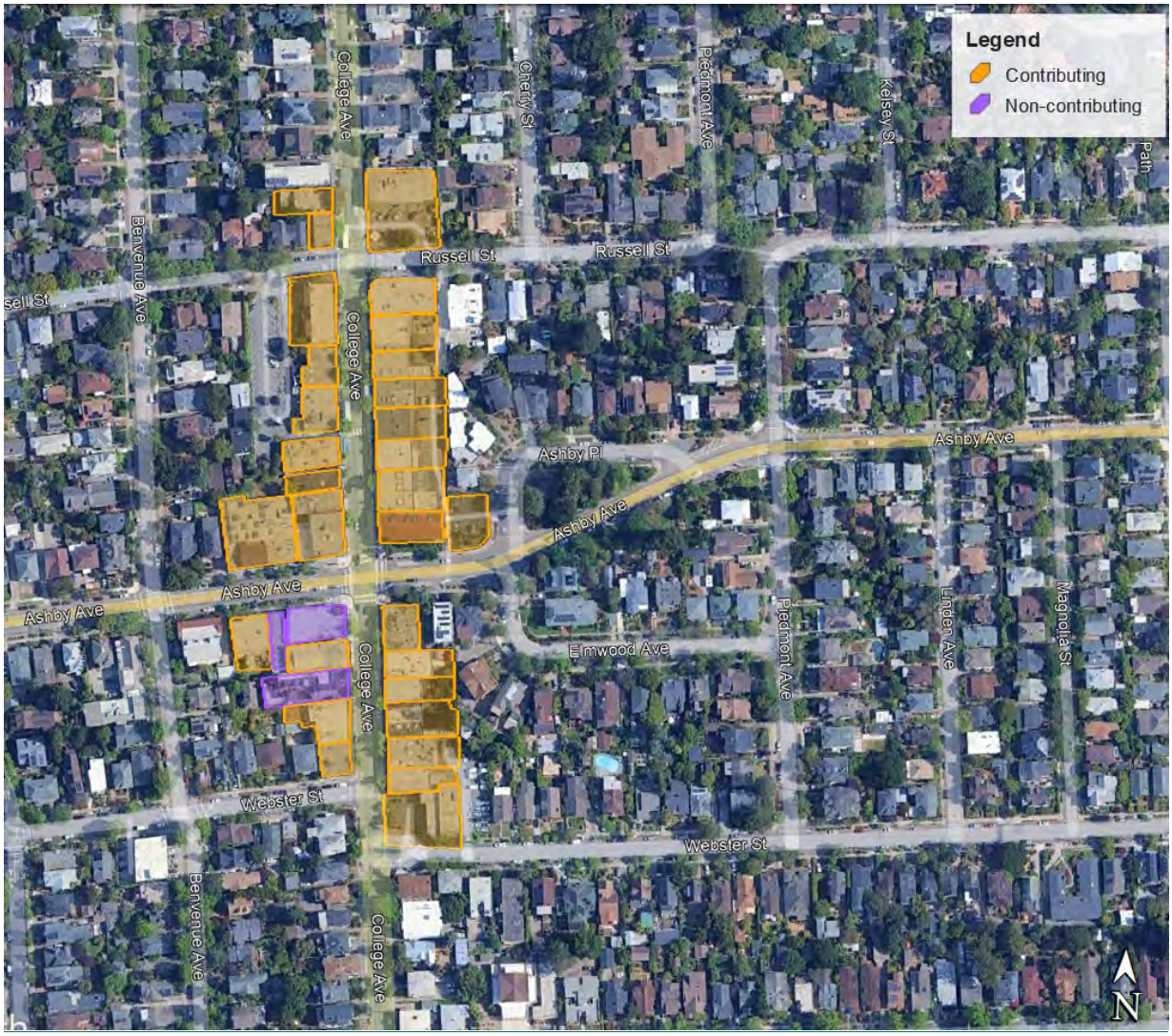
ZONING MAP OF STAFF PROPOSED BOUNDARIES



Figure 1: Vicinity and Zoning Districts Map

Comparison of Adjacent Properties			
Vicinity	**GP Land Use**	**Zoning**	**Current Use**
North	Medium Density Residential	R-2A	Residential
South	Medium Density Residential	R-2A	Residential
East	Neighborhood Commercial	R-1 and R-2	Residential
West	Neighborhood Commercial	R-1, R-2, and R-2A	Residential

AERIAL OF PROPOSED DISTRICT BY APPLICANT



STREET ELEVATION



Figure 2: College Avenue, View North from Webster Street (Source: Nomination Application, Anthony Bruce)

EXISTING HISTORIC DISTRICTS

The City of Berkeley has four adopted historic districts. If approved, the Elmwood Historic District would be the first new district in over 20 years and also include the most landmarked structures with a total of 28 properties.

District Name	Date of Adoption	Total Structures
Delaware Street Historic District	December 17, 1979	20 properties
Civic Center Historic District	December 7, 1998	12 properties
La Loma Historic District	May 6, 2002	15 properties
Oceanview Sisterna Historic District	March 1, 2004	10 properties

RECOMMENDATION

Review and consideration of Historic Districts are subject to criteria identified in BMC Section 3.24.110. Criteria include architectural merit, cultural value, educational value, historic value, or any property listed on the National Register. The criteria are subjective in nature and do not identify contributing or non-contributing features for historic resources.

Staff has identified the proposed Elmwood Historic District fulfills two criteria to support the request for 28 properties.

- Architectural examples worth preserving for the exceptional values they add as part of the neighborhood fabric
- Historic Value: Preservation and enhancement of structures, sites and areas that embody and express the history of Berkeley/Alameda County/California/United States.

Staff has evaluated the application contents and identified sites to be excluded from the District designation. This includes those buildings that were constructed after the District's period of significance, which has been refined from the period included in the application to span from 1907, when the District's first building was complete to 1928, when the commercial corridor was fully developed with the completion of the Sparhawk Building at 2982 College Avenue. As a result of the refinement of the period of significance, the District's boundary does not extend north of Russell Street and does not include the Post Office building on Webster Street. Those buildings that were constructed after the period of significance that post-date the period of significance but remain within the boundary of the district have been identified as non-contributing buildings. Additionally, the Scott Building at the corner of Ashby and College has been identified as a non-contributor due to its lack of integrity due to substantial changes to the building as a result of a 1989 renovation. The 1980s-era updates resulted in changes to the degree that the building no longer reflects the twentieth century commercial design that characterizes the District.

If the Elmwood Commercial Historic District is approved, the properties identified are subject to a Structural Alteration Permit (SAP) review for any construction, alteration, or demolition for which a City permit is required. SAPs are discretionary permits reviewed by the Landmarks Preservation Commission as part of a public hearing (BMC Section 3.24.200).

AERIAL OF PROPOSED DISTRICT BY STAFF



Contributing & Non-Contributing Features

A historic district can contain buildings that do not contribute to the significance of the district. Consistent with guidance from the National Park Service (NPS) and the California Office of Historic Preservation (OHP), two buildings have been identified as non-contributors (2642 Ashby Avenue and 2974-2980 College Avenue) because they were constructed outside the proposed Elmwood Commercial Historic District's major development period, or period of significance. One building, the Scott Building (2644-Ashby Avenue/2960 College Avenue) is identified as a non-contributor because it has been substantially altered since its initial construction. It was significantly altered as the result of a 1989 renovation so that it no longer retains its early twentieth century commercial design. Of the 28 buildings within the proposed Elmwood Commercial Historic District, 25 are contributors.

BACKGROUND

Subject Site

The proposed Elmwood Commercial Historic District is located in Berkeley's Elmwood neighborhood. The proposed Elmwood Commercial Historic District is comprised of a collection of 28 mostly commercial buildings that front two blocks of College Avenue, generally bounded by Russell Street to the north and Webster Street to the south. The proposed Elmwood Commercial Historic District boundary is generally consistent with the original Elmwood Business Improvement District, established in 2013. It is characterized by a mix of commercial buildings that are one to three-stories and is surrounded by a mix of mostly medium and low-density residential developments.

Site History

The following proposed Elmwood Commercial Historic District history is based on research presented in the Landmark Application for this consideration.

Development of the Elmwood Commercial District began in 1907 with construction of the Koerber Building (2944 College Avenue), at the northwest corner of Ashby and College Avenues. Built by local grocer, Frederick Koerber, it served the emerging surrounding residential development, Elmwood Park. Elmwood Park was subdivided by Breed & Bancroft from the former Macdonough Estate. They constructed the sandstone pillars at the edge of the development in 1906 to announce the neighborhood entry. By the 1910s, the absence of zoning laws created conflict in Elmwood Park, when commercial buildings were built next to residences. The 1911 Sanborn map shows that by this time, College Avenue between Ashby Avenue and Russell Avenue included commercial and residential uses (Figure 2). In 1914 the City of Berkeley established a City Panning Committee to consider the issue, and the city adopted a zoning code in March 1916, becoming one of the first zoning codes in the country. The City's first decision under the zoning ordinance zoned the Elmwood neighborhood for single-family homes, but the lots facing College Avenue were zoned commercial.



Figure 3:1911 Sanborn Map of College Avenue, between Russell Street and Ashby Avenue, showing early development with several residences



Figure 4: 1950 Sanborn Map of College Avenue, between Russell Street and Ashby Avenue, showing increased commercial development

Over the next two decades, increased development occurred along the two blocks of College Avenue, between Russell and Webster Streets. Though development slowed during World War I, by 1928, the two-block commercial

corridor was largely constructed with the completion of the Sparhawk Building (2982 College Avenue). The block included a variety of shops that offered services, restaurants, entertainment, and necessities, as depicted in the 1950 Sanborn map (Figure 3). While some later development occurred in the following years along College Avenue, north of Russell Street and south of Webster Street, the two blocks of the Elmwood Commercial District along College Avenue remained largely unchanged. Two buildings are the result of post-1928 infill development - The Gallardo Building (2642 Ashby Avenue) was completed in 1950, and Elmwood Village (2974-2980 College Avenue) was completed in 1983. Since that time, the two block of College Avenue that comprise the proposed the Elmwood Commercial Historic District has remained largely the same as it was during its period of initial development.

PROPERTY DESCRIPTION

As described above, the proposed Elmwood Commercial Historic District includes 28 commercial buildings constructed to serve the Elmwood neighborhood. Construction began in 1907, when the first commercial building was completed at 2944 College Avenue (Koerber Building) and continued through 1928, when Sparhawk Building at 2982 College Avenue was constructed. A list of all properties within the proposed Elmwood Commercial Historic District boundary is provided in Table 1 below.

A representative sample of properties within the boundary of the proposed historic district are included in photos in Figures 5-12.

Table 1 Properties in Elmwood Commercial Historic District

	Property Address	Property Name	APN	Build Date	Status C=Contributing NC=Non Contributing
1	2900 College Avenue	Bischoff Building	52-1568-48; 52-1568-49; 52-1568-50; 52-1568-51; 52-1568-52; 52-1568-53; 52-1568-54; 52-1568-55; 52-1568-56	1921	C
2	2910 College Avenue	Bischoff Shops	52-1568-5-2	1922	C
3	2924 College Avenue	Bischoff Shops 3	52-1568-6-2	1922	C
4	2934-2940 College Avenue	Bischoff Shops 1	52-1568-45; 52-1568-46; 52-1568-47	1922	C
5	2942 College Avenue	Cornwall Building	52-1568-9	1910	C
6	2944 College Avenue	Koerber Building	52-1568-11-1	1907 (1909/1910)	C
7	2929 Ashby Avenue	Claremont Garage	52-1568-12-1	1925	C
8	2632 Ashby Avenue	Koerber Building 5	52-1573-14	1922 (1947)	C
9	2642 Ashby Avenue	Gallardo Building	52-1573-15	1950	NC
10	2644-Ashby Avenue/2960 College Avenue	Scott Building	52-1573-88; 52-1573-89; 52-1573-90; 52-1573-91; 52-1573-92	1910	NC
11*	2966 College Avenue *(Landmarked 5/24/1982)	Strand Theater	52-1573-2	1914	C
12	2974-2980 College Avenue	Elmwood Village	52-1573-93; 52-1573-94; 52-1573-95; 52-1573-96; 52-1573-97; 52-1573-98; 52-1573-99; 52-1573-100; 52-1573-101; 52-1573-102; 52-1573-103; 52-1573-104	1983	NC
13	2982 College Avenue	Sparhawk Building	52-1573-4-1	1928	C
14	2992 College Avenue	Wilson-Tulanian Building	52-1573-6	1923	C
15	2999 College Avenue	Midgley Building	52-1567-63-2	1926	C
16	2997 College Avenue	Midgley-Jennings Building	52-1567-64-2	1925	C
17	2985-2993 College Avenue	Morris Building	52-1567-86; 52-1567-87; 52-1567-88; 52-1567-89; 52-1567-90; 52-1567-91	1922	C
18	2979 College Avenue	Sager Building	52-1567-66	1922	C
19	2973 College Avenue	Dray Building	52-1567-67	1922	C
20	2961 College Avenue	Romie Building	52-1567-68	1922	C
21*	2959 College Avenue *(Landmarked 3/15/1982)	Mercantile Trust Co. Building	52-1567-17	1925	C
22*	2947 College Avenue *(Landmarked 4/6/2006)	Stover Building	52-1567-18	1923	C
23	2941 College Avenue	Cianciarulo Building	52-1567-19	1923	C
24	2935 College Avenue	Curry Building	52-1567-20	1916	C
25	2921 College Avenue	Dye Building	52-1567-21	1922	C
26	2917 College Avenue	McCullough Building	52-1567-22	1916	C
27	2905 College Avenue	Martin Building	52-1567-23	1915 (1921)	C
28	2901 College Avenue	Dondero Building	52-1567-24-1	1913	C



Figure 5: Bischoff Building, 2900 College


Figure 6: Bischoff Shops, 2910College



Figure 7: Strand Theater, 2966 College Avenue


Figure 8: Midgley-Jennings Building, 2997 College Avenue


Figure 9: Stover Building, 2947 College Avenue



Figure 10: McCullough Building, 2917 College Avenue


Figure 11: College Avenue, View north from Webster Street
Source: Application Nomination, Anthony Bruce


Figure 12: Intersection of College and Ashby Avenues, View southwest

Architects/Designers

Principally developed between 1921 and 1928, the Elmwood Commercial Historic District includes many buildings designed by prolific and prominent builders and architects. A number of the buildings are attributed to John A. Bischoff, who was a local designer-builder. He was born in San Francisco in 1885. By the time he married his wife, Elna Nelson, he was working as a contractor before eventually settling in Berkeley in 1919 when he built their family residence at 2717 Russell Street. During the 1920s, he developed a half-block of the proposed Elmwood Commercial Historic District.

Though Frederick Koerber was not a designer, he also shaped the development of the commercial corridor, as he was the original owner of several parcels eventually developed into commercial buildings. As described above, Koerber was a grocer. Born in San Jose in 1876 to German-born parents, he followed in his father's footsteps. By 1904, he was married to Sarah Cash Cook. In the following years, he established several stores in Oakland and Berkeley with a robust home delivery business. By 1911, he owned seven contiguous commercial buildings in the proposed Elmwood Commercial Historic District. In the 1920s, he made several bids for public office and served on the Berkeley City Council briefly in 1925 before resigning due to his many business commitments.

The proposed Elmwood Commercial Historic District includes three City of Berkeley Landmarks – the Strand Theater (2966 College Avenue), The Mercantile Trust Company Building (2959 College Avenue), and Bolfing Elmwood's Hardware (2947 College Avenue), all of which were designed by prominent architects of their time. A full list of architects and original owners is provided in Table 2.

Architecture

The proposed Elmwood Commercial Historic District features a mix of twentieth century commercial style buildings. Though not an architectural style in and of itself, this period of commercial architecture is easily discernable by its essential building type – the twentieth century commercial block.[1] The building type generally includes two building parts - a cornice and a storefront. The cornice usually includes a projecting element at the top of the exterior wall, and the storefront is the exterior wall of a commercial space, usually with a large expanse of glass. Large, expansive storefront systems were popularized following the invention of metal-sash storefront framing systems that allowed larger sheets of undivided plate glass than was previously possible Patented in 1906 by Francis John Plym of the Kawneer Company, it was rapidly adopted as the replacement to the standard wood frame storefront window. The larger plate glass allowed for display windows to promote their goods, sometimes in elaborate fashion.[2] By the time the Elmwood Commercial Historic District was developed, it characterized modern commercial retail architecture.

Buildings from this period are usually a one-part commercial block building, comprised of a single story or a two-part commercial block building, which usually includes one to three stories of private or residential space above the public street-level ground floor.

Character-defining features of the building type include the following:

- Storefront
    - Recessed vestibule
    - Low bulkheads that extend into vestibule area
    - Raised window display area

[1] Richard Longstreth. *The Buildings of Main Street*. 1987

[2] San Francsico Planning Department, *San Francsico Neighborhood Commercial Buildings Historic Context Statement 1865-1965,* 2021.

  - Show window display
  - Transom windows, set in fixed, pivot, or awning configuration
  - Glazed entry doors
  - Fixed display windows
  - Design elements and ornamentation associated with a particular style
  - Signage
- Upper Story
  - Parapet, roof form, and cornice details
  - Window openings, materials, and bay configuration
  - Entrances to upper stories
  - Design elements and ornamentation associated with a particular style

Some styles reflected in twentieth century commercial buildings include Romanesque Revival, Classical Revival, Mission Revival, Mediterranean Revival, American Colonial Revival, Art Deco, Streamline Moderne, and Mid-Century Modern. Figures 13 through 20 provide a pictorial representation of the development of the Elmwood Historic District's historic development and current conditions.



Figure 13: 2936-2940 College Avenue – 1936 - Twentieth Century Commercial Building with Mediterranean Revival Elements



Figure 14: 2936-2940 College Avenue – Present-day



Figure 15: 2966 College Avenue – c. 1940 - Twentieth Century Commercial Building with Moderne elements



Figure 16: 2966 College Avenue – Present-day



Figure 17: 2956 College Avenue – 1938 - Twentieth Century Commercial Building with Colonial Revival elements



Figure 18: 2956 College Avenue – Present-day



Figure 19: 2973 College Avenue, 1939



Figure 20: 2973 College Avenue – Present-day

Table 2 Original Architects and Owners

	Property Address	Architect/Designer	Original Owner
1	2900 College Avenue	John A. Bischoff	John A. Bischoff
2	2910 College Avenue	John A. Bischoff	John A. Bischoff
3	2924 College Avenue	John A. Bischoff	John A. Bischoff
4	2934-2940 College Avenue	John A. Bischoff	John A. Bischoff
5	2942 College Avenue	Isaac W. Bridenbecker (Builder)	Dr. Charles C. Conwell & Mrs. Julia Ann Conwell
6	2944 College Avenue	Leland S. Lewis; Cummings & Weymouth	Frederick C. Koerber
7	2929 Ashby Avenue	B. Reede Hardman	Frederick C. Koerber
8	2632 Ashby Avenue	John Olmquist	Frederick C. Koerber
9	2642 Ashby Avenue	Unknown	Frank Gallardo
10	2644-Ashby Avenue/2960 College Avenue	Bert Thomas Scott	Bert Thomas Scott
11	2966 College Avenue	William Dufour; Albert W. Cornelius	Caroline Litch, Emma Klumpp, Elizabeth Etter; Beach & Krahn, lesee
12	2974-2980 College Avenue	Peter Gray Scott (The Ratcliff Architects)	Steven Oliver, John Millar, and -- Komes
13	2982 College Avenue	A. J. Yerrick	Dr. Edward Ernest Sparhawk
14	2992 College Avenue	Hutchison & Mills, Oakland	Leslie R. Wilson
15	2999 College Avenue	Van V. Midgley	Van V. Midgley
16	2997 College Avenue	Van V. Midgley	Van V. Midgley and Harold P. Jennings
17	2985-2993 College Avenue	Solomon Morris	Solomon Morris
18	2979 College Avenue	Solomon Morris (Builder)	Olive Sager
19	2973 College Avenue	H. C. Pfrang (Builder)	Lester R. Dray
20	2961 College Avenue	Hutchison & Mills	Frederick E. Romie
21	2959 College Avenue	Walter H. Ratcliff, Jr.	Mercantile Trust Company of California
22	2947 College Avenue	William H. Weeks	Mrs. Annie E. Stover
23	2941 College Avenue	A. W. Smith	Battista Cianciarulo
24	2935 College Avenue	Eugene K. Martin	Floyd C. Curry
25	2921 College Avenue	Roy O. Long Co.	Mildred M. Dye & James S. Dye
26	2917 College Avenue	Edward Wilkins Larmer	David McCullough
27	2905 College Avenue	Jacob Kollmer (Builder)	Harry M. Martin
28	2901 College Avenue	John Sullivan	John Faust Dondero

Boundary Justification

The boundary of the proposed Elmwood Commercial Historic District reflects its development beginning with the construction of the first commercial building of the Koerber Building (2944 College Avenue), at the northwest corner of Ashby and College Avenues in 1907 and extends for two blocks along College Avenue, between Russell Street to the north and Webster Street to the south. The historic district encompasses all those parcels that were developed because of the City's direction to focus commercial development in the Elmwood neighborhood along College Avenue. Though commercial development continued in following decades north of Russell Street, it differed from earlier development in that it included more auto-centric development and redevelopment of former residences. It was therefore excluded from the boundary because its development does not reflect the same

period or type of commercial development. As described above, the proposed Elmwood Commercial Historic District's period of significance is 1907-1928, beginning with its first commercial building and ending with the substantial development of the commercial corridor. Those buildings that were developed outside the period of significance are identified as non-contributors to the district. Additionally, the pillars and associated parklands are not included as contributors to the historic district, as they are associated with the residential development of the Elmwood neighborhood, and not its commercial corridor.

State Housing Laws

Over the past nine years, the California Legislature has adopted housing laws that enhance requirements of Housing Elements, streamline project review, and limit historic designations for pending projects. A common feature of many of these laws is an increased reliance on objective, pre-established documentation for the identification of historical resources. While none of these laws eliminate the potential to identify or designate historical resources, many do narrow when and how historical resources can be identified and how identification and designation can influence project outcomes.

- **AB2580 "Monitor Historic Preservation" (Wicks: 2024)**– Requires local governments to monitor how new historic designations could impact their ability to meet housing needs under existing state law. The law requires the city to produce an annual report that includes a list of all historic designations listed on the National Register of Historic Places, the California Register of Historical Resources, or a local register of historic places by the city in the past year, and the status of any housing development projects proposed for the new historic designations.

- **AB610 "Housing Element Governmental Constraints: Disclosure Statement" (Alvarez: 2025)** - Requires local governments to identify potential historical resources at the outset of a project to provide greater predictability and timeliness of housing project review. As a result, historical resources that have not been previously identified may not be captured in case-by-case eligibility determinations that often occur during other CEQA reviews.

- **AB1398 "Planning and Zoning Housing Element: Rezoning of Sites: Pro Housing Local Policies" (Bloom: 2021)** - Requires that Housing Element site inventories demonstrate that sites are realistic, available, and suitable for development. Only formally identified historical resources are likely to be recognized as constraints.

- **AB2023 "Housing Element Inventory of Land: Substantial Compliance: Rebuttal Presumptions" (Quirk-Silva, Alvarez: 2024) -** Establishes shorter timelines for housing application reviews and approvals. The streamlined approval process limits the opportunity to identify and evaluate historical resources during project review.

- **AB686 "Housing Discrimination: Affirmatively Furthering Fair Housing" (Santiago, Chiu, Garcia, Gloria, Hertzberg, Wiener: 2018)** - Requires all California jurisdictions to affirmatively further fair housing, including analyzing patterns of segregation, displacement, and unequal access to opportunity, including the impacts of historic preservation programs.

ANALYSIS

Historic Context

The proposed Elmwood Commercial Historic District is associated with the historical theme of commercial development in the twentieth century and twentieth century commercial architecture. Its period of significance spans from 1907 when the first commercial building was constructed on College Avenue and spans to 1928 when initial commercial development was completed.

Landmarks Preservation Ordinance (LPO) Review Standards and Criteria

When it designates a property as a Landmark, Historic District, or Structure of Merit, the Commission must find that the property meets one or more of the required criteria codified in the LPO, BMC Section 3.24.110 (A) (1-5). These criteria are specific and appear to align with California Register and National Register criteria for Historic District designation. Staff completed a review of all the available information and compared the evidence against the criteria for designation consideration.

Staff recommend that there is evidence to support findings for architectural examples worth preserving for the exceptional values they add as part of the neighborhood fabric pursuant to BMC Section 3.24.110 (A) (1) (c) and historic value pursuant to BMC Section 3.24.110 (A)(4).

A summary of findings is provided below:

1. **Architectural Merit**

(a) Property that is first, last, only, or most significant architectural property of its type in Berkeley or within a neighborhood or area of the city.

Evidence: The properties that comprise the proposed Elmwood Commercial Historic District are examples of twentieth century commercial architecture, and feature mostly one-part commercial block buildings, comprised of a single story and two-part commercial block buildings, that includes one to three stories of private or residential space above the public street-level storefront. Buildings represent many of the most popular architectural styles of their period. Many examples of these building types and styles can be found throughout Berkeley.

No information uncovered in the course of research for this nomination suggests that any of the buildings included within the boundary of the proposed Elmwood Commercial Historic District are the first, last, or only building of its type in this area of Berkeley. Therefore, there is no evidence to support eligibility for Landmark status according to BMC Section 3.24.110(A)(1)(a).

(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 of an architect, designer or master builder in Berkeley or within their neighborhood or area of the city;

Evidence: The proposed Elmwood Commercial Historic District is comprised of a variety of twentieth century commercial architecture with an application of several popular architectural styles of their time of construction. The buildings, however, are not prototypes or represent an outstanding example of a period, style, or architectural movement. There are three buildings within the proposed Elmwood Commercial Historic District (the Strand Theater at 2966 College Avenue, The Mercantile Trust Company Building at 2959 College Avenue, and Bolfing Elmwood's Hardware at 2947 College Avenue), which have been designated as Berkeley Landmarks for their architectural and historic significance. Though several buildings, including the Berkeley Landmark buildings, are attributed to several locally prolific architects, they do not represent the best surviving examples of their work. Therefore, as a group, the Elmwood Historic District is not an outstanding example of architectural design and is not eligible for Landmark status according to criterion under BMC Section 3.24.110(A)(1)(b).

(c) Architectural examples worth preserving for the exceptional values they add as part of

the neighborhood fabric.

Evidence: The proposed Elmwood Commercial Historic District is an important example of neighborhood commercial development. Constructed between 1907 and 1928, it is an important neighborhood commercial corridor developed to serve the Elmwood neighborhood. An early example of commercial zoning in Berkeley, the proposed Elmwood Commercial Historic District is a concentration of twentieth century commercial style buildings, comprised of one-part and two-part commercial block buildings that characterize twentieth century commercial architecture. The boundary includes 28 buildings – 25 contributors and three non-contributors. Contributors, many of which were built by locally notable architect-builders, exemplify the commercial development that occurred during the period of significance and features the character-defining features of the building type, like storefronts with expansive glass and transoms above and an upper story with parapet or cornice details.

The group of buildings demonstrate a distinct pattern of development that is united in both plan, as directed by the City's early zoning efforts and by design, as reflected in their shared building type. The boundary includes a compelling and cohesive group of commercial architecture that represents a development pattern as it relates to the broader pattern of Elmwood's neighborhood development. The proposed Elmwood Commercial Historic District retains a high degree of integrity. Though some individual contributors have been updated over time and may have lost original material, the level of change is expected and inherent in commercial districts, especially at the storefront and signage. As a unified entity, the proposed Elmwood Commercial Historic District continues to convey its significance as a grouping of historically related commercial properties that were developed to serve the Elmwood neighborhood. It retains integrity of location, setting, design, materials, feeling, and association and reflects 20th century neighborhood commercial development trends and commercial property types. Therefore, the proposed Elmwood Commercial Historic District does represent a group of architectural examples worth preserving for the exceptional value it adds as part of the neighborhood fabric and does meet this criterion.

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

   Evidence: The proposed Elmwood Commercial Historic District does not appear to meet the LPO Landmark designation criterion for cultural value. The early development and construction of the proposed Elmwood Commercial Historic District is an early example of neighborhood commercial development. Though developed specifically to serve the Elmwood neighborhood and developed as a result of the City's interest in separating property uses, its development does not represent a significant social or cultural movement of the City.

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

   Evidence: There is no documented history associated with the proposed Elmwood Commercial Historic District to suggest it is the principal source of important information. National Register Bulletin 15 emphasizes that a site or structure would meet the criteria for Educational Value or Information if it is a principal source of important information, and the importance of a site or structure is determined by how much it can address data gaps or alternative theories. It does not meet the Landmark designation criterion for educational value.

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;

Evidence: The proposed Elmwood Commercial Historic District is associated with the history of commercial development in the City of Berkeley. Prior to this development, commercial development was concentrated in the City's downtown or dispersed throughout the City, without plan. Per the National Register Bulletin 15, a property must retain the essential physical features from its historic period for it to be eligible for its association with a historical pattern. As previously described, the proposed Elmwood Commercial Historic District, as the city's first zoned neighborhood commercial corridor, expresses an important aspect of the City of Berkeley's planning and development history. The collection of buildings reflects the trends of twentieth century commercial development that characterize the surrounding residential neighborhood and served essential neighborhood needs like banking, groceries, and entertainment without having to travel to the city's downtown. The approximately two-block grouping of buildings continue to reflect the development pattern established by early zoning laws as reflected by its intact integrity of location, setting, design, materials, feeling and association as a neighborhood commercial corridor, which it continues to serve as in the present-day. For these reasons, the proposed Elmwood Commercial Historic District is eligible as a City of Berkeley Landmark for its historic value under BMC Section 3.24.110(A)(4).

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

   Evidence: Not Applicable. The proposed historic district is not listed on the National Register, as described in Section 470A of Title 16 of the United States Code.

Environmental Review

The proposed designation is categorically exempt from the provisions of the California Environmental Quality Act (CEQA, Public Resources Code §21000, et seq. and California Code of Regulations, §15000, et seq.) pursuant to Section 15308 of the CEQA Guidelines ("Actions by Regulatory Agencies for Protection of the Environment") because the Landmarks Preservation Ordinance (BMC 3.24) is a local ordinance to ensure the maintenance, restoration, enhancement, and/or protection of historic structures, which are part of the environment under CEQA (Pub. Res. Code § 21084.1).

Attachments

1. Elmwood Historic District Findings and Features to be Preserved
2. Landmark Application date received March 2, 2026
3. Elmwood Owners in Agreement and Petitions
4. Addendum to Elmwood Historic District application date received April 27, 2026
5. Public Correspondence

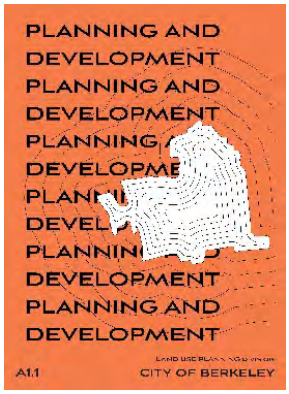
Landmarks Preservation Commission Findings

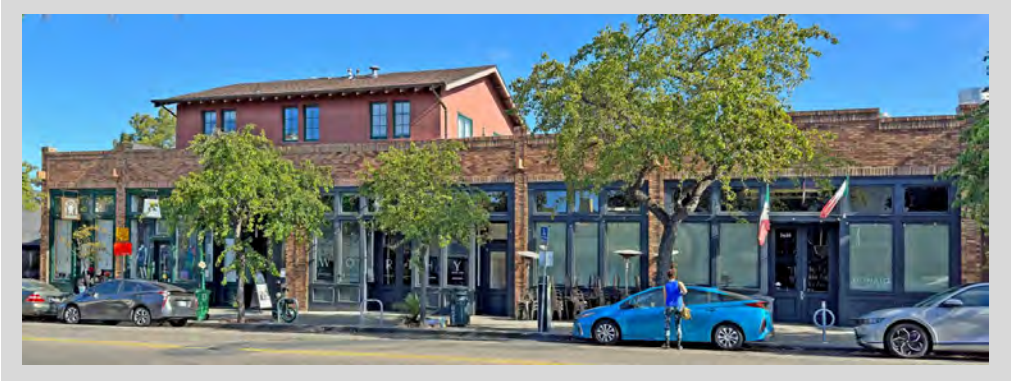
Elmwood Commercial Historic District

May 7, 2026

Landmark Initiation – #LMIN2026-0001

Findings & Features to be Preserved





Quick Facts	Project Description:
Initiated by: Anthony Bruce with 17 owner signatures of support and 424 signatures from the general public **Property Owner**: Various **Project Address:** Various **GP Land Use:** Neighborhood Commercial **Zoning:** C-E–Elmwood Commercial **CEQA:** Categorically exempt pursuant to CEQA Guidelines Section 15308 "Actions by Regulatory Agencies for Protection of the Environment" **Submittal Date:** March 2, 2026 **Public Hearing Date:** May 7, 2026 **(66 days from the date of filing)** **Project Planner:** JulieAnn Murphy, Rincon Consultants	The applicant is seeking consideration and approval of a City Landmark Historic District on College Avenue between Russell and Webster Street, also known as the Elmwood, comprised of 28 properties.
	Permits Requested:
	Historic District Designation: To designate a group of 28 properties, as a Historic District, pursuant to Berkeley Municipal Code (BMC) Section 3.24.110.
	Staff Recommendation
	1. Hold a public hearing on the proposal to comply with the requirement of holding a public hearing within seventy days of the filing of the application. 2. Receive public testimony and close the hearing on this matter. 3. Consider the extent to which the Historic District properties meet the criteria for local designation under BMC Section 3.24.110.

CEQA FINDINGS

The project is found to be exempt from the provisions of the California Environmental Quality Act (CEQA, Public Resources Code Section 21000, et seq.) pursuant to 15308 of the CEQA Guidelines ("Actions by Regulatory Agencies for Protection of the Environment").

HISTORIC DISTRICT ZONING MAP



HISTORIC DISTRICT AERIAL



LANDMARK PRESERVATION ORDINANCE FINDINGS

The Landmarks Preservation Commission hereby makes the following findings pursuant to BMC Section 3.24.110 (A) (1) (c) and historic value pursuant to BMC Section 3.24.110 (A)(4) to support a City Landmark Historic District on College Avenue between Russell and Webster Street, known as the Elmwood Commercial Historic District, comprised of 28 properties findings for architectural examples worth preserving for the exceptional values they add as part of the neighborhood fabric.

1. **Architectural Merit**

(c) Architectural examples worth preserving for the exceptional values they add as part of the neighborhood fabric.

Evidence: The proposed Elmwood Commercial Historic District is an important example of neighborhood commercial development. Constructed between 1907 and 1928, it is an important neighborhood commercial corridor developed to serve the Elmwood neighborhood. An early example of commercial zoning in Berkeley, the proposed Elmwood Commercial Historic District is a concentration of twentieth century commercial style buildings, comprised of one-part and two-part commercial block

buildings that characterize twentieth century commercial architecture. The boundary includes 28 buildings – 25 contributors and three non-contributors. Contributors, many of which were built by locally notable architect-builders, exemplify the commercial development that occurred during the period of significance and features the character-defining features of the building type, like storefronts with expansive glass and transoms above and an upper story with parapet or cornice details.

The group of buildings demonstrate a distinct pattern of development that is united in both plan, as directed by the City's early zoning efforts and by design, as reflected in their shared building type. The boundary includes a compelling and cohesive group of commercial architecture that represents a development pattern as it relates to the broader pattern of Elmwood's neighborhood development. The proposed Elmwood Commercial Historic District retains a high degree of integrity. Though some individual contributors have been updated over time and may have lost original material, the level of change is expected and inherent in commercial districts, especially at the storefront and signage. As a unified entity, the proposed Elmwood Commercial Historic District continues to convey its significance as a grouping of historically related commercial properties that were developed to serve the Elmwood neighborhood. It retains integrity of location, setting, design, materials, feeling, and association and reflects 20th century neighborhood commercial development trends and commercial property types. Therefore, the proposed Elmwood Commercial Historic District does represent a group of architectural examples worth preserving for the exceptional value it adds as part of the neighborhood fabric and does meet this criterion.

Furthermore, pursuant to BMC Section 3.24.110(A) (4) of the LPO, the Commission the Elmwood Commercial Historic District meets the historic value criterion because it expresses an important aspect of the City of Berkeley's planning and development history.

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;

Evidence: The proposed Elmwood Commercial Historic District is associated with the history of commercial development in the City of Berkeley. Prior to this development, commercial development was concentrated in the City's downtown or dispersed throughout the City, without plan. Per the National Register Bulletin 15, a property must retain the essential physical features from its historic period for it to be eligible for its association with a historical pattern. As previously described, the proposed Elmwood Commercial Historic District, as the city's first zoned neighborhood commercial corridor, expresses an important aspect of the City of Berkeley's planning and development history. The collection of buildings reflects the trends of twentieth century commercial development that characterize the surrounding residential neighborhood and served essential neighborhood needs like banking, groceries, and entertainment without having to travel to the city's downtown. The approximately two-block grouping of buildings continue to reflect the development pattern established by early zoning laws as reflected by its intact integrity of location, setting, design, materials, feeling and association as a neighborhood commercial corridor, which it continues to serve as in the present-day. For these reasons, the proposed Elmwood Commercial Historic District is eligible as a City of Berkeley Landmark for its historic value under BMC Section 3.24.110(A)(4).

FEATURES TO BE PRESERVED

This designation shall apply to the properties within the boundary of the Elmwood Commercial Historic District, and the following distinguishing features of the historic district shall be preserved, and missing features shall be re-introduced to the extent possible:

Historic District

- Setting in a commercial neighborhood, comprised largely of single-family residences.
- Visual unity of continuous retail facades with a generally uniform setback.
- All existing contributing buildings included within the Elmwood Commercial Historic District boundary, as detailed in Table 1.
- A range of twentieth century commercial architectural styles, including but not limited to, Romanesque Revival, Classical Revival, Mission Revival, Mediterranean Revival, American Colonial Revival, Art Deco, Streamline Moderne, and Mid-Century Modern.
- Typical twentieth century commercial buildings storefronts, including:
    - Recessed vestibule
    - Low bulkheads that extend into the vestibule area
    - Raised window display windows
    - Show window display
    - Transom windows, set in fixed pivot, or awning configuration
    - Glazed entry doors
    - Fixed display windows
    - Signage
    - Design elements and ornamentation associated with a particular style
    - Materials and finishes, including:
        - Brick, stucco, and wood exteriors
        - Tile roofs
        - Decorative detailing in iron, stucco, cast stone, tile
        - Original storefront and transom windows
- Typical twentieth century commercial building upper-story elements, including:
    - Parapet, roof form, and cornice details
    - Window openings, materials, and bay configuration
    - Entrances to upper stories
    - Design elements and ornamentation associated with a particular style
- Additional specific details as outlined in Table 1 below

Table 1 Buildings in Elmwood Commercial Historic District to be Preserved

	Property Address	Property Name	APN	Build Date	Status	Original Owner	Architect/Designer	Additional Features to Preserve
1	2900 College Avenue	Bischoff Building	52-1568-48; 52-1568-49; 52-1568-50; 52-1568-51; 52-1568-52; 52-1568-53; 52-1568-54; 52-1568-55; 52-1568-56	1921	C	John A. Bischoff	John A. Bischoff	• Historic casement and transom windows • Corner retail entry • Iron balconets • Historic bulkheads • Tile roof
2	2910 College Avenue	Bischoff Shops	52-1568-5-2	1922	C	John A. Bischoff	John A. Bischoff	• Decorative pilasters • Tiled bulkheads • Transom configuration/design • Cornice
3	2924 College Avenue	Bischoff Shops 3	52-1568-6-2	1922	C	John A. Bischoff	John A. Bischoff	• Piers with decorative finials • Transom configuration/design
4	2934-2940 College Avenue	Bischoff Shops 1	52-1568-45; 52-1568-46; 52-1568-47	1922	C	John A. Bischoff	John A. Bischoff	• Tile roof • Transom configuration/design • Decorative medallions
5	2942 College Avenue	Cornwall Building	52-1568-9	1910	C	Dr. Charles C. Conwell & Mrs. Julia Ann Conwell	Isaac W. Bridenbecker (Builder)	• Decorative tile
6	2944 College Avenue	Koerber Building	52-1568-11-1	1907 (1909/1910)	C	Frederick C. Koerber	Leland S. Lewis; Cummings & Weymouth	• Transom configuration/design • Historic bulkheads • Decorative tile/stucco/woodwork
7	2929 Ashby Avenue	Claremont Garage	52-1568-12-1	1925	C	Frederick C. Koerber	B. Reede Hardman	• Historic openings • Historic brickwork
8	2632 Ashby Avenue	Koerber Building 5	52-1573-14	1922 (1947)	C	Frederick C. Koerber	John Olmquist	• Pigmented glass and stainless steel trim
9	2642 Ashby Avenue	Gallardo Building	52-1573-15	1950	NC	Frank Gallardo	Unknown	N/A
10	2644-Ashby	Scott Building	52-1573-88;	1910	NC	Bert Thomas	Bert Thomas Scott	N/A

	Property Address	Property Name	APN	Build Date	Status	Original Owner	Architect/Designer	Additional Features to Preserve
	Avenue/2960 College Avenue		52-1573-89; 52-1573-90; 52-1573-91; 52-1573-92			Scott		
11	2966 College Avenue	Strand Theater	52-1573-2	1914	C	Caroline Litch, Emma Klumpp, Elizabeth Etter; Beach & Krahn, lesee	William Dufour; Albert W. Cornelius	See individual Landmark
12	2974-2980 College Avenue	Elmwood Village	52-1573-93; 52-1573-94; 52-1573-95; 52-1573-96; 52-1573-97; 52-1573-98; 52-1573-99; 52-1573-100; 52-1573-101; 52-1573-102; 52-1573-103; 52-1573-104	1983	NC	Steven Oliver, John Millar, and -- Komes	Peter Gray Scott (The Ratcliff Architects)	N/A
13	2982 College Avenue	Sparhawk Building	52-1573-4-1	1928	C	Dr. Edward Ernest Sparhawk	A. J. Yerrick	• Decorative frieze and cornice • Moorish detailing
14	2992 College Avenue	Wilson-Tulanian Building	52-1573-6	1923	C	Leslie R. Wilson	Hutchison & Mills, Oakland	• Moorish detailing • Tile bulkheads • Transom configuration/design
15	2999 College Avenue	Midgley Building	52-1567-63-2	1926	C	Van V. Midgley	Van V. Midgley	• Original brick/terra cotta detailing
16	2997 College Avenue	Midgley-Jennings Building	52-1567-64-2	1925	C	Van V. Midgley and Harold P. Jennings	Van V. Midgley	• Terra cotta detailing • Historic brickwork • Transom configuration/design
17	2985-2993 College Avenue	Morris Building	52-1567-86; 52-1567-87; 52-1567-88; 52-1567-89; 52-1567-90; 52-1567-91	1922	C	Solomon Morris	Solomon Morris	• Terra cotta detailing • Historic bulkheads • Transom configuration/design

	Property Address	Property Name	APN	Build Date	Status	Original Owner	Architect/Designer	Additional Features to Preserve
18	2979 College Avenue	Sager Building	52-1567-66	1922	C	Olive Sager	Solomon Morris	• Terra cotta detailing • Historic bulkheads • Transom configuration/design • Mosaic tilework
19	2973 College Avenue	Dray Building	52-1567-67	1922	C	Lester R. Dray	H. C. Pfrang (Builder)	• Transom configuration/design • Tile roof
20	2961 College Avenue	Romie Building	52-1567-68	1922	C	Frederick E. Romie	Hutchison & Mills	• Transom configuration/design • Decorative pilasters
21	2959 College Avenue	Mercantile Trust Co. Building	52-1567-17	1925	C	Mercantile Trust Company of California	Walter H. Ratcliff, Jr.	See individual Landmark
22	2947 College Avenue	Stover Building	52-1567-18	1923	C	Mrs. Annie E. Stover	William H. Weeks	See individual Landmark
23	2941 College Avenue	Cianciarulo Building	52-1567-19	1923	C	Battista Cianciarulo	A. W. Smith	• Transom configuration/design • Historic bulkheads • Decorative tilework/mosaic
24	2935 College Avenue	Curry Building	52-1567-20	1916	C	Floyd C. Curry	Eugene K. Martin	• Transom configuration/design • Historic bulkheads • Decorative tilework
25	2921 College Avenue	Dye Building	52-1567-21	1922	C	Mildred M. Dye & James S. Dye Mildred M. Dye & James S. Dye	Roy O. Long Co.	• Transom configuration/design • Decorative stucco detailing
26	2917 College Avenue	McCullough Building	52-1567-22	1916	C	David McCullough	Edward Wilkins Larmer	• Transom configuration/design • Tile paving
27	2905 College Avenue	Martin Building	52-1567-23	1915 (1921)	C	Harry M. Martin	Jacob Kollmer (Builder)	• Transom configuration/design
28	2901 College Avenue	Dondero Building	52-1567-24-1	1913	C	John Faust Dondero	John Sullivan	• Corner shopfront entry • Transom configuration/design

APPLICATION CITY OF BERKELEY **LAND USE PLANNING**

LANDMARKS APPLICATION

Planning and Development
1947 Center St, 2nd Floor
Berkeley, CA 94704

planning@berkeleyca.gov • Phone **(510) 981-7410**, TDD **(510) 981-7450**

Landmarks Application

For:

☐ **Alteration** ☐ **Sign Permit** ☒ **Landmark Designation**

ADDITIONAL INFORMATION ABOUT LANDMARKS PERMITS:

- **Landmark Alterations**
- **Landmarks Designation Petition**
- **Landmarks Designation Form**
- **Landmarks Alteration Submittal Checklist (must accompany this application)**
- **How to Submit a Zoning Project Application**
- **Supplemental Land Use applications, forms, and instructions**

PROJECT INFORMATION

Project Address(es):

Unit(s)/Suite(s) #:

Assessor Parcel Number(s):

Project Description:
(include applicable demolition/removal, proposed use(s), total square feet of new/addition, height, number of units and very-low income units, and parking)

Application-Specific Info:
Associated Use or Zoning Permit / Sign Permit / Building Permit number(s) (if applicable):

Does your project include demolition of, or exterior modifications to, a designated City of Berkeley landmark, structure of merit, or structure in a historic district?

☒ **NO** ☐ **YES** (refer to the "Landmark Preservation Commission: Structural Alteration Permit and Design Review Submittal Requirements")

Application to designate a landmark, structure of merit or historic district?

☐ **NO** ☒ **YES** (refer to the "Landmark, Structure of Merit or Historic District Designation Form")

PROPERTY OWNER'S NAME: reference application

Owner's Mailing Address:

Phone Number:

Email:

APPLICANT'S NAME (or enter "same."): Anthony Bruce

Applicant's Mailing Address: 6 Encina Place
Berkeley CA 94705

Phone Number:: 510 847-1379

Email: anthony@berkeleyheritage.com

APPLICATION CITY OF BERKELEY **LAND USE PLANNING**

LANDMARKS APPLICATION

DRAWINGS PROTECTED BY COPYRIGHT STATEMENT

Effective January 1, 2023, (State Government Code, Section 65103.5 (e), SB 1214), if an official copy of architectural drawings are submitted to the Land Use Division of the Planning and Development Department as part of a zoning permit application, the design professional (or the owner of the copyright if different from the design professional) may submit a separate "site plan" or "massing diagram" for posting online or for distribution to the public.

If a separate "site plan" or "massing diagram" is not submitted in addition to the official architectural plans, permission is deemed granted to the Land Use Division to post online or to provide to the public copies of the architectural drawings without the restrictions that would otherwise apply.

A massing diagram and a site plan are defined as follows per Government Code Section 65103.5 (f): "Massing diagram" means a document that displays the three-dimensional form of a building and describes the general profile, bulk, setbacks, and size of the building, but does not contain specific architectural detail.

"Site plan" means a document for a project that is drawn to scale and displays all of the following: property lines, setback lines, topographic lines, easements, drainage, utilities, lighting, driveways, surrounding streets and traffic flow, parking lots and parking spaces, landscaped areas, setback distance between buildings and property lines, outline of existing and proposed buildings and structures, distance between buildings, and ground sign location.

PLEASE CHECK ONE OF THE FOLLOWING (required):

☐ **My application includes a separate "site plan" or "massing diagram," defined in Government Code Section 65103.5(f), for posting online or for distribution to the public.**

☑ **Permission is granted to make publicly available the submitted architectural drawings without restriction to posting online or distribution to the public.**

Under penalty of perjury, I certify that:

(1) the application materials are true and complete to the best of my knowledge; and
(2) if provided, the attached paper and electronic copies of this application are the same; and
(3) I agree to pay all expenses associated with this application

(*Owner's signature, or signed letter authorizing applicant to apply on owner's behalf, is required for all applications)

APPLICANT'S SIGNATURE:		**OWNER'S SIGNATURE:**	
Anthony Bruce		See application	
Printed Name:	Date:	Printed Name:	Date:
Anthony Bruce	3-2-2026		

CITY OF BERKELEY
Ordinance #4694 N.S.
HISTORIC DISTRICT APPLICATION

Elmwood Commercial Historic District

2832 – 2999 College Avenue
2705 Webster Street
2632 – 2648 Ashby Avenue
2700, 2701, 2711 Ashby Avenue



Elmwood Commercial District, Ashby and College avenues looking north. Anthony Bruce, 2025.



Elmwood Commercial District, College Avenue looking north from Webster Street. Anthony Bruce, 2025.

1. Street Addresses: 2832, 2836, 2838, 2840, 2842, 2887, 2900, 2901, 2901 1/2, 2903, 2903 1/2 , 2904, 2905, 2907, 2908, 2910, 2909, 2911, 2912, 2913, 2914, 2915, 2917, 2918, 2921, 2923, 2924, 2925, 2926, 2927, 2928, 2930, 2935, 2936, 2937, 2939, 2940, 2941, 2942, 2943, 2944, 2945, 2947, 2949. 2956, 2959, 2960, 2961, 2963, 2965, 2966, 2967, 2969, 2973, 2975. 2977, 2979, 2980, 2981, 2982, 2983, 2984, 2985, 2986, 2987, 2988, 2989, 2991, 2992, 2993, 2995, 2996, 2997, 2998, 2999 **College Avenue**; 2705 **Webster Street**; 2627, 2629, 2632, 2633, 2634, 2635, 2636, 2637, 2638, 2642, 2644, 2646, 2648, 2700, 2701, 2711 **Ashby Avenue.**

County: Alameda **City**: Berkeley **ZIP**: 94705

2. Assessor's Parcel Numbers: 052–1568–00400, 052–1568–00500, 052–1568–00600, 052–1568–00800, 052–1568–00900, 052–1568–01101, 052–1568–01201, 052–1573–01400, 052–1568–01500, 052–1573–00100, 052–1573–00200, 052–1573–00300, 052–1573–00401, 052–1573–00600, 052–1567–00400, 052–1567–06301, 052–1567–06401, 052–1567–06600, 052–1567–06700, 052–1567–06800, 052–1567–01700, 052–1567–01600, 052–1567–01800, 052–1567–01900, 052–1567–02000, 052–1567–02100, 052–1567–02200, 052–1567–02300, 052–1567–02401, 053–1696–01500, 053–1695–01100, 053–1695–01202.

Dimensions:

Cross Streets: Russell Street, Ashby Avenue, Webster Street

3. Is property on the State Historic Resource Inventory? No

Is property on the Berkeley Urban Conservation Survey? Yes

Form #: Ø

4. Application for Landmark Includes:

a. Building(s): Yes **Garden:** **Other Feature(s)**: monuments, parking lots

b. Landscape or Open Space: Yes

c. Historic Site: No

d. District: Yes

e. Other: Entire property

5. Historic Names: College Avenue business district

Commonly Known Name: The Elmwood

6. Date of Construction: 1907–1983 **Factual**: Yes

Source of Information: City of Berkeley Applications for Building Permits

7. Architects: John B. Anthony, W. B. Baker, Alexander A. Cantin, Albert W. Cornelius, Cummings & Weymouth, Clarence Casebolt Dakin, Edgar+Thieme, Fog City Architects, Alben Froberg, Harold F. Genss, B. Reede Hardman, Holder/Parlette, Richard Alan Hurley, Hutchison & Mills, Bart Jones, George F. King, Edwin Wilkins Larmer, Thomas Lavin, Roger Lee, Leland S. Lewis, Eugene K. Martin, Max R. Garcia & Associates, Van V. Midgley, Solomon Morris, Ted Moulton, John Olmquist, James W. Plachek, The Ratcliff Architects, Walter H. Ratcliff, Jr., Roy O. Long Company, Peter Gray Scott, Ronald Dean Senna, Harvey Slocombe, A. W. Smith, Edwin Lewis Snyder, John Sullivan, The Bay Architects, William H. Weeks, A. J. Yerrick.

8. **Builders:** John A. Bischoff, Isaac W. Bridenbecker, Carlson L. Prest Company, Cedarborg & Anderson, Carroll Reginald Collupy, David & Company, William Dufour, Dunnie Construction Company, David M. Etter, K. E. Parker Company, Jacob Kollmer, Lambert & Wells, Edwin Wilkins Larmer, Leland S. Lewis, W. H. Livingstone, Van V. Midgley, Solomon Morris, John Olmquist, Patrick Bros., John Perona, H. C. Pfrang, R. W. Poole, Roy O. Long Company, Ed Sheffield, Steven Oliver & Company, F. Walter Thaxter, Leslie R. Wilson, A. J. Yerrick, E. L. Younger.

9. **Style:** Storefront

10. **Original Owners:** John A. Bischoff; Breed & Bancroft, Inc.; Battista Cianciarulo; Dr. Charles C. Conwell & Mrs. Julia Ann Conwell; Floyd C. Curry; Thomas S. & Janet David; John Faust Dondero; Lester R. Dray; Mildred M. Dye & James S. Dye; Frank Gallardo; Dr. Samuel W. Hussey; Harold P. Jennings; K. E. Parker Company; Fred C. Koerber; Caroline Litch, Emma Klumpp, Elizabeth Etter; David McCullough; Harry M. Martin; Mercantile Trust Company of California; Van V. Midgley; Solomon Morris; Steven Oliver, John Millar, and Mr. Komes; Frederick E. Romie; Olive Sager; Bert Thomas Scott; Dr. Edward Ernest Sparhawk; Mrs. Annie E. Stover; Bernard W. White; W. R. White; Leslie R. Wilson.

Original Use: commercial, residential, institutional, park

11. **Present Owner:** 2900 College Associates LLC;

ATC Building Company; Baghdassarian Garbis & Silva Trs; Barrett William S & Thatcher Ellen etal; BEH Building LLC; Bennett Susan L Tr; City of Berkeley; Claudia Hunka; College Avenue Building LLC; Delucchi Diane C & Goodhue; Dinapoli William W; Dinapoli William & Harris Marc; Durst Mose & Esther O Trs; Elmwood Theater Foundation; Gallardo Brothers LLC; Gallardo James F, Violette P, & Gregory F Trs; Gordon Commercial Properties LLC; Gordon John K & Mitchell Janis L Trs & Gordon etal; Gordon John K Tr, Mitchell Janis L Tr, Gordon Molly M Tr; Hibbard Lisbeth A Trust; JCJ9 Property Management LLC & March Earl J Tr; JLTsou LLC; Kazerooni Homayoon & Shoji Audrey; Kidson Jeremy M etal; Ludwig Alison F Tr; Miottell Ward J Jr Trustee; Neil Brian; Nishimura Jodi; Noble William F Tru; Plant Edward M III & Virginia B Trs; Rose Oriental Rugs Inc.; Srue Corporation & Mar/Dan Corporation; The Herbert Michael Jorgensen and Jean M. Jorgensen Revocable Living Trust-1996; Triantopoulos Christos Tr & Hamerler Hans J & etal; Trust Wu Shu Tr Bypass Trust; White, Catherine Y Trust etal.

Present Occupant: several (*see supportive material*)

12. **Present Use:** commercial, residential, institutional, park; parking lot

Current Zoning: C-E **Adjacent Property Zoning:** R-1; R-2; R-2A

13. **Present Condition of Property:**

Exteriors: Excellent **Interiors:** unknown **Grounds:** Excellent

Has the property's exterior been altered? some buildings have been altered

14. DESCRIPTION.

The Elmwood Commercial District is basically a two-block-long stretch of commercial activity along College Avenue between Webster Street at the south and Russell Street at the north. These two blocks of College are bisected by Ashby Avenue (Highway 13) that runs through the center of the District. The District then extends two lots north of Russell on both sides of College and also extends west on Ashby Avenue approximately two-thirds of the block.

The District application includes thirty-four parcels. Most of these parcels have been developed with commercial buildings; one is an institutional building (U. S. Post Office); two are City-owned parkways; and one is a parking lot.

The majority of the buildings in the District are one story. There are four two-story buildings, one three-story building, and one one-story building with a penthouse. The bank building is officially a one-story building, but its height is equal to two stories.

The first building to be constructed in the District was the Koerber Building, begun in May 1907, at the northwest corner of Ashby and College avenues. The commercialization of the two blocks of College was complete in 1928 with the construction of the Sparhawk Building. 1932 brought the northerly extension of the district on the east side of College with the construction of the Safeway building. The west side of College was extended north with the construction of the David Building in 1972 and the commercial conversion of the Bischoff Apartment Building, also in 1972. The District



Elmwood Commercial District, looking south on College Avenue from Russell Street. Anthony Bruce, 2025.



Elmwood Commercial District, looking north on College Avenue from Webster Street. Anthony Bruce, 2025.



Looking south on College from the Safeway store in 1944. Many retractable awnings and telephone poles—and even a streetcar—are visible. Found on-line.



Russell and College in the late fall with the golden ginkgo trees. Anthony Bruce, 2025.

extended east along Ashby behind the bank building with the addition of a landscaped parking lot in 1965. Two new commercial buildings have replaced earlier commercial buildings: the Gallardo Building in 1950 and Elmwood Village in 1983. There have been no changes to the District since 1983.

There are three distinct stylistic periods in the development of the District. The buildings from the earliest period (1907–1910) all had wood siding, and the Colonial Revival style prevailed. Seven buildings were built during these years. Five remain. The buildings from the 1910s were, for the most part, faced with stucco and had geometric ornamentation lightly reflecting that of the Viennese Secession. Seven buildings were built between 1912 and 1916. Of those seven, six remain. The 1920s brought more variety and more decorative touches, such as tile work. Eighteen buildings were built between 1920 and 1928; all remain.

Over the years, a number of buildings have been altered, although most remain in nearly original condition. The shopfronts have not fared as well. The pristine shopfronts are noted in the Application's supportive material, with the Morris Building being one of the best examples.

College Avenue itself is an unusually narrow street for a business district, but it managed to accommodate two sets of parallel tracks for streetcars from about 1903 until they were removed in 1947 and replaced with a bus line. The street supports two-way traffic and metered parallel parking. There is one mid-block crosswalk (between Russell and Ashby) that has been so marked for at least seventy years.



One of the new lamp posts installed in 1986. Anthony Bruce, 2025.

For most of the District's existence, the streets were enlivened by retractable canvas awnings that sheltered each shopfront from the sun. With muted colors, in both stripes and solids, the awnings "dressed" the fronts of the commercial buildings. Most of them were still in use in the 1980s; today there are only a handful remaining.

Most of the awning boxes have been covered over and some merchants have installed fixed-in-place awnings.

During the "awning age" the street was bereft of any form of greenery and the awnings were a necessity. In 1986, the merchants, led by Burl Willes, planted ginkgo trees along the two main commercial blocks of College. They have now matured. Not only do they provide shade to shops and pedestrians, they also turn the Elmwood Commercial District into a path of gold in the fall.

Also in 1986, electrical lines were put underground and the ubiquitous wooden telephone poles were removed. At the same time, new 1920s-style classic lamp posts were installed on the two blocks of College between Russell and Webster.

15. HISTORY.

The Elmwood Commercial District has been in the news of late. The City Council would like to up-zone the blocks of College Avenue between Dwight Way and the Oakland border in order to allow much taller buildings. Of course, up-zoning would destroy the historic character of the entire length of College which is lined with an attractive variety of early twentieth century houses as well as apartment buildings from the 1920s.

Hardest hit would be the vibrant Elmwood Commercial District with its charming low-scale architecture. This is one of Berkeley's "stand-alone" business districts, that does not merge with other business districts. It's historic neighborhood-scaled ambiance, providing many essentials and a movie theater, is an attraction for locals as well as regional shoppers and is an on-going reason for its commercial success. Consequently, the two blocks feel self-contained in the way that the Main Street of a small town does. The envisioned tall apartment houses would not necessarily even contain space for retail uses, thus changing the District, its historic character, and community service—for all time.

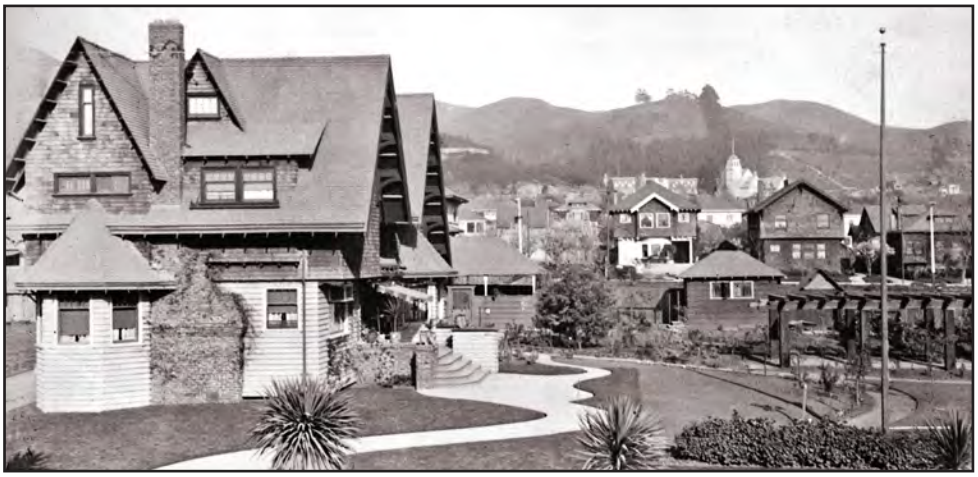
The Early Setting.

The Elmwood Commercial District was an unincorporated part of Alameda County until it was annexed by Berkeley in 1891. It consisted of open land, country estates, and ranches. Without transportation, it was too far from the center of town to develop into the residential subdivisions that exist today, although two enterprising individuals did just that. Mark Ashby created the Claremont Tract in 1886. This tract runs west on Ashby from the southwest corner of College and Ashby. Harvey Haseltine had purchased the Kelsey ranch (east side of College and north of Russell) and subdivided it as Berkeley View Homestead in 1891.



College Avenue decked out for the holiday season. Anthony Bruce, 2025.

The remainder of the land on which the District sits was not opened for development until after 1900 when there was a promise of a streetcar line on College Avenue. The Berry-Bangs Tract opened in stages between 1902 and 1903. Its eastern boundary was College Avenue, and it extended north to Derby from Ashby. Elmwood Park was subdivided in 1905 on the east side of College Avenue, running between Russell and Webster streets. The final subdivision, of which the Elmwood Commercial District is



Surrounding neighborhood about 1910. Looking east from Benvenue, showing houses on College between Russell and Stuart. Unfinished Claremont Hotel in the distance. Bethany Westenberg Collection, BAHA Archives.

a part, is the Dutard Property Tract, opened in August 1906. The southern half of the block of the west side of College between Ashby and Webster is in the Dutard Property.

When the Key Route's "K" line was established on College Avenue in 1904, the area was no longer considered remote. House-building began in earnest after that, and the aftermath of the 1906 Earthquake intensified the building boom that was begun with the establishment of Key System trains in 1903.

From the beginning, the area caught the attention of homebuilders. Perhaps it was the level land and the elegant, straight avenues running off to infinity. Or the fact that the building lots were elevated enough on Berkeley's sloping plain to afford a bay view, at least from second-story windows, without perching one's house on a steep hillside.

Substantial and varied houses were built along these streets, with a rhythm created by the unfolding series of gable and hip roofs, bay windows, and porches. Homesites here were coveted by both Berkeleyans and newcomers alike, and the area soon became known for its Berkeley "brown-shingles."

Most houses were built by 1914 and reflect the architectural styles of the time. Many property owners commissioned Bay Area architects to design their new homes, and the streets abound with the work of well-known—and less well-known—designers.

Commercial Beginnings.

This is the setting in which the Elmwood Commercial District developed. Frederick Charles Koerber built the first commercial building in this area. He was a grocer in San Jose before moving to Oakland in 1904.

As Daniella Thompson wrote, "A shrewd businessman, in 1907 Koerber constructed a building of stores and apartments at the junction of Ashby and College avenues, where the Key Route's streetcar made a stop. The Koerber grocery was relocated to this building, and the owners took up residence in one of the apartments on the second floor.

"The upscale grocery trade was based on home deliveries, and Koerber delivered. Business flourished, and Koerber quickly added to his holdings on adjacent lots. In 1909 he obtained permits to construct two one-story stores on Ashby Avenue. By 1911, he owned five contiguous commercial buildings."

Koerber's buildings—one of which was a wood and coal yard— were constructed at the far southeast corner of the Berry-Bangs Tract. The



Looking north on College at Ashby. The Elmwood Commercial District's first building is at the left. It was built by Fred Koerber in 1907. Anthony Bruce, 2025.

tract's advertising brochure states, "Residences only. No stores or wood yards." Most likely, there were no deed restrictions to enforce this rule, or, perhaps the developers soon realized that a corner store and coal yard would benefit the growing population.

Zoning Comes to America.

By 1910, there were six single-family residences on College between Russell and Webster. All was fine until the Dondero Building was completed at College and Russell in 1913. The Dondero Building had a major impact on its surroundings. When it was built, it was the first commercial encroachment on the east side of College Avenue in the Elmwood Park tract, which had been assumed by homebuilders to be a *residential* tract. Two houses stood very close on College Avenue to the Dondero Building. Its construction was an unacceptable shock to these two new homeowners. Thus, Orville Root moved his house to Ashby Place in 1913. The Dondero Building was the first impact to later trigger Berkeley's first zoning decision.

Next to the Roots' house on College was a shingled bungalow built in 1909 for newlyweds Ava and Oscar Barber on a lot purchased by her father from the Elmwood Park developers Breed & Bancroft. The Barbers played an important role in the implementation of the nation's first zoning ordinance.

Ava Earle Barber recalled in the 1970s that within a few years after moving into their new home, a commercial building was built on their block, from lot line to lot line. They were taken aback. By 1915, another commercial building had been built two doors away.

The nearby Claremont subdivision (east of Claremont Avenue, and developed simultaneously with Elmwood Park) had deed restrictions limiting what could be built there: *only* single-family residences. Elmwood Park did not have deed restrictions. Mrs. Barber felt that purchasers should have been told by the developers when they bought property in Elmwood that there was no guarantee that commercial ventures would not be built on the adjoining lots.

Before zoning, cities, as they grew, naturally created informal districts—residential, commercial, industrial—but there was nothing to prevent the stray shop building or factory from being built in a residential neighborhood, or houses built beside factories. The concept of city planning was in the air in Berkeley around the time the Barber House was built. In 1913, city planner Dr. Werner Hegemann was engaged to make a report on the City of Berkeley. (The report was expanded and ultimately published by both Berkeley and Oakland, and is still used as a reference today.) This led to

the City establishing a City Planning Committee in July 1914, and a full-fledged commission in June 1915. Duncan McDuffie, developer of the Claremont district, whose abiding interests were nature conservation and city planning, was appointed president of the commission. McDuffie had introduced building restrictions in Claremont, knowing that this was the only way to ensure a neighborhood of homogeneous use. Walter Ratcliff, as City Architect, also served on the first commission.

In the Commission's report to the City in June 1916, it was stated that its most important accomplishment during its first year was securing a zoning ordinance for Berkeley. The zoning ordinance was established by the City Council on March 28, 1916, several months before New York City (considered the first city in the United States to have a a zoning ordinance) adopted theirs in July 1916.

As Berkeley had long been considered a city of homes, the first ordinance defined only different types of residential districts, with commercial and industrial to follow. Another feature of the original ordinance was that zoning districts were to be granted by the City in response to petition by interested property owners. The Commission wrote that the purpose of such an ordinance was to "further the natural grouping of like activities by preventing sporadic invasions [of a different type of use], and thus to bring about the orderly and economic development of the city, to stabilize values, protect property owners, and conserve the public health and welfare."

The City's first decision under the zoning ordinance zoned the Elmwood neighborhood for single-family homes, but the lots facing College Avenue were zoned commercial. The McCullough Building was built next door to the



The intersection of College and Ashby avenues, the heart of the Elmwood business district, in the early 1950s. Note that both stone pillars are still standing. In the foreground is the current Wells Fargo Bank designed by Walter Ratcliff. Other businesses can be seen: Safeway (at the far end), Topside Market, College Avenue Electric, Coles Shoes, Furs by Bruce, The Ivy Shoppe, Bill's Model Shoe Shop, Ye Olde Cradle Shoppe, and, hidden behind the Hunter Jewelry sign, Bolfing's Elmwood Hardware. Berkeley Gazette *photo by Martin J. Cooney, BAHA Archives*

Barbers' house soon after the zoning decision, and in December of 1916 they moved their house to Webster Street.

The District Develops its own Character.
The Elmwood Commercial District began by offering necessities to this outlying area. The early businesses included a grocery, a pharmacy, a barber shop, creamery, dry cleaners, shoe repair, and a wood and coal yard, among others.

Entertainment arrived in the District in 1914 with the opening of a motion picture theater, the Strand. An electric shop appeared in 1916. During those years a real estate office opened and another grocery and a produce market.

After a hiatus of construction during the first world war and the flu epidemic, the Elmwood hit its stride with many new buildings and a much wider variety of businesses. There were now shops that offered more than the bare necessities: gift shops, a dry goods store, antique shops, bakeries, clothing stores, a news stand, delicatessen, an interior decorator, hat shops, beauty parlors, a florist, hardware store, watch repair, and a bank. There also began to be an abundance of certain types of businesses. There were now two pharmacies, several groceries, shoe repair shops, and cleaners. The 1920s also brought restaurants to the Elmwood. The first was Helen Montgomery's Ye Old Homestead Cider Company, which opened in 1923. It was a cozy, old-fashioned place with wood paneling and a fireplace. It was joined by the Yama Yama Dining room, the Elmwood Grill, and the Augusta Inn.

The Elmwood Commercial District presented a cosmopolitan flair. Elmwood merchants, going back to 1910, represented many different ethnicities and nationalities. Beginning with a Japanese-owned dry cleaners and a shoe repair shop in 1910, there were several Japanese businesses over the years, including a gift shop, a florist, and an embroidery shop. There were Chinese-owned restaurants and laundries. There were at least three Black proprietors: of a restaurant, a shine parlor, and a shoe repair shop. Immigrant merchants came from many countries, such as England, Germany, Austria, Hungary, Armenia, Syria, Italy, Spain, and Russia. The flavor of the shops reflected the origins of these merchants.

Although the Elmwood Commercial District is *commercial*, there have been people residing in the buildings since the first one was built in 1907. The Koerber Building was designed with apartments on the second floor. The Bischoff Building from 1921 is also two-stories with apartments on the second floor. The College



Looking north on College to the Safeway at Russell. Byron Bolfing, 1947, Berkeley Historical Society.



College Avenue looking north to Ashby. Byron Bolfing, 1947, Berkeley Historical Society.

Dyeing and Cleaning Works from 1910 was built with a dormitory at the back of the lot and at times there were as many as eighteen people living on the premises.

Other merchants also had live-work situations, either living at the back of the shop space or on a mezzanine constructed at the back. Quite a few shops were altered by the addition of a mezzanine, but it is not known whether they were all used for sleeping quarters, Another surprising residential use was put into operation when there was a need for wartime housing during the Second World War. At least five shops in four different buildings were temporarily converted to apartments. After the war, the spaces were returned to commercial use. A unique residential use occurred in 1916 when the last remaining single-family home was raised and a shop building was constructed underneath. The family continued to live in their elevated house for many years. (This is now the site of Elmwood Village,)

The First Crisis.

During construction of the Caldecott Tunnel, Ashby Avenue and Tunnel Road became a part of State Highway 13. When the tunnel opened in 1937, there was a marked increase in traffic that became an annoyance for both homeowners and shop owners. There was talk by the City of widening Ashby. Finally, in 1942, the City used State funds to cut a diagonal through the block east of College and remove a troublesome curve in the road. This straightening of the highway was said to be necessary for the efficient movement of Army trucks in case of an emergency. But all this was small compared to the threat that came after the war.

As Steven Finacom previously wrote for a BAHA publication:

“Fortunately, a full Ashby widening was once again postponed, since it would have meant further removal of houses from Piedmont to Claremont, or, at the least, erosion of already narrow front yards. As it was, the new ‘alignment’ took out six houses; these were sold off by the City for prices ranging from $275 to $1,850 and they were moved elsewhere.

“After World War II, a new traffic-related threat to the neighborhood loomed. The State was undertaking a massive highway program, and [in one of three different proposed routes, route “A”] Ashby was slated to become a full freeway, cutting from the tunnel to Interstate 80. This would have been the most dramatic

change possible for the Elmwood, something similar to what happened to Oakland's neighborhoods with Highway 24 [route "C," the chosen proposal].

"Ashby Avenue and other nearby residents raised the alarm, however, and Berkeley had its own mini 'freeway revolt' in the 1950s that led to the State's canceling the Ashby freeway project. Neighborhood historian Burl Willes says that the Elmwood Soda Fountain at Russell and College had a petition at the counter against the freeway as early as 1951. Residents all along Ashby through South Berkeley fought tenaciously and successfully to save their neighborhoods from freeway obliteration."

The Next Crisis.

In 1981 the Elmwood pharmacy was the center of a neighborhood battle to "save the Elmwood" from skyrocketing rents. Rising rents were already affecting many of the merchants, but in 1981 a group of investors were on the cusp of buying the Bischoff Building. Their plan was to raise rents by 600%, effectively putting the pharmacy, the soda fountain, and the other shops out of business. Neighborhood resident Barbara Lubin started a campaign to save the businesses in the Elmwood. Save the Elmwood, with encouragement of fountain owner "Ozzie" Osborne, set up a card table on the sidewalk daily for the next year. Through the group's efforts, Measure I was placed on the June 1982 ballot. It passed, giving Berkeley the first commercial rent control ordinance in the country. Exorbitant rent increases would now be a thing of the past. However, it was a short-term victory, as the State legislature banned such ordinances in 1987.

The Elmwood Today.

Now, 119 years after the first commercial building was built, the Elmwood Commercial District is a thriving retail hub. And happily, there does not seem ever to have been a moment when the district was *not* thriving.

From the beginning, the Elmwood strove to supply the everyday needs of the surrounding residential neighborhoods. Once those basic needs were met, shops to satisfy more recreational or aesthetic desires were added, such as toy stores, antiques stores, florists, and gift shops. Restaurants came to the Elmwood in the 1920s. These businesses began to draw customers from elsewhere; customers who might also patronize the more basic businesses as well.

Today, although the district has lost a pharmacy



College Avenue looking south from Russell Street in November 1970. BAHA Archives.

and a hardware store, a healthy balance has been restored, and the district is alive and well. The only threat on the horizon to the future of this very special business district is the City's current desire to change the zoning. This could spell the end of the unique and welcoming Elmwood Commercial District that generations of Berkeleyans have patronized and cherished.



A carefree autumn afternoon in the Elmwood Commercial District. Anthony Bruce, 2025.

16. SIGNIFICANCE.

The Elmwood Commercial District is one of Berkeley's most remarkable and best-preserved neighborhood shopping districts. It is set in the middle of a large metropolitan area, but retains the feeling of a small town "Main Street" complete with movie theater, post office, bank, and a public library nearby. "To walk the blocks is to step back into a pleasant time." So began a Berkeley Architectural Heritage Association walking tour of the Elmwood business district led in 1982. The same can be said today, with its vibrant specialty shops, bookstores, and a variety of restaurants.

Architecturally, the buildings that make up the Elmwood Commercial District represent some of the best in commercial design of the 1920s. Architects such as Walter Ratcliff and Hutchison & Mills contributed their design skills, as did local builder John A. Bischoff, who constructed an entire half-block of memorable shop buildings. Superb decorative tile work is a special characteristic of the District.

Most of the shopfronts still feature inset entries, hardwood doors, tile bulkheads, copper Kawneer framing for display windows, and transom windows. These details reinforce the traditional feeling of the commercial buildings and of the District as a whole. And they boost the economic vitality of the District by giving it an historic ambience that is especially appealing. The Elmwood is a regional draw for those who enjoy shopping in a district with an historic atmosphere, at a time when such places have become vanishingly rare.

The area is also significant, because—despite alterations over the years—the buildings are essentially intact. Only a handful of original buildings have been replaced, and only four new buildings have built since 1928. The original low-scale has been maintained, and the few two-story buildings, each impressive in design, serve as anchors for the surrounding pedestrian-welcoming low buildings.



The Elmwood Theater. Anthony Bruce, 2025.

Features to Preserve.

- the buildings
- the parked areas
- the parking lots

17. HISTORIC VALUE— Neighborhood: Yes City: Yes
Architectural Value— Neighborhood: Yes City: Yes

18. IS THE PROPERTY ENDANGERED? Yes

19. BIBLIOGRAPHY.

City of Berkeley Applications for Building Permits.

Block books and Sanborn maps.

City directories.

Urban Conservation Survey (block files), BAHA.

Ormsby Donogh Real Estate File (1939–1977), BAHA.

Berkeley Tourist and Business Survey, 1924.

"Improved Store Building Design" by R. L. Mills, *Architect & Engineer*, March 1924.

Tales of the Elmwood, Burl Willes, 2000.

"A Profile of the Elmwood: Trends and Counter-Trends in a Berkeley Neighborhood Commercial District" Joanna Callenbach, Geography 181 class paper, Spring 1978.

ancestry.com

Various Elmwood directory folders, published between 1974 and 2002.

Wikipedia.

Thomas and Louise Hicks House Landmark Application, Daniella Thompson, 2008.

"A Village Within a City," *San Francisco Examiner*, 21 May 1989.

"Beautiful Benvenue, Elegant Hillegass" by Anthony Bruce, *Beautiful Benvenue, Elegant Hillegass*, Berkeley Architectural Heritage Association, 2008.

"The Ashby Cut" by Steven Finacom, *Elmwood Park*, Berkeley Architectural Heritage Association, 2015.

"Elmwood Business District" by Anthony Bruce, *Elmwood Park*, Berkeley Architectural Heritage Association, 2015.

20. RECORDER.

Anthony Bruce for Elmwood Property Owners Association, c/o Claudia Hunka, Your Basic Bird, 2940 College Avenue, Berkeley, California 94705

18 February 2026

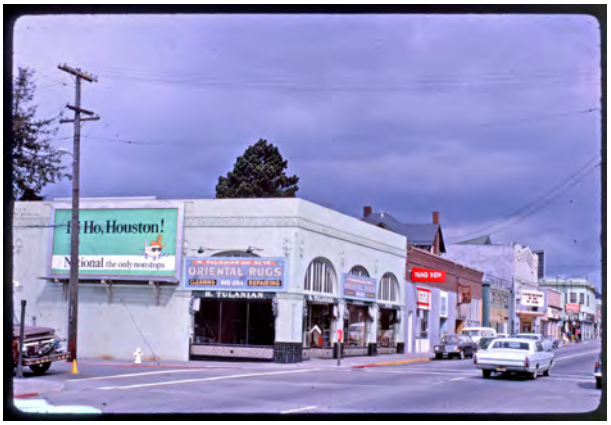
Additional Photographs.



Looking east on Ashby from College, showing the diagonal Ashby cut from 1942. Anthony Bruce, 2020.



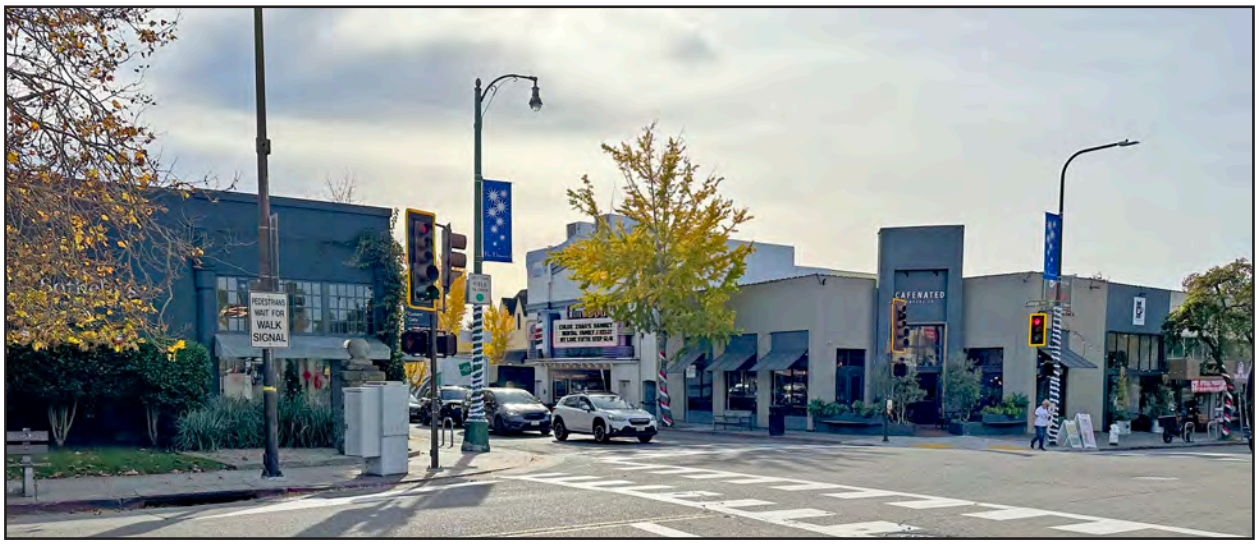
The mid-block crosswalk in the middle of the northern block of College Avenue. Anthony Bruce, 2025.



Looking north along College from Webster in March 1969. Several of the buildings were painted "hospital green" in the 1950s. BAHA Archives.



The intersection of College and Ashby, hazy with wildfire smoke. Anthony Bruce, August 2020.



The intersection of College and Ashby looking to the southwest. Anthony Bruce, 2025.

Additional Photographs.



East side of College mid-block between Russell and Ashby. Byron Bolfing, 1947, Berkeley Historical Society.



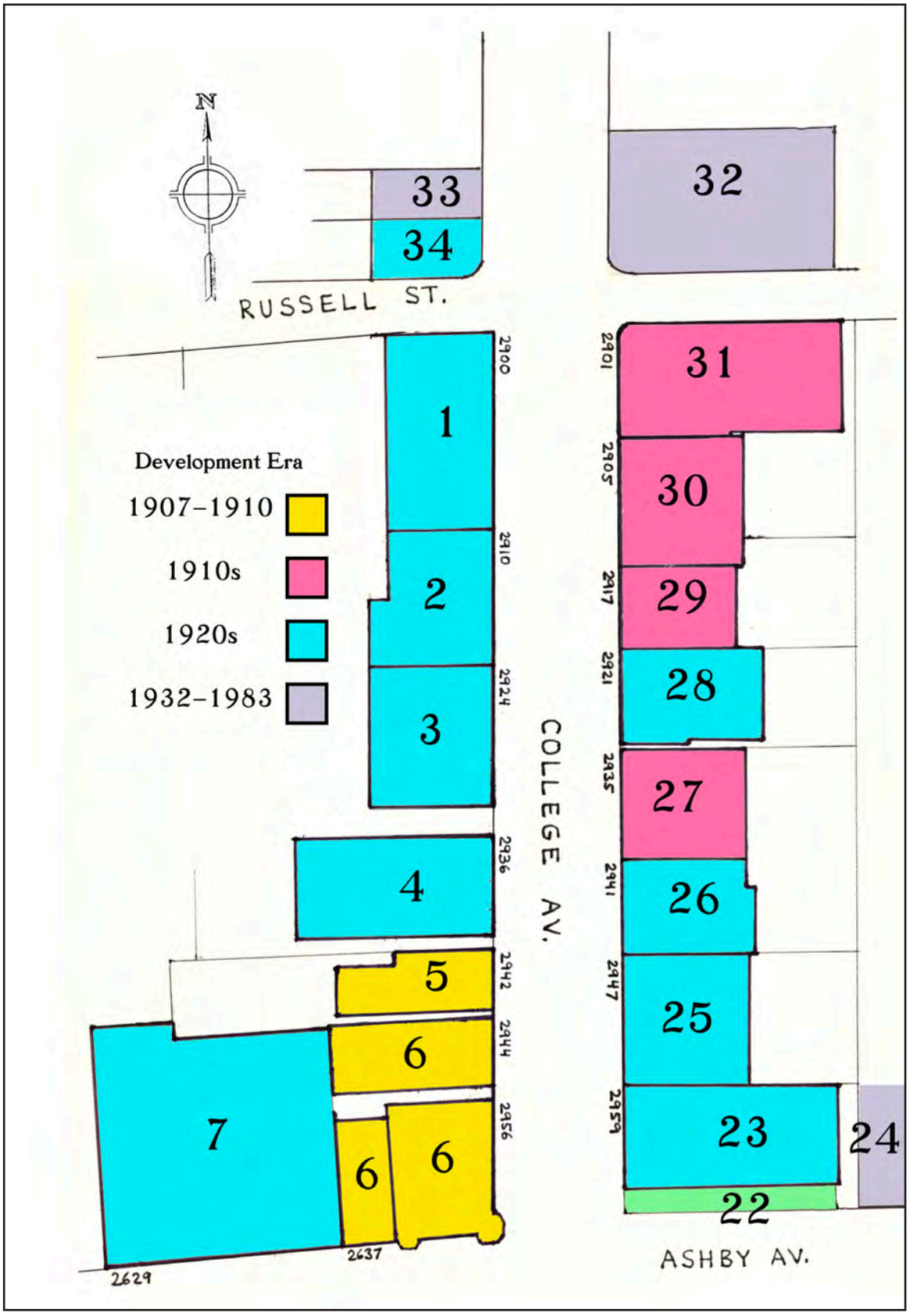


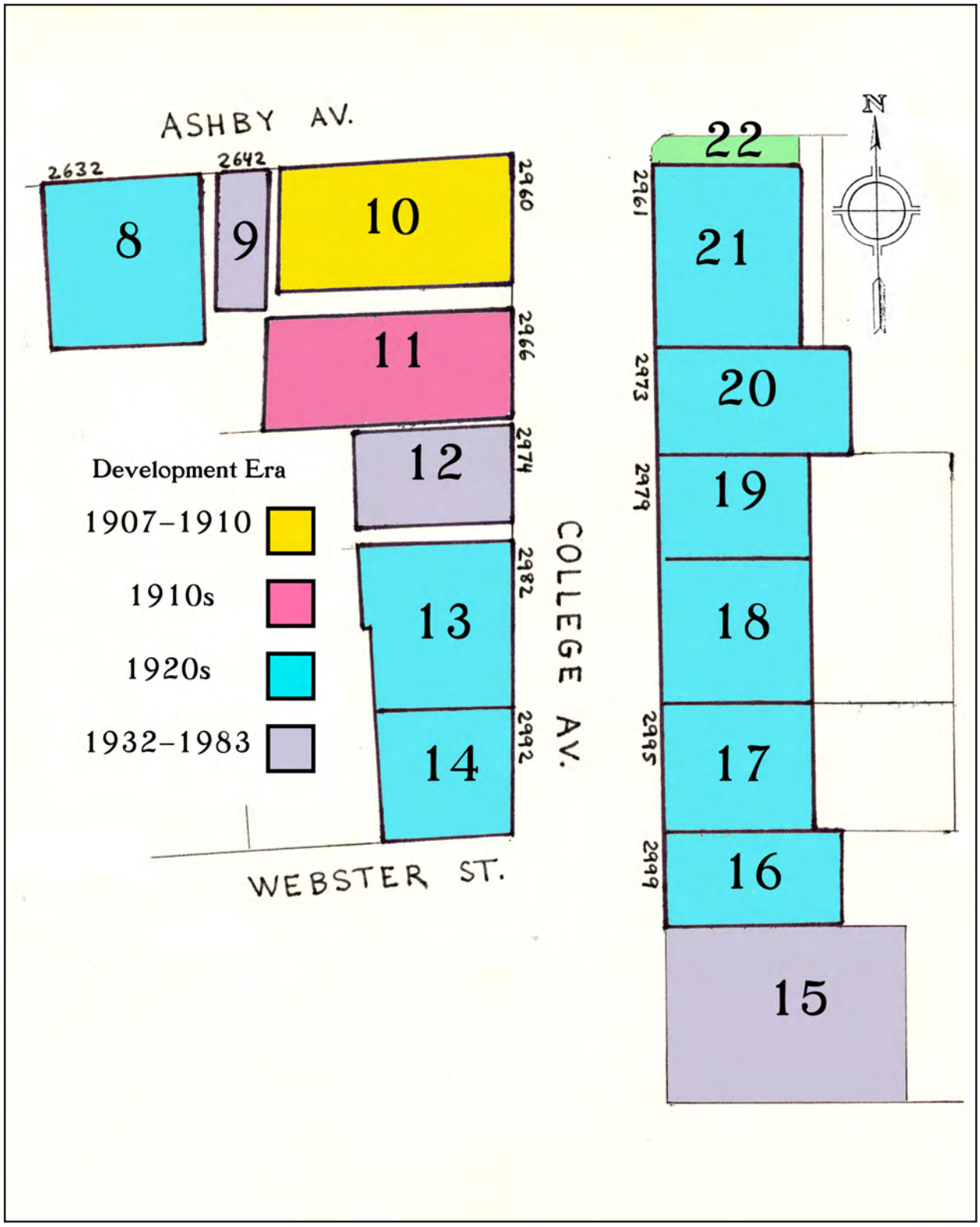
East side of College north of Webster Street. Anthony Bruce, 2025.

West side of College seen from Webster Street. Byron Bolfing, 1947, Berkeley Historical Society.



The No. 6 streetcar at College and Ashby, looking south, in 1946. Addison Laflin photo.


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Planning and Development Department
Land Use Planning Division

CITY OF BERKELEY
Ordinance #4694 N.S.
LANDMARK APPLICATION

Elmwood Commercial Historic District

Property No. 1
Bischoff Building
2900 College Avenue



The Bischoff Building, 2900 College Avenue. Anthony Bruce, 2025.

1. **Street Address:** 2900, 2904, 2908 College Avenue
   County: Alameda **City**: Berkeley **ZIP**: 94705

2. **Assessor's Parcel Number**: 052–1568–00400
   (Berry-Bangs Tract, Block K, eastern portion of Lots 1 and 2)
   Dimensions: 65 feet x 104.95 feet
   Cross Streets: Ashby Avenue and Russell Street

3. **Is property on the State Historic Resource Inventory?** No
   Is property on the Berkeley Urban Conservation Survey? Yes
   Form #: 11932

4. **Application for Landmark Includes**:
   a. Building(s): Yes **Garden:** No **Other Feature(s)**: No
   b. Landscape or Open Space: No
   c. Historic Site: No
   d. District: Yes
   e. Other: Entire property

5. **Historic Names:** Bischoff Building; Ozzie's
   Commonly Known Name: unknown

6. **Date of Construction:** 1921 **Factual**: Yes
   Source of Information: City of Berkeley Application for Building Permit No. 10631, 27 September, 1921

7. **Architect:** John A. Bischoff (designer)

8. **Builder:** John A. Bischoff

9. **Style:** Continental

10. **Original Owners:** John A. Bischoff, 2717 Russell Street
    Original Use: commercial and residential (4 stores; 4 apartments)

11. **Present Owner:** 2900 College Associates LLC [8 condominiums]
    Present Occupant: Baker & Commons/Ozzie's Soda Fountain; Mrs. Dalloway' s Literary & Garden Arts; Shangri-la Treasures

12. **Present Use:** commercial and residential (3 stores; 4 apartments)

    Current Zoning: C-E **Adjacent Property Zoning:** C-E

13. **Present Condition of Property:**
    Exterior: Excellent **Interior:** unknown **Grounds:** Ø
    Has the property's exterior been altered? Minimally

14. DESCRIPTION.

Built in 1921, this is a two-story frame building with cement plaster exterior. The ground floor consists of nine bays (five on College and four on Russell) which are separated by brown brick pilasters topped by blue-green tile "capitals," The three southerly bays on College contain shopfronts with recessed entries. The others contain plate glass display windows, except for the far bays on Russell which are filled in with cement plaster. Each bay has one large transom window in the form of a low arch, divided into smaller panes in a "Prairie Style" pattern. The bulkheads beneath the display windows in each bay are faced with small brown tiles with a band of polychrome mosaic tiles at the top. Tiles play an important part in the decoration of the buildings in the district, both in finishing off the bulkheads and as overall surface treatment.

A rounded corner entry leads to the corner business; the entrance was modernized with aluminum doors in 1960. The interior, now a cafe, is paneled in remnants of the oak paneling that was the defining feature of the corner pharmacy since the building opened. The counter and attached stools from the drugstore soda fountain remain and are in use.

The second story was designed with four apartments with windows in the form of French doors opening onto purely ornamental ironwork balconies. The building is topped by a cornice, and, above that, a parapet disguised by a tile roof. A one-story section runs the length of the rear of the building. The westernmost of the two cement-plastered bays on Russell features a balustraded porch above the transom. This porch serves as entrance to the apartments. It is covered by a canopy. Two stairways lead to the porch, which runs the length of the building. The stairway that is visible from the street is balustraded, while the the two stairways that are set further back are plain.

15. HISTORY.

The design of the Bischoff Building is unique; there are no other buildings quite like it in Berkeley. It exudes a certain European elegance with the French doors and wrought-iron balconies on the second floor. The first floor reflects more of the Arts and Crafts aesthetic of the 1920s with the exquisite and artistic tile bulkheads and the broad arched windows filled with geometric patterns created by the spacing of the muntins. A red tile roof finishes the composition and gives the building a sense of stability and permanence. The Bischoff Building is more than able to hold its own as the northern anchor of the block.

John Albert Bischoff was a perceptive and successful designer-builder, and a shrewd investor. He purchased Lots 1 through 6 in Block K of the Berry-Bangs Tract in 1921, which were all of the as-yet-unbuilt-upon lots on the west side of College between Russell and Ashby. By the end of 1922, he had built four buildings—all different but related in design—that are an important contributer to the architectural aesthetic of the Elmwood commercial district.

John Bischoff was born in 1885 in San Francisco. He was already a contractor when he married Elna Irene Nelson of Berkeley. They moved often between addresses in Oakland and Berkeley until 1919 when Bischoff built a residence for his family at 2717 Russell Street at the corner of Cherry Street, one short block from College Avenue. The Bischoffs raised their three sons here and remained in the house the rest of their lives. Their son Elmer became a renowned figural painter and art instructor at the University.

They had not lived in the house long, before Bischoff began to reshape the neighborhood. In

early 1923, upon his purchase of the $135,000 Granada Apartments on Alice Street, the *Oakland Tribune* wrote this about him, "Bischoff for a number of years has been active in Claremont and the College Avenue district. He recently completed the construction of 16 stores on [College] and within the past year has built four apartment houses in this section. His other building operations in this district brings his total in this section to close to $500,000."

Bischoff's first project in the district was the Bischoff apartment building at 2840 College, on the northwest corner of College and Russell. On the large property that Bischoff had purchased in 1921 in the block to the south, he first built two side-by-side apartment houses facing Russell, west of College (The two apartment buildings were torn down in 1977 for construction of the City-owned parking lot that was built behind the commercial buildings.) The two Russell Street buildings had been begun in February, and, in September, construction was started on the corner building. Bischoff knew to anchor a corner with a two-story building, matching the height to that of the existing Koerber Building at the far corner of the block.

The Bischoff Building was built with space for five shops, all facing College Avenue. The first tenant in the corner space at 2900 College was the Elmwood Pharmacy (combining two shopfronts), but it was not the long-running business owned by the Beretta family. The first druggists were Minor C. Kinnicutt and Gustave H. Springman, brothers-in-law (Minor had married Gustave's sister Sylvia in 1919). During their first years in business the Kinnicutts lived in one of the apartments above the pharmacy, and Gustave Springman lived at 2741 College. The pharmacy was superbly outfitted with oak paneling, counters, and cupboards (with sliding glass doors). What is not known is whether a soda fountain was part of the original layout, although it existed by 1929.

In 1933, Minor Kinnicutt took over an existing pharmacy at 2499 Shattuck, and Frederick Paul Beretta became the new owner. It may be that during the Beretta proprietorship the very large moose head (and at least one other animal head) was added to the pharmacy's decor, much to the delight of neighborhood children.

Fred Beretta (1893–1977) grew up in St. Helena, where his Swiss-born parents ran a dairy farm. As a teenager, he worked in a drugstore and that set him on his life's course. He married Mathilda Kraft, also of St. Helena, in 1914. They settled first at 2124 Kittredge Street and Fred worked continuously as a pharmacist before acquiring his own pharmacy. Later, their son Leslie (1916-2018) joined them at the Elmwood Pharmacy, eventually taking over the family business in 1960. His wife Lieschen and daughter Donna also joined in running the business.

In 1981 the pharmacy was the center of a neighborhood battle to "save the Elmwood" from skyrocketing rents. Rising rents were affecting many of the merchants, but a group of investors were on the cusp of buying the Bischoff Building and their plan was to raise rents by 600%, effectively putting the pharmacy, the soda fountain, and the other shops out of business. Save the Elmwood, with encouragement of fountain owner "Ozzie" Osborne, set up a card table on the sidewalk daily for the next year. Through the group's efforts, Measure I was placed on the June 1982 ballot. It passed, giving Berkeley the first commercial rent control ordinance in the country. It was a short-term victory, as the State legislature banned such ordinances in 1987.

After the successful outcome, however, the Berettas retired and the pharmacy was sold to Charles Carter of Carter's College Avenue Pharmacy and it became Carter's Elmwod Pharmacy. After his death in 1986, his daughter Vicky (not a pharmacist) ran the place, first as a pharmacy and then as Elmwood Health & Mercantile. All the while, the soda fountain/lunch

counter continued as a memorable institution.

The fountain, long known as "Ozzie's," was a concession within the pharmacy when it was purchased by Charles Osborne in 1950. After World War II he had become co-owner of a drive-in in Richmond, but could not resist the soda fountain when it became available. He was the perfect fit. He presided not only over the lunch counter, but the conversations of the customers, which often became a group discussion. He was remembered by customer Derk Richardson in a *San Francisco Chronicle* memorial article as ". . . a mentor to many people. Ozzie was the ringmaster. He had an opinion about everything and listened to everybody's opinion."

After the drugstore closed, the counter was saved and a cafe was built around it. Oak paneling from the drugstore was used in the new Elmwood Cafe, which opened in March 2010. The resurrection was the idea of Michael Pearce, who announced that half of each month's profits would be donated to charity. The new cafe was a success, but after a waitress made assumptions about a customer in 2015, the incident made the news. Three years later, the resurrection of the negative publicity caused the restaurant to abruptly close. It was quickly reborn as Baker & Commons by its new owner Kara Hammond and continues to thrive.

Moving along southward from the double-store pharmacy, there were originally three single shop spaces in 1921. The first business to open next to the pharmacy was Henry Knoth's Ivy Shoppe, which would become a popular dry-goods store, later moving to the other side of the street, and finally closing in 1986. Mr. Knoth lived in the new Bischoff-built apartment building at 2840 College. An early description of the Ivy Shoppe from the *Oakland Post Enquirer* reads, "A shop of dainty gifts—novelties of every description that please the feminine mind—silk under vests—nighties and ribbon garters of every hue—and *baby things*—just heaps of them, so dainty and fragile and lovable!" When Bischoff Shop Building #2 was completed, Mr. Knoth moved The Ivy Shoppe into expanded quarters in the new building at 2910 College. The story passed down through the years was that the shop was named for his daughter, but this was only a story as Henry Knoth did not wed until 1928, and by then the business was on to its fourth owner. Henry Knoth gave up The Ivy Shoppe in 1924 and became a waiter in a hotel and later a caterer.

Simultaneous with The Ivy Shoppe was Abbott & Schardt (furs, gowns, and tailoring) run by Mrs. Carol Abbott, next door at 2904 College. This luxury store was extremely short-lived, but set the stage for the Hughett Dress Shop. Claire Swanson was born in Minnesota in 1891. She married a Mr. Hughett about 1910, but by 1916 she was living alone in San Francisco as a dressmaker. After the war, she moved to Berkeley and opened the Hughett Hemstitching Parlor at 2706 Russell in the Dondero Building, specializing in house dresses. In 1922 she remarried: to David Gutman, a post office clerk. By 1924 they had moved out of the shop and were living coincidentally in a John Bischoff-designed house at 3148 Claremont Avenue.

In 1926, Mrs. Gutman moved to the Bischoff Building and opened the Hughett Dress Shop at 2904 College. Two years later the shop was expanded. The partition was removed between 2904 and 2906, concrete footings supported heavy posts, a steel beam supported the upper floor, and the new opening was finished off with a shallow arch. As part of the remodel, the especially high tile bulkheads were lowered, which explains why the colorful upper border is missing from them.

The refined women's clothing store proved to be a success, staying in business until 1967, and outliving Mr. Gutman, who died in 1958. The store made the couple wealthy. They bought a large house on Rockwell in Oakland in the late

1930s and were able to support a live-in gardener and a live-in cook. Later came vacations in Honolulu, traveling on the *Lurline*. Mrs. Gutman is remembered for her fastidiousness; early each morning she could be seen carefully sweeping the expanse of sidewalk in front of the store in preparation for the day's clientele

Margo Ellen Roberts, interior decorator, was the next tenant in the Hughett Dress Shop space. She was there by 1968, having moved from her original location at 2926 College. She worked as an interior decorator in Berkeley for fifty years. Margo Roberts also carried items for sale. As Miss Roberts wrote about her inventory, "A varied selection of antiques, silver, and fine furniture. All kinds of lovely things to make your home lovelier." Her new larger space functioned more as an antique store, and that is how it is remembered. With the threat of a rent increase in 1981, Margo Roberts moved her shop to Solano Avenue.

According to the *Berkeley Gazette* in December 1983, "Avenue Books moved the day before Thanksgiving into the long-empty storefront at 2904 College next to Ozzie's soda shrine." The new bookstore, founded by Marilyn Capitelli, was a bit of a revelation. It was spacious, well-lit with windows front and back, open in the evening, and carried all the current hard-cover books. That there was already a bookstore, just three doors away seems to have been forgotten. Avenue Books lasted twenty years, closing in 2004; its second owner being Brian Rood.

Almost immediately, a new bookstore appeared: Mrs. Dalloway's Literary & Garden Arts. Founded by Elmwood residents and friends-since-college, Marion Abbott and Ann Leyhe, the shop featured a large section of gardening books, reflecting one of Ann's interests (she had been director for fifteen years of the Park Day School *Secret Gardens Tour*). The store's name was inspired by the first line of Virginia Woolf's 1925 novel, *Mrs. Dalloway*: "Mrs. Dalloway said she would buy the flowers herself." In 2010, when the Elmwood Cafe was carved out of part of the former pharmacy, Mrs. Dalloway's acquired the other part as an expanded children's section. There is a friendly transparency between the two businesses as windows set above the bookshelves let light in through the cafe. In 2021, Ann and Marion retired, but not before handpicking new owners for the store. Eric and Jessica Green seamlessly took over the business and are there today.

The shop at the end, 2908 College, began as a hat shop. Mrs. Hildur Lindstrom Coon opened the Hildur L. Coon Hat Shoppe in 1922, advertising "smart hats, imports, and designer hats." Mrs. Coon was married to a naval engineer; they lived in North Berkeley. The next year she moved her shop to 2991 College, becoming a first tenant in the new Morris Building. Her old space was then rented to Ada A. Collins (Mrs. James Alfred Collins) who opened the Collins Hat Shop. She continued with her shop after her husband died in 1927, but by 1933 the shop had been turned over to Beatrice H. Feldman (Mrs. Israel Feldman) as the Beatrice Hat Shop. Mrs. Feldman remained the longest. Her shop was in business as late as 1955 and by then she had moved into the Bischoff apartment building to be nearby.

There is a gap until 1971 when a new kind of store opened at 2908 College: Caravansary It was founded by two sisters, Hildy and Ortrun and their husbands, Khajag Sarkissian and Gerry Niesar. It offered coffee, tea, candies, pastries, and cookware, and, as stated in Mr. Sarkissian's obituary, the Caravansary helped "to define a new wave of cuisine and coffee culture in the Bay Area." At one point there were Caravansary shops in San Francisco and Palo Alto as well. Mr. Sarkissian and chef Setrak Iniaian created the Aram sandwich during the Caravansary years. In 1982 it moved into the space vacated by Carter's College Avenue Pharmacy, and then vanished from College Avenue before the end of that decade.

In 1988, a new tenant moved into 2908 College. Before opening their latest branch shop, the popular photo-finishing business Presto Prints first hired architect Thomas Lavin to demolish the original shopfront and remodel the space at a cost of $30,000. Gone were the mosaic tile bulkheads and the copper Kawneer window framing, all replaced with aluminum and glass. This unfortunate renovation destroyed the continuity of the shopfronts of this heretofore intact building. When Presto Prints left about ten years later, the shopfront was returned to an approximation of the original.

16. Significance

The Bischoff Building is significant as one of five buildings designed and built by John A. Bischoff that make up almost a quarter of the streetscape in the Elmwood commercial district. Bischoff was a master designer-builder who moved into the neighborhood and was able to actualize his vision for the commercial strip by buying lots and creating a cohesive group of buildings that help to define the Elmwood commercial district architecturally. This building is significant as the anchor building for the north end of the original two-block length of the district.

The Bischoff Building is significant for its unique design; there are no other buildings quite like it in Berkeley. It exudes a certain European elegance with the French doors and wrought-iron balconies on the second floor. The first floor reflects more of the Arts and Crafts aesthetic of the 1920s with the exquisite and artistic tile bulkheads and the broad arched windows filled with geometric patterns. A red tile roof finishes the composition and gives the building a sense of stability and permanence.

The building is also significant for its association with so many of the iconic Elmwood businesses, such as the Elmwood Pharmacy, Ozzie's soda fountain, the Hughett Dress Shop, Margo Robert's Antiques, Avenue Books and Mrs. Dalloway's, the long history of hat shops, and the Caravansary.

The building is significant as the impetus for the first Commercial Rent Control ordinance in the country. Much of the discussion and the drive for signatures took place here.

Features to Preserve.

- the tile-roofed parapet
- the cornice
- the French doors on the second story
- the wrought-iron simulated balconies
- the beltcourse between first and second stories
- the transoms
- the brick piers with tile "capitals"
- the original tile bulkheads
- the shopfronts at 2904–2906 with their staggered bulkheads, bronze or copper window framing, wooden doors, detailed ceiling
- remaining awning crank mechanisms such as the one on the pier between 2900 and 2904
- the balustraded stairway at the rear
- terrace at the rear, the pergola, and balusters
- half-balusters that decorate the rear parapet

17. Historic Value— Neighborhood: Yes City: Yes
Architectural Value— Neighborhood: Yes City: Yes

18. Is the property endangered? No

19. Bibliography.

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"Ozzie's Hits the Big 8-0" by J. R. Deaton, *Berkeley Voice*, 8 June 2001.

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20. Recorder

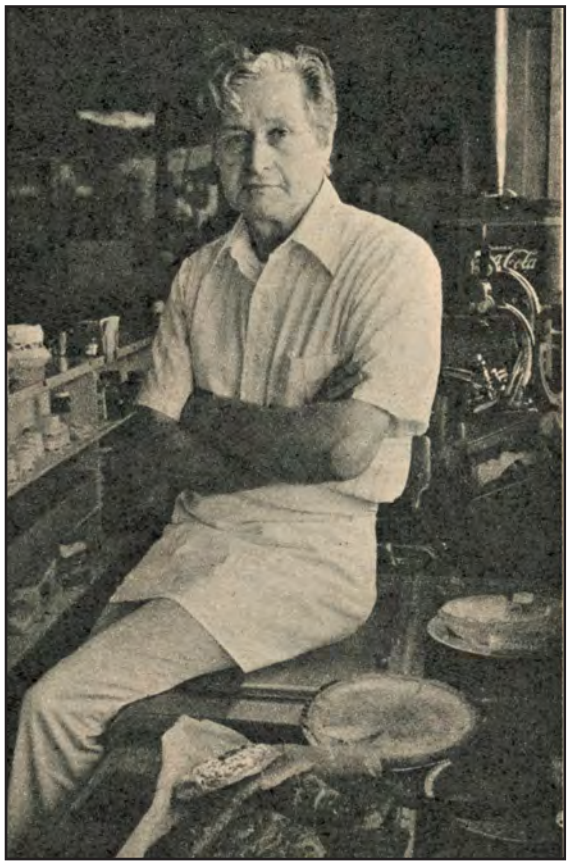
Anthony Bruce for Elmwood Property Owners Association, c/o Claudia Hunka, Your Basic Bird, 2940 College Avenue, Berkeley, California 94705

12 January 2026

Additional Photographs.



Barbara Lubin at Ozzie’s Soda Fountain. Jerry Telfer photo, San Francisco Chronicle, *1 October 1981.*



Charles “Ozzie” Osborne at the lunch counter. Fran Ortiz photo, San Francisco Chronicle, *25 March 1979.*



Anthony Bruce bidding farewell to the pharmacy and the soda fountain. Alex Malloy photo, Berkeley Voice, *2 May 2008.*

Additional Photographs.



The Bischoff Building, view looking northwest. Anthony Bruce, 2025.



The Bischoff Building. Anthony Bruce, 2020.



The Bischoff Building, Russell Street frontage. Anthony Bruce, 2025.



The Bischoff Building, looking north. Anthony Bruce, 2020.



The Bischoff Building, shopfront at 2904. Anthony Bruce, 2025.

Additional Photographs.



Bischoff Building, grand stairway to apartment level on Russell Street. Anthony Bruce, 2025.



Bischoff Building, shopfronts along College Avenue. Anthony Bruce, 2025.



Bischoff Building, showing entire building. Anthony Bruce, 1982.



Bischoff Building, showing entire building. Ormsby Donogh, 1939, Donogh Real Estate Files, BAHA.

Additional Photographs.



The Bischoff Building, a perfect backdrop to show off a vintage car. Anthony Bruce, 2022.



Bischoff Building, rear, viewed from Russell Street, showing grand balustraded stairway and two secondary stairs. Anthony Bruce, 2025.

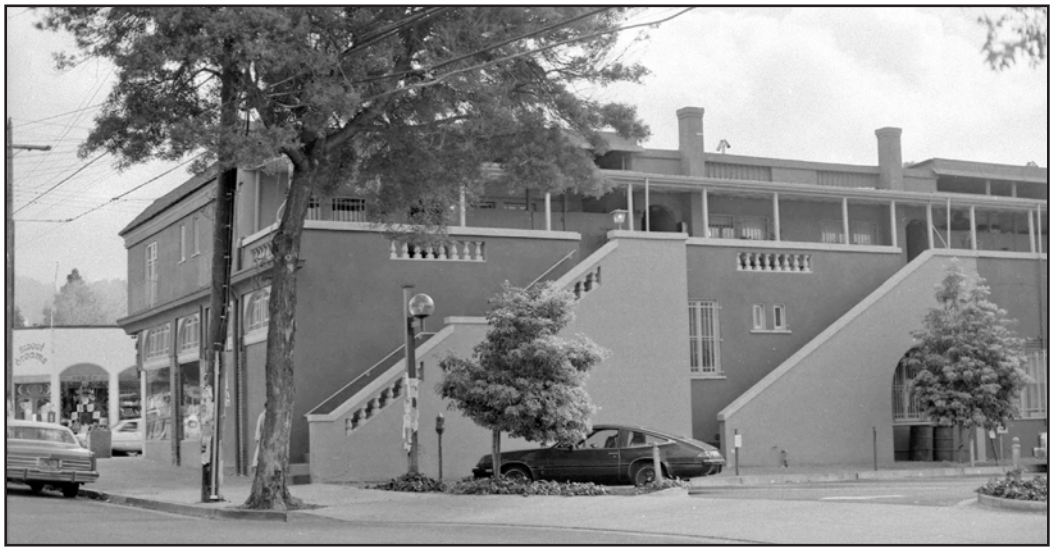


Bischoff Building, rear, viewed from parking lot. There are four arched entrances to apartments on the second floor. Anthony Bruce, 2025.

Additional Photographs.



Bischoff Building, rear, viewed from Russell Street, showing stairways. Anthony Bruce, 2025.



Bischoff Building, rear, viewed from Russell Street, showing stairways. Anthony Bruce, 1982.



Bischoff Building, grand stairway on Russell Street. Ormsby Donogh, 1939, Donogh Real Estate File, BAHA.

Additional Photographs.



Inside the Elmwood Pharmacy, 2900 College Avenue. Proprietor Fred P. Beretta and customer. Byron Bolfing, November 1947, Berkeley Historical Society.



Inside the Elmwood Pharmacy, 2900 College Avenue. Leslie Beretta at the prescription counter. Byron Bolfing, November 1947, Berkeley Historical Society.



Inside the Elmwood Pharmacy, 2900 College Avenue with Marlene Beretta Leverette and Lieschen Beretta and her husband, druggist Leslie Beretta. The Press, 11 May 1977.

Additional Photographs.



Mrs. Claire Hughett Gutman inside the Hughett Dress shop, 2904 College Ave. Byron Bolfing, November 1947, Berkeley Historical Society.



Mrs. Beatrice Feldman at the entrance to the Beatrice Hat Shop, 2908 College Avenue. Byron Bolfing, November 1947, Berkeley Historical Society.



Michael Pearce, who opened the Elmwood Cafe in 2010. Kristopher Skinner photo, Berkeley Voice, *2010*



John A. Bischoff, who designed and built the building in 1921. Oakland Tribune, *12 December 1928.*



Marion Abbott and Ann Leyhe who founded Mrs. Dalloway in 2004. Berkeley Bookmark, *Spring 2010.*

Caravansary
2908 College Ave., Berkeley 841-1628

APPLICATION FOR BUILDING PERMIT

FRAME BUILDING

Application is hereby made to the Department of Buildings and Inspections of the City of Berkeley for permission to build a 2 story 6 Rms. 4 bath room frame Building 5 stone

on the W of College Ave cor Russell St. street.
Side 2650 - 2-4-6 Russell

Being Lot No. Block 2900 - 2-4-6 College Tract

According to plans and Specifications herewith submitted. All provisions of the Building Law will be complied with in the erection of said building whether specified herein or not.

Estimated entire cost of Building $ 15000.00 5 STONES.

Building to be occupied as Apt. 4 stories by (No.) 4 families

Size of Lot 100 by 64.54 feet.

Size of proposed building 100 ft. by 50 ft. Extreme height of building 26 ft.

Height in clear of cellar — ft. — in. Height in clear of first story 12 ft 6" in.

Height in clear of second story 9' ft. 0 in. Height in clear of third story ft. in.

Foundation to be of (material) CONCRETE (thickness) 12 inches, greatest height of foundation 24 inches.

Width of footings 12 inches.

Mud sills 2 X 6 Main sills 2 X 6 Girders X Pos

on piers X If piers are used, give size by ft. on centers

Size of underpinning 2 X 6 inches 16 inches O. C. Size of studs in first story 2 X 4 inches 16 inches O. C

Size of studs in second story 2 X 4 inches 16 inches O. C. Size of studs in third story X inches inches O. C

Exterior wall covering to be of PLASTER Light shaft wall covering to be of

All outside walls covered with singles or plaster will be close boarded.

First floor joists Concrete inches inches on centers Longest span between supports ft

Second floor joists 2 X 12 inches 16 inches on centers. Longest span between supports 20 ft

Third floor joists X inches inches on centers Longest span between supports ft

Ceiling joists 2 X 4 inches 16 inches on centers Longest span between supports ft.

Rafters 2 X 4 inches 24 inches on centers Longest span between supports 9 ft.

Roof covered with TARVARAC Steep or flat? 1/4 Pitch

Studs in bearing partitions will be same as outside walls of each story.

Chimneys of TERRACOTTA lined with any patent flues? yes

Gas grate flues to be patent chimney or brick?

Any dumb waiters or chutes? Any elevator (freight or passenger)?

Cove brackets will be solid.

Name of Owner of Ground John A Brickhoff Residence Address 2717 RUSSELL ST.

Name of Owner of Building " Residence Address "

Name of Lessee of Building Residence Address

Name of Architect or Designer John A Brickhoff Residence Address 2717 RUSSELL ST.

Name of Builder " Residence Address "

I/We hereby agree to save, indemnify and keep harmless the City of Berkeley against all liabilities, judgments, costs and expenses which may in any wise accrue against said City in consequence of the granting of this permit, or from the use or occupancy of any sidewalk street or sub-sidewalk space by virtue thereof, and will in all things strictly comply with the conditions of this permit and Ordinances of the City of Berkeley.

2650-2-4-6 Russell -
2900-2-4-6 College -

John A Brickhoff
Signature of Owner, Architect or Builder.

Address 2717 RUSSELL ST.

This Permit expires one year from date unless sooner revoked by the City Council.

Date SEP 27 '21 Permit No. 10631

Berkheim Print

City of Berkeley Permit Application No. 10631, 27 September 1921.

Planning and Development Department
Land Use Planning Division

CITY OF BERKELEY
Ordinance #4694 N.S.
LANDMARK APPLICATION

Elmwood Commercial Historic District

Property No. 2

Bischoff Shops Building No. 2
2910 College Avenue



The Bischoff Shops Building No. 2, 2910 College Avenue. Anthony Bruce, 2025.

1. **Street Address:** 2910, 2912, 2914, 2918 College Avenue
   County: Alameda **City**: Berkeley **ZIP**: 94705

2. **Assessor's Parcel Number**: 052–1568–00500
   (Berry-Bangs Tract, Block K, Lot 3)
   Dimensions: 75 feet x 148.5 feet
   Cross Streets: Ashby Avenue and Russell Street

3. **Is property on the State Historic Resource Inventory?** No
   Is property on the Berkeley Urban Conservation Survey? Yes
   Form #: 11933

4. **Application for Landmark Includes**:
   a. Building(s): Yes **Garden:** No **Other Feature(s)**: No
   b. Landscape or Open Space: No
   c. Historic Site: No
   d. District: Yes
   e. Other: Entire property

5. **Historic Names:** Bischoff Shops Building No. 2
   Commonly Known Name: not known

6. **Date of Construction:** 1922 **Factual**: Yes
   Source of Information: City of Berkeley Application for Building Permit No. 12461, 25 August 1922

7. **Architect:** John A. Bischoff (designer)

8. **Builder:** John A. Bischoff

9. **Style:** Storefront

10. **Original Owners:** John A. Bischoff, 2717 Russell Street
    Original Use: commercial (2 stores)

11. **Present Owner:** Triantopoulos Christos Tr & Hamerler Hans J & etal
    Present Occupant: 5 Tacos Beers (2914 College); The 14 Karats (2910 College)

12. **Present Use:** commercial (1 restaurant; 1 store)
    Current Zoning: C-E **Adjacent Property Zoning:** C-E

13. **Present Condition of Property:**
    Exterior: Excellent **Interior:** unknown **Grounds:** Ø
    Has the property's exterior been altered? yes

14. Description

A one-story frame building with cement plaster exterior, originally housing four shops. The three shops to the south were combined into one space in 1966; that space is currently used as a restaurant.

Most of these modest shopfront buildings utilized different decorative features to set them apart. This building was individualized with a tile roof overhang and pilasters with composite (Corinthian/Ionic) capitals framing the four bays. Transoms remain, but shopfronts have been changed over the years: the restaurant currently with sliding windows above black tile bulkheads. The restaurant entrance is configured as a traditional shopfront. The transoms of the north shopfront are hidden behind a large fixed-in-place awning, and the shopfront shows the remains of an earlier streamlined Moderne remodel.

15. History

After completing his first commercial building on College Avenue (#2900), John Bischoff built three more throughout 1922. This building was begun in August 1922, making it the second shop building of the three.

One of the first tenants was a Bischoff "loyalist," Henry Knoth. He opened his notions shop—The Ivy Shoppe—in the corner Bischoff-built building and he lived in the new Bischoff-built apartment building at 2840 College. When Bischoff Shop Building #2 was completed, Mr. Knoth moved The Ivy Shoppe into expanded quarters in the new building, at 2910 College, thence referring to it as a dry goods store. The story passed down through the years was that the shop was named for his daughter, but this was only a story as Henry Knoth did not wed until 1928, and by then the business was on to its fourth owner. Henry Knoth gave up The Ivy Shoppe in 1924 and became a waiter in a hotel and later a caterer. Maurice Rubenstein & Son owned The Ivy Shoppe in 1925, and Joseph Sirbu in 1927 before the business was purchased by Antonio N. Ferrogiaro in 1928. The Ferrogiaros lived nearby on Garber Street. It was under his ownership that the Ivy Shoppe opened in greatly expanded quarters in the Curry Building across the street in 1937.

The other inaugural business was the Elmwood Art Studio, later called Ivanoff's Art Studio, and finally just Ivanoff's. This gift and home-furnishing shop began in a double shopfront (2916 and 2920 College) and began a tradition of this space making use of two shops.

Nicholas Sergius Ivanoff was born in Russia in 1890 and came to San Francisco in 1915. He married in 1921 and he and his wife Sonia opened their art and furniture shop in 1922. They moved into a house nearby at 2811 College Avenue. The Ivanoffs advertised often and the shop was the place to go for gifts on College Avenue for generations. From December 1925:

> *Our hearts cannot but rejoice in true holiday fashion when we visit the Elmwood Studio, 2916 College Ave. A fairly dazzling selection of most unusual things of use and ornament that will solve the gift question very shortly.*

And from 1928:

> *You will be surprised at Ivanoff's Art Studio, 2916-20 College Ave., Berkeley. The largest in Bay Cites—Selection of exquisite European Object d'Art at most moderate prices.*

Ivanoff's moved to 2936 College in 1937 and remained in business until after Mrs. Ivanoff's death in 1955. Nicholas Ivanoff died in 1966.

Meanwhile, another gift shop had moved into half of Ivanoff's by 1940: The Oriental Gift

Shop run by Mrs. Ethel R. Pryor. She had first opened her shop in about 1937 at 2993 College (Elmwood merchants moved around). Ethel Rewalt was born in Colorado in 1887. By 1930, when she moved to Berkeley, she had been widowed twice. She supported herself as a dressmaker in her own shop at 3203 College until she opened her gift shop. Besides Oriental art, her shop also carried modern glazed pottery. After a two-month sojourn in Europe in 1949, Mrs. Pryor closed her business in 1950. She died in 1979.

The business that opened in the other half of Ivanoff's about the same time was Beverley White's millinery shop. It lasted about as long as the Oriental Gift Shop, and then both spaces were once again combined into one for Alan Percy Gifts & Antiques, which opened in 1950 or '51, and became another legendary Elmwood gift shop. Mr. and Mrs. Percy were English and were both especially genial, as though they were welcoming customers into their home. The antique shop was in the southernmost shop and it opened into the next space. At the back was a room no bigger than a large closet and at one end was a shelf with small toys, mostly painted wooden toys from Europe and Japan. So, for the neighborhood children who knew about the toy closet, Alan Percy's also counted as a toy store.

The Percys also had an antique store on Union Street in San Francisco, and they decided to concentrate on that store. In 1963 Vera and Alan Percy sold the inventory and fixtures of the College Avenue store to Nan Curtis Laughlin, who had worked with them in the store. Nan had gown up in Berkeley in a Julia Morgan-designed house on Etna Street. The house stayed in the family, while Nan and her husband Chandler Curtis lived in a large brown-shingle house next door. Under Nan's leadership, the store expanded into a third space in 1966 and featured women's clothing (some of which were her own line) as well as gifts. The toy inventory was also expanded. Nan was energetic and stylish in a casual modern way. The store, with her distinctive logo prominent on a large cadet blue sign, was a big success. But in the fall of 1971, the store was closed, the houses on Etna were sold, and the Laughlins retired to the Hawaiian Islands, where her mother had grown up. Nan Laughlin died in 1999.

Now that this space had been expanded from two shopfronts to three, there was no turning back: it remains so today. But the use of the space has changed. After fifty years of gift shops, the space was converted to restaurant use in 1972. Cafe Romano, serving "pizza, pasta, Hofbrau-style sandwiches, and hamburgers," received a use permit in April 1972 and opened by the fall. With its large awning extending to the tile-roof top of the parapet—and that of the next door Valeska Beauty Salon almost as high—the architecture of the building was completely hidden from view.

Cafe Romano, even though a popular spot in the Elmwood, closed in 1988 and was replaced by India Pavilion. This restaurant remained until 1997 when several months worth of remodeling began in August. In early 1998, Shen Hua, featuring Northern Chinese cuisine and Southern style dim sum, opened and survived the first years of the Covid pandemic. In 2023 Shen Hua was replaced by the current 5 Tacos & Beer.

A variety of shops occupied the northern two spaces over the years. In the late 1940s the Elmwood Florist flourished at 2912, run by Mr. and Mrs. Bowles. The Florist closed in 1948 and Millward's Market from 2901 College remodeled the front and moved in. The store was vacant in 1955.

In 1937, Mrs. Bess Riner remodeled the front of 2910 College to move the entrance to the side, and at the same time added Streamline Moderne decorative touches which still exist. Mrs. Riner had opened her beauty shop first at 2923 College, across the street, in 1926. In 1945 Bess Riner died and her shop was taken

over by Paul David Ingraham in 1946, changing the name from Bess Riner's Beauty Parlor to Valeska Beauty Salon. Paul had been a cosmetician in Palo Alto before the war. In 1943, he enlisted in the Navy and married Eleanor June Sanderson while on furlough. He was released from duty in late 1945. Paul and June (who had attended beauty school) moved to Berkeley and lived nearby in a Leola Hall-designed house at 3028 College. Paul died in 1980, and June may have kept the business going until she remarried. In March 1982, John Moriarty received a use permit for a jewelry store at 2910 College. After extensive remodeling, The 14 Karats opened later that year. The grand opening of the shop's gallery was in September with a show that included work by Salvador Dali and M. C. Escher. The business is still thriving forty-three years later, along with its intriguing window displays.

16. Significance

The Bischoff Shop Building No. 2 is significant as one of five buildings designed and built by John A. Bischoff that make up almost a quarter of the streetscape in the Elmwood commercial district. Bischoff was a master designer-builder who moved into the neighborhood and was able to actualize his vision for the commercial strip by buying lots and creating a cohesive group of buildings that help to define the Elmwood commercial district architecturally. This building gives the impression of a shop building that could have stood in Pompeii, with Classical details. It would have conveyed this even more with the originally deeply inset entries and the tile-roofed parapet (tiles have been removed!)..

The building is also significant for its association with so many of the iconic Elmwood businesses, such as The Ivy Shoppe, Ivanoff's, Alan Percy Antiques & Gifts, Nan Laughlin Gifts & Casuals, both the Bess Riner and Valeska beauty salons, The 14 Karats, and the long-running Cafe Romano.

Features to Preserve.

- the egg-and-dart and dentil frieze
- the transoms
- the pilasters with their Classical capitals
- the simulated stone façade
- the 1937 streamlined entry at 2910

17. Historic Value— Neighborhood: Yes City: Yes
Architectural Value— Neighborhood: Yes City: Yes

18. Is the property endangered? No

19. Bibliography

City of Berkeley Application for Building Permit No. 12461, 25 August 1922; as well as several other applications for alterations.

Block books and Sanborn maps

Directories.

Urban Conservation Survey (block files), BAHA.

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Tales of the Elmwood, Burl Willes, 2000.

"A Profile of the Elmwood: Trends and Counter-Trends in a Berkeley Neighborhood Commercial District" Joanna Callenbach, Geography 181 class paper, Spring 1978.

ancestry.com

Property files for 2910 and 2912-20 College Avenue, City of Berkeley.

"Wedding to Be October Event," *Oakland Tribune*, 8 October 1910.

"Engaged to Wed John A. Bischoff," *San Francisco Chronicle*, 13 October 1910.

"Big Apartment Sale in Lake District Made," *Oakland Tribune*, 7 January 1923.

John Bischoff obituary, *Oakland Tribune*, 9 May 1964.

"Recollections of John A. Bischoff, Jr." by Andrea Gabriel, *Rockridge News*, April 1987.

advertisements for Ivanoff's, *Oakland Post Enquirer*, 16 December 1925, 31 March 1926.

Sonia Ivanoff death notice, *Oakland Tribune*, 5 October 1955.

intended sale of Alan Percy Gifts, *Berkeley Gazette*, 1 June 1963.

Mrs. Bess Riner obituary, *Oakland Tribune*, 5 September 1945.

Paul Ingraham, Sr., obituary, *Berkeley Gazette*, 28 February 1980.

"The 14 Karats Gallery," *Berkeley Gazette*, 24 September 1982.

20. Recorder

Anthony Bruce for Elmwood Property Owners Association, c/o Claudia Hunka, Your Basic Bird, 2940 College Avenue, Berkeley, California 94705

7 December 2025

Additional Photographs.





A composite capital on the Bischoff Shop Building No. 2. Anthony Bruce, 2025.

Looking north along the façade of the Bischoff Shop Building, No. 2. Anthony Bruce, 2025.

The Bischoff Shop Building, No. 2. Anthony Bruce, 1982.



Additional Photographs.



Bsichoff Shops Building No. 2, Mr. and Mrs. Bowles and the interior of Elmwood Flowers, 2912 College Avenue. Byron Bolfing, November 1947, Berkeley Historical Society.

Bsichoff Shops Building No. 2, Byron Bolfing holding flash bulbs at Elmwood Flowers, 2912 College Avenue. November 1947, Berkeley Historical Society.



Paul Ingraham in the Valeska Beauty Salon. Byron Bolfing, November 1947, Berkeley Historical Society.



Display ad for Cafe Romano in the June 1973 telephone directory (its first listing).



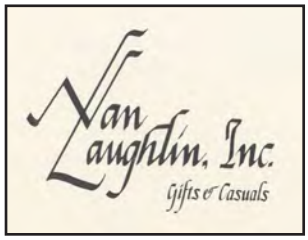


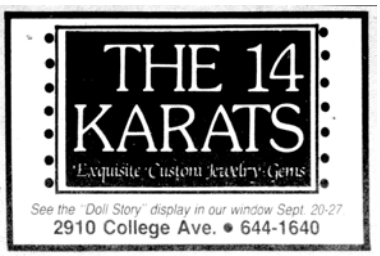
Sonia Ivanoff. Oakland Tribune, *6 February 1929.*



Ivanoff's seal on merchandise. Anthony Bruce, 2025.

Nan Laughlin logo, Christmas catalog, 1969.





The 14 Karats ad. Berkeley Gazette, *20 September 1982.*

APPLICATION FOR BUILDING PERMIT
FRAME BUILDING

Application is hereby made to the Department of Buildings and Inspections of the City of Berkeley for permission to build a 1 story 4 room frame Store
on the W. side of College street 100 feet So of Russell street,
Being Lot No. Block Tract
According to plans and specifications herewith submitted. All provisions of the Building Law will be complied with in the erection of said building whether specified herein or not.
Estimated entire cost of building $ 650
Building to be occupied as Store by (No.) families
Size of lot 75 by 148½ feet.
Size of proposed building 75 ft. by 60 ft. Extreme height of building 18 ft.
Height in clear of cellar — ft. — in. Height in clear of first story 14 ft. in.
Height in clear of second story — ft. in. Height in clear of third story ft. in.
Foundation to be of (material) Concrete (Thickness) 12 inches, greatest height of foundation 24 inches.
Width of footings 18 inches.
Mud sills 2 x 6 Main sills 4 x 6 Girders — x — Post
on piers X If piers are used give size by ft. on centers.
Size of underpinning X — inches inches O. C. Size of studs in first story 2 x 6 inches 16 inches O. C.
Size of studs in second story X inches inches O. C. Size of studs in third story X inches O. C.
Exterior wall coverings to be of Plastered Light shaft wall coverings to be of
All outside walls covered with shingles or plaster will be close boarded.
First floor joists X inches inches on centers. Longest span between supports ft.
Second floor joists X inches inches on centers. Longest span between supports ft.
Third floor joists X inches inches on centers. Longest span between supports ft.
Ceiling joists X inches inches on centers. Longest span between supports ft.
Rafters 2 x 6 inches inches n centers. Longest span between supports ft.
Roof covered with Tar & Gravel Steep or flat? Flat Pitch
Studs in bearing partitions will be same as outside walls of each story.
Chimneys of Brick lined with Terra Cotta any patent flues?
Gas grate flues to be patent chimney or brick?
Any dumb waiters or chutes? No Any elevator (freight or passenger)?
Cove brackets will be solid.

Name of Owner of Ground John Residence Address
Name of Owner of Building Residence Address
Name of Lessee of Building Residence Address
Name of Architect or Designer Residence Address 2717 Russell St
Name of Builder Residence Address

I We hereby agree to save, indemnify and keep harmless the City of Berkeley against all liabilities, judgments, costs and expenses which may in any wise accrue against said City in consequence of the granting of this permit, or from the use or occupancy of any sidewalk, street or sub-sidewalk space by virtue thereof, and will in all things strictly comply with the conditions of this permit and Ordinances of the City of Berkeley.

2912-14-16-20. College Ave. John A. Bischoff
Signature of Owner, Architect or Builder.
Address 2717 Russell St Berk

This Permit expires one year from date unless sooner revoked by the City Council.

Date AUG 25 1922 Permit No. 12461

Gillick Print.

City of Berkeley Application for Building Permit No. 12461, 25 August 1922

Planning and Development Department
Land Use Planning Division

CITY OF BERKELEY
Ordinance #4694 N.S.
LANDMARK APPLICATION

Elmwood Commercial Historic District

Property No. 3

Bischoff Shops Building No. 3
2924 College Avenue



The Bischoff Shops Building No. 3, 2924 College Avenue. Anthony Bruce, 2025.

1. **Street Address:** 2924, 2926, 2928, 2930 College Avenue
   County: Alameda **City**: Berkeley **ZIP**: 94705

2. **Assessor's Parcel Number**: 052–1568–00600
   (Berry-Bangs Tract, Block K, Lots 4 & 5)
   Dimensions: 75 feet x 148.5 feet
   Cross Streets: Ashby Avenue and Russell Street

3. **Is property on the State Historic Resource Inventory?** No
   Is property on the Berkeley Urban Conservation Survey? Yes
   Form #: 11934

4. **Application for Landmark Includes**:
   a. Building(s): Yes **Garden:** No **Other Feature(s)**: No
   b. Landscape or Open Space: No
   c. Historic Site: No
   d. District: Yes
   e. Other: Entire property

5. **Historic Names:** Bischoff Shops Building No. 3
   Commonly Known Name: not known

6. **Date of Construction:** 1922 **Factual**: Yes
   Source of Information: City of Berkeley Application for Building Permit No. 12822, 14 October, 1922

7. **Architect:** John A. Bischoff (designer)

8. **Builder:** John A. Bischoff

9. **Style:** Storefront

10. **Original Owners:** John A. Bischoff, 2717 Russell Street
    Original Use: commercial (4 stores)

11. **Present Owner:** Gordon John K & Mitchell Janis L Trs & Gordon etal
    Present Occupant: In the Wood; Personal Pizazz; Scents by the Bay; Studio Sessions

12. **Present Use:** commercial (4 stores)

    Current Zoning: C-E **Adjacent Property Zoning:** C-E

13. **Present Condition of Property:**
    Exterior: Excellent **Interior:** unknown **Grounds:** Ø
    Has the property's exterior been altered? some storefronts altered

14. Description.

Built in 1922, this is a one-story frame building with cement plaster exterior, which, above each shopfront, is marked in squares in imitation of stonework. The façade is divided into four shopfront bays by tall piers with recessed panels (five piers in all). The piers extend slightly above the roof line and are each topped by an ornamental cast concrete urn.

2924 and 2928 retain original entries with display windows and decorative transoms. The restaurant front has been remodeled several times since 1970, but now is closer to the original except for wood-frame casements windows instead of the traditional plate glass display windows. 2926 once had a striking late 1940s or early 1950s remodeled "Modern" shopfront; it has been redesigned to match the other original entries. The south wall of the building is visible along the pedestrian passage and there is a side door leading to the restaurant.

15. History.

This building, with its distinctive urns atop, was the last one built by John Bischoff on his extensive piece of property, In total, he built six structures on this block: three solely commercial buildings facing College, a two-story building at College and Russell with shops facing College and apartments reached from Russell, and two apartment buildings to the west on Russell. (The two apartment buildings were torn down in 1977 for construction of the City-owned parking lot that was built behind the commercial buildings.)

When Bischoff Shop Building No. 3 was completed in 1923, tenants were ready and waiting. During 1922, Bischoff had placed newspaper advertisements which read, "Stores for rent. Ideal location for first-class stores, in fast-growing limited business district of Berkeley."

The first tenants included the Eagle Candy Store run by Joseph Perry and Gaspar Sena at 2924 College. Perry lived at 2305 Ward Street. The short-lived candy shop was gone by 1926.

Next to the candy shop was the Elmwood Music Shoppe & Circulating Library, run by Mrs. Irene Evans and Madge Robinson, a librarian, who also lived at 2305 Ward. It started out well. In December 1924 the shop ran a joint Victor-sponsored advertisement with the Tupper & Reed music store downtown. Both shops carried genuine Victrolas and received new Victor records every Friday. But sometime in 1925 the Elmwood Music Shoppe was gone.

By 1924, the Elmwood Plumbing & Gas Heating Supply had opened at 2928 College, owned by William E. Onions of 2612 Haste Street, where he and his wife lived with their large family. But, as with the music shop, Mr. Onions closed his shop in 1925.

Of the first four inaugural tenants, only the business at 2930 College—the Wil-Mar Bakery—remained, and it paved the way for other bakeries and restaurants to follow. It was opened by William and Marion Battenhouse (hence the name "Wil-Mar") in 1924. The next year, Mr. Straus, the building owner, added a brick oven behind the shop, which proved an enticement to future food service businesses.

Meanwhile, the Old English Bakery at 2986 College had opened about 1932 under the charge of Mrs. Mary Sandelands Hawkins, offering "home-made specialties including meat pies, breads, and pastries." Born in 1883 in England, she lived on Emerson Street with her husband James Herbert, a contractor, and *their* large family. Nels Larsen, the next owner of Mrs. Hawkins' bakery, sold it to Michael Lipary in early 1944, who reopened it at the original location. But by December of that year, it was announced that the Old English Food Shop (bakery and delicatessen) had opened

in the shop vacated by the Wil-Mar Bakery, with this wartime pronouncement, "When better cakes and pies are made, Old English will make them." But the proprietor barely had time to make good on the promise, as Old English was replaced by the Chatterton Bakery in about 1947. The Chatterton was a small local chain of two or three shops, starting in Oakland in the 1920s. By 1924 there was a Chatterton on Bancroft near Telegraph, which coexisted with the College Avenue Chatterton. In August 1955, the bakery was sold to Robert and Clarence Parker. Parker's Bakery was a favorite for schoolchildren who could buy small, inexpensive cookies with a dollop of chocolate in the center.

The long line of bakeries came to an end in late 1970 when the store was remodeled into a restaurant. La Boheme *hofbrau* opened in early 1971. It was an informal place serving large sandwiches at lunchtime; it soon had quite a following. By 1980 it had been replaced by Petroushka, featuring French and Russian cuisine. The formal Elmwood Grill existed in the location for a short time in 1997–98. It was followed by Filippo's Pastaria. In the Wood is currently in the space.

There seem to have been always circulating libraries set up in various shops in the early days, but the first genuine bookstore was likely the Berkeley Book Bin, which opened at 2924 College in about 1949. The shop also featured the work of local artists through the Studio Gallery which had moved in with the book shop after losing its home on Milvia Street. Soon after the Book Bin opened, a more traditional book shop, the Elmwood Book Shop, opened at 2993 College in the Morris Building. In 1952, it was reported that this store had been sold to two Berkeleyans: Mrs. Margaret McPherson (living on Cherry Street) and Mrs. Mildred Kenady (on Kelsey). Mrs. McPherson had been with the respected Sather Gate Book Store. Their grand re-opening was in November 1952. They soon outgrew the small space and six months later bought the merchandise and fixtures of the Book Bin, and moved to 2924 College where they also offered a circulating library. Over the years, the store changed hands but the name remained. New owners in 1965, Eva and Charles Baskett, owned the store the longest. They ran a comfortable old-fashioned book store, crowded with tall bookcases and a large table with a vast assortment of greeting cards. Mr. Baskett presided behind the counter at the back of the store with a large sleeping dog next to him on the floor. He enjoyed visiting with customers and had opinions about everything. He was pessimistic about the future of his store, first when rents were being raised in the early 1980s, and then when the well-lit and spacious Avenue Books opened a few doors away, and again when rents went up in the late 1980s. But it was the declining health of Mrs. Baskett that led to the abrupt closure of the store in 1990. By then, a book store had existed at this address for forty years.

Another long-time tenant of the building was Margo Roberts Interiors. Margo Ellen Roberts was born in South Dakota in 1901 and worked as an interior decorator in Berkeley for fifty years. She opened her Elmwood shop at 2926 College sometime between 1950 and 1952, after first remodeling the shopfront. Its sophisticated and tasteful mix of wood and stucco (gray with gray-stained wood) and the stepped-back entry projected a design-conscious image for an interior decorating studio. The architect of the new front is unknown. Margo Roberts also carried items for sale. As Miss Roberts wrote about her inventory, "A varied selection of antiques, silver, and fine furniture. All kinds of lovely things to make your home lovelier." By 1970, she had moved up the street to a larger space. Her modern storefront served the next businesses well, especially Patou, a clothing store that opened in 1976 offering "exciting new clothing for the contemporary woman."

Before Patou—or even Margo Roberts—there was a very popular restaurant at 2926 College: Yo-Rel's Dining Room. Cecelia Williams

opened it on Monday, October 28, 1929 serving "home-cooked" meals. Her advertisements read, "Menus carefully planned to please the individual. Foods selected and prepared by expert women cooks and served simply in an atmosphere of cheerful quiet." Yo-Rel's remained in business for ten years. The restaurant's unusual name was Mrs. Williams' husband's middle name spelled backwards.

In 1991, John Gordon, the new owner of the building, returned the shopfronts—except for the one that was then a restaurant—to a careful semblance of what had originally been there.

16. Significance

The Bischoff Shop Building No. 3 is significant as one of five buildings designed and built by John A. Bischoff that make up almost a quarter of the streetscape in the Elmwood commercial district. Bischoff was a master designer-builder who moved into the neighborhood and was able to actualize his vision for the commercial strip by buying lots and creating a cohesive group of buildings that help to define the Elmwood commercial district architecturally. This building is significant for its simple bold lines and its decorative touches confined to the ornate urns set above the roof line on the tops of the piers.

The building is also significant for its association with so many of the iconic Elmwood businesses, such as the many bakeries and restaurants that have occupied 2930 College, Margo Robert's interior decorating studio, Yo-Rel's Dining Room, and the long-running Elmwood Bookstore.

Features to Preserve.

- the transoms
- the piers with their vertical inset panels
- the simulated stone façade
- the ornate cast-concrete urns atop the piers

17. Historic Value— Neighborhood: Yes City: Yes
Architectural Value— Neighborhood: Yes City: Yes

18. Is the property endangered? No

19. Bibliography

City of Berkeley Application for Building Permit No. 12822, 14 October, 1922; as well as several other applications for alterations.

Block books and Sanborn maps

Directories.

Urban Conservation Survey (block files), BAHA.

Ormsby Donogh Real Estate File (1939–1977), BAHA.

Tales of the Elmwood, Burl Willes, 2000.

"A Profile of the Elmwood: Trends and Counter-Trends in a Berkeley Neighborhood Commercial District" Joanna Callenbach, Geography 181 class paper, Spring 1978.

ancestry.com
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"Big Apartment Sale in Lake District Made," *Oakland Tribune*, 7 January 1923.
John Bischoff obituary, *Oakland Tribune*, 9 May 1964.
"Recollections of John A. Bischoff, Jr." by Andrea Gabriel, *Rockridge News*, April 1987.
"Yo-Rel's to Observe Second Anniversary," *Berkeley Gazette*, 17 October 1931.
notices of intended sales, *Berkeley Gazette*, 2 March 1944, 23 April 1953, 20 August 1955.
"Book Bin Has New Exhibit," *Berkeley Gazette*, 25 May 1950.
"Studio Gallery Back to Book Bin," *Berkeley Gazette*, 2 November 1950.
notice of removal sale at Elmwood Book Shop, *Berkeley Gazette*, 23 April 1953.
notice of inventory sale at Elmwood Book Shop, *Berkeley Gazette*, 22 October 1965.
"New Berkeley Book Stores" by Frances Starn, *Berkeley Gazette*, 8 December 1983.
article on rent increases in the Elmwood, *San Francisco Examiner*, 21 January 1988.
Margo Roberts obituary, *Santa Cruz Sentinel*, 13 March 1994.

20. Recorder

Anthony Bruce for Elmwood Property Owners Association, c/o Claudia Hunka, Your Basic Bird, 2940 College Avenue, Berkeley, California 94705

18 December 2025

Additional Photographs.





One of the cast-concrete urns atop the Bischoff Shop Building No. 3. Anthony Bruce, 2025.



The Bischoff Shop Building No. 3. Anthony Bruce, 2025.

The Bischoff Shop Building No. 3. Shops in 1982: Elmwood Book Shop; Patou; The Gallery; Petroushka.

Anthony Bruce, 1982.

The Bischoff Shop Building No. 3. Shops in 1939: August Schaidt Tailor; Yo-Rel's Dining Room; Elmwood Cleaners; Wil-Mar Bakery. Ormsby Donogh, 1939, Donogh Real Estate File, BAHA.



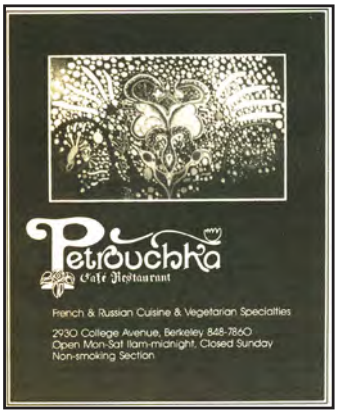
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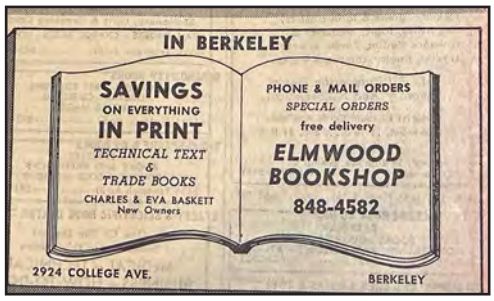


Pedestrian pathway between Bischoff Shop Building No. 1 and No. 3, with outdoor seating for In The Wood. left: looking west from College; right: looking east from parking lot. Anthony Bruce, 2025.









Advertisements for various businesses in Bischoff Shop Building No. 3.





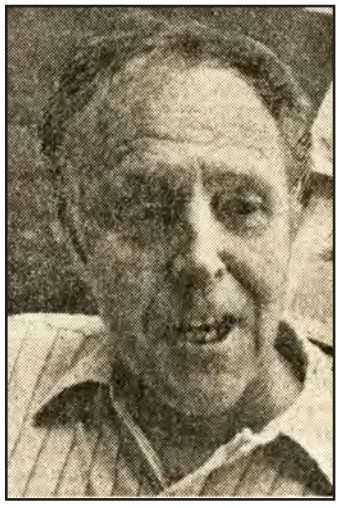
Charles Baskett, owner of the Elmwood Bookshop, with Mrs. Byron Bolfing (Rhoda), owner of the Elmwood Hardware.

Berkeley Gazette, *7 September 1967.*

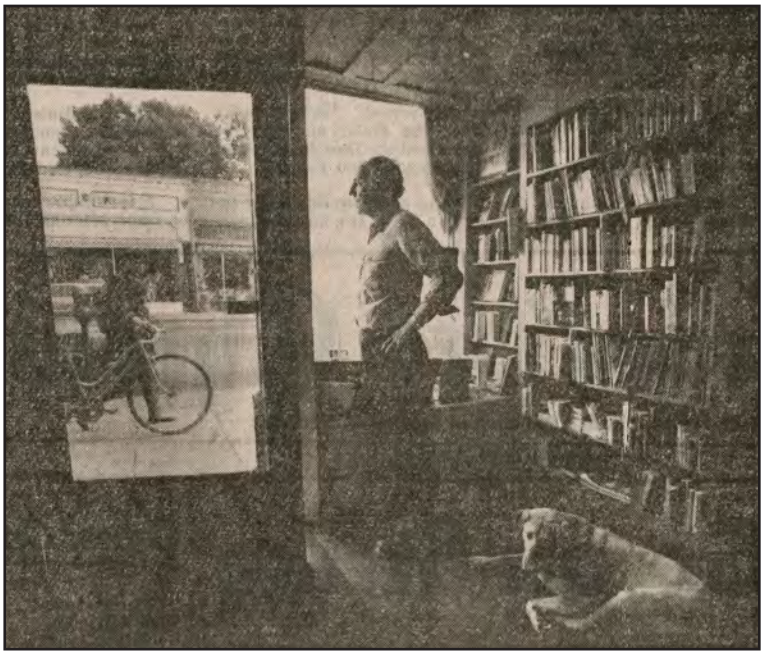
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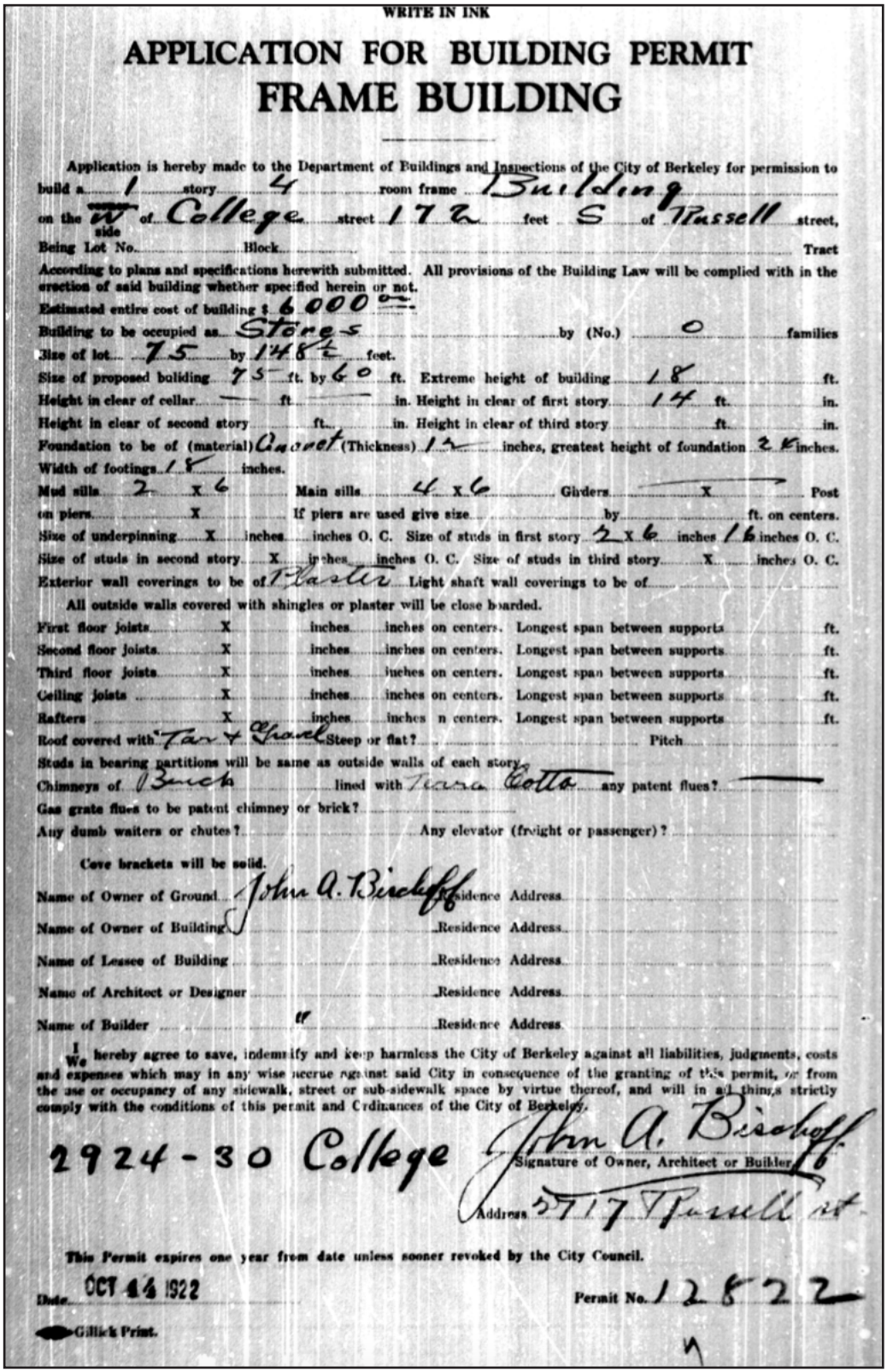
Bischoff Shops Building No. 3 (at the right), seen in November 1970 when the long-time bakery space was being remodeled for its first restaurant, La Boheme, which opened in early 1971. BAHA Archives.



Charles Baskett, proprietor of the Elmwood Book Shop. Jerry Telfer, San Francisco Chronicle, *1 October 1981.*



Interior of the Elmwood Book Shop with owner Charles Baskett and his dog. Brant Ward, San Francisco Chronicle, *22 September 1987.*



WRITE IN INK

APPLICATION FOR BUILDING PERMIT
FRAME BUILDING

Application is hereby made to the Department of Buildings and Inspections of the City of Berkeley for permission to build a 1 story 4 room frame Building on the W side of College street 172 feet S of Russell street, Being Lot No. ... Block ... Tract ...
According to plans and specifications herewith submitted. All provisions of the Building Law will be complied with in the erection of said building whether specified herein or not.
Estimated entire cost of building $ 6000 00.
Building to be occupied as Stores by (No.) 0 families
Size of lot 75 by 148½ feet.
Size of proposed building 75 ft. by 60 ft. Extreme height of building 18 ft.
Height in clear of cellar — ft. — in. Height in clear of first story 14 ft. in.
Height in clear of second story ... ft. ... in. Height in clear of third story ... ft. ... in.
Foundation to be of (material) Concrete (Thickness) 12 inches, greatest height of foundation 24 inches.
Width of footings 18 inches.
Mud sills 2 x 6 Main sills 4 x 6 Girders X Post
on piers X If piers are used give size ... by ... ft. on centers.
Size of underpinning X inches ... inches O. C. Size of studs in first story 2 x 6 inches 16 inches O. C.
Size of studs in second story X inches ... inches O. C. Size of studs in third story X inches O. C.
Exterior wall coverings to be of Plaster Light shaft wall coverings to be of ...
All outside walls covered with shingles or plaster will be close boarded.
First floor joists X inches ... inches on centers. Longest span between supports ... ft.
Second floor joists X inches ... inches on centers. Longest span between supports ... ft.
Third floor joists X inches ... inches on centers. Longest span between supports ... ft.
Ceiling joists X inches ... inches on centers. Longest span between supports ... ft.
Rafters X inches ... inches on centers. Longest span between supports ... ft.
Roof covered with Tar & Gravel Steep or flat? ... Pitch ...
Studs in bearing partitions will be same as outside walls of each story.
Chimneys of Brick lined with Terra Cotta any patent flues? —
Gas grate flues to be patent chimney or brick?
Any dumb waiters or chutes? Any elevator (freight or passenger)?
Cove brackets will be solid.
Name of Owner of Ground John A. Bischoff Residence Address ...
Name of Owner of Building ... Residence Address ...
Name of Lessee of Building ... Residence Address ...
Name of Architect or Designer ... Residence Address ...
Name of Builder " Residence Address ...

I/We hereby agree to save, indemnify and keep harmless the City of Berkeley against all liabilities, judgments, costs and expenses which may in any wise accrue against said City in consequence of the granting of this permit, or from the use or occupancy of any sidewalk, street or sub-sidewalk space by virtue thereof, and will in all things strictly comply with the conditions of this permit and Ordinances of the City of Berkeley.

2924-30 College Signature of Owner, Architect or Builder John A. Bischoff
Address 5717 Russell st.

This Permit expires one year from date unless sooner revoked by the City Council.

Date OCT 14 1922 Permit No. 12822

Gillick Print.

City of Berkeley Application for Building Permit No. 12822, 14 October, 1922

Planning and Development Department
Land Use Planning Division

CITY OF BERKELEY
Ordinance #4694 N.S.
LANDMARK APPLICATION

Elmwood Commercial Historic District

Property No. 4

Bischoff Shops Building No. 1
2936–2940 College Avenue



The Bischoff Shops Building No. 1, 2936 College Avenue. Anthony Bruce, 2025.

1. **Street Address:** 2936, 2940 College Avenue
   County: Alameda **City**: Berkeley **ZIP**: 94705

2. **Assessor's Parcel Number**: 052–1568–00800
   (Berry-Bangs Tract, Block K, Lot 6)
   Dimensions:50 feet x 148.5 feet
   Cross Streets: Ashby Avenue and Russell Street

3. **Is property on the State Historic Resource Inventory?** No
   Is property on the Berkeley Urban Conservation Survey? Yes
   Form #: 11936

4. **Application for Landmark Includes**:
   a. Building(s): Yes **Garden:** No **Other Feature(s)**: No
   b. Landscape or Open Space: No
   c. Historic Site: No
   d. District: Yes
   e. Other: Entire property

5. **Historic Names:** Bischoff Shops Building No. 1
   Commonly Known Name: not known

6. **Date of Construction:** 1922 **Factual**: Yes
   Source of Information: City of Berkeley Application for Building Permit No. 11299, 14 February 1922

7. **Architect:** John A. Bischoff (designer)

8. **Builder:** John A. Bischoff

9. **Style:** Mediterranean Shopfront

10. **Original Owners:** John A. Bischoff, 2717 Russell Street
    Original Use: commercial (1 store: "market")

11. **Present Owner:** Baghdassarian Garbis & Silva Trs (2936 College);
    Claudia Hunka (2940 College) [2 condominiums]
    Present Occupant: La Méditerranée (2936 College); Your Basic Bird (2940 College)

12. **Present Use:** commercial (two stores)
    Current Zoning: C-E **Adjacent Property Zoning:** C-E

13. **Present Condition of Property:**
    Exterior: Excellent **Interior:** unknown **Grounds:** Ø
    Has the property's exterior been altered? storefronts altered

14. Description.

A one-story class "C" structure built of hollow tile and with the façade surfaced with cement plaster. A fringe of tile on the parapet gives the illusion of a tile roof, and imparts a bit of Spanish Colonial Revival styling. Original transoms remain. The northernmost has a stained-glass (?) depiction of snow-covered mountains. In the space above each transom is a raised horizontal stucco panel. Between the panels and above each pier are applied cast-concrete medallions.

The three storefront bays are separated by piers and are recessed several feet back from the front plane of the building. A sloping surface of aggregate leads to the remodeled shopfronts. The two shopfronts each utilize about half of what had been the center shopfront. The northern space is a restaurant with outdoor seating accommodated in the set-back and screened from the sidewalk by a wood and iron railing. A sheltering blue awning runs the length of the restaurant.

A blue-and-white painted wooden parklet for additional outdoor seating stands at the curb in front of the restaurant. It was installed during the Covid-19 pandemic. The north wall of the building is exposed along the pedestrian passage, showing the hollow-tile construction.

15. History.

This 1922 building is the first of the one-story shop buildings that John Bischoff built on his extensive property on the west side of College Avenue. It was constructed of hollow tile and has since received seismic bracing (in 1993). It was seemingly intended as one large space for a market, as the permit application states, although there is no indication that it was built that way. However, Joseph Fritz and Emil Kessler opened their Elmwood Delicatessen at 2936 College in the new building, a deli being a close relation to a market. In 1924 the business was transferred to E. Banducci & Co. (Elizabeth and Adolph Banducci), and after two years it was sold once more: to Anibe Ferrari. But, by 1928 he had opened the Genova Ravioli Factory on Telegraph Avenue in Oakland, and the Elmwood Delicatessen was no more. In 1990 the Ferrari name returned to the Elmwood with Ultra Lucca Delicatessen in the Martin Building, owned by Anibe Ferrario's grandson. The name was later changed to A. G. Ferrari Foods to honor the founder.

The other two first businesses in the building were Tulanian's Carpets at 2938, which moved to the Wilson-Tulanian Building in 1927; and Batchelor's Cabinet Shop at 2940 College. The shop was run by Lester Frederick Batchelor who at times had his brother working in the shop with him. The shop existed until about 1929 when he and his family moved to Ashland. They moved back to the Bay Area, where Lester, at age 50, a furniture maker, was killed by a piece of furniture in a freak accident.

In the late 1930s, two significant new tenants moved in. In 1937 Ivanoff's Art Studio (more of an art and gift shop) moved into 2936 College. Ivanoff's had been located at 2916 College in a double storefront since 1922.

The other new tenant was, in 1936, a five-and-ten: the Elmwood Dime Store, founded and operated by Mrs. Edith Quarels in a double storefront at 2940 College. This was the store in the Elmwood that was especially welcoming to children: there was candy and an array of inexpensive small toys. In 1941, Mrs. Quarels hired architect John B. Anthony to redo the storefront with a single entrance. He gave it a Streamline Moderne look in bright red, the traditional color of a Five and Ten Cent store. In 1947, due to ill health, Mrs. Quarels, who was known to the children in the area as "The

Lady in the Elmwood Dime Store," sold the business to her niece Katherine Quarels. The two of them resided close by at 2926 Benvenue Avenue. Edith died in 1957; two years later Katherine was diagnosed with a serious illness. That may be the reason that she sold the store to brothers Lloyd and Loren Gordon, who seem to have been family friends, having all lived in the same small town in Montana in the 1920s. Lloyd owned the Lloyd Gordon Manufacturing Company in Richmond, which produced store fixtures. In 1961 Lloyd and his wife Velva purchased the building from the Koerber family and by 1971 it was owned by Loren and his wife El Geva, who had moved to a house at 2820 College to be near the store; their son attended Willard Jr. High. In June 1976, Loren died and the Elmwood Dime Store closed by the end of the year, after forty years of being one of the most popular stores in the Elmwood.

When Nicholas Ivanoff retired and closed his gift shop in the north space, Osbert Blundell moved *his* gift shop in. As with Ivanoff, Blundell had started his Blundell Art and Gift Shop at another location: 2995 College Avenue in 1948. He was open for business at 2936 College by 1959 and was there until about 1974 when he moved to Ashby Avenue. Osbert Blundell was born in Liverpool in 1899 and spent twenty years of his working life running barber shops and gift shops for the American President Line. On his many trips around the world he collected items in the various ports of call. Eventually, the Blundells' Berkeley home was over-run with treasures, and, as a result, Mr. Blundell and his wife Mary decided to open the gift shop to give themselves some elbow room at home. By the time the shop was in its second location, it offered picture framing as well, accomplished with Mr. Blundell's expertise.

Loren and El Geva Gordon created an ice cream parlor and sandwich shop in the space when Blundell's moved to Ashby. It was open by the end of 1974 or early 1975. It was open for such a short time that few remember it, but it paved the way for continued restaurant use of this space. In April 1976, The Egg Shop & Apple Press, which had opened its first shop in Downtown Berkeley a few years before, received a permit to move the front of the shop *back*, creating a space for outdoor seating. The entire front is now remodeled in this way, but it started with only the one shop.

After the Dime Store had remained vacant for quite a while, its double space was redesigned inside and out by designer Richard Alan Hurley in early 1978. Tenants were quick to seize upon the new shop spaces: Andrea Faber with Andrea, a clothing store, in March; and Ellen Shamash with Your Basic Bird, offering rare and exotic birds, in April. The bird shop had started a few years before at 2935 College.

In 1982, a new restaurant replaced the Egg Shop: Cafe La Méditeranée. After the success of their two San Francisco locations, cousins Levon Der Bedrossian and Garbis Baghdassarian opened this Mid-East restaurant in the Elmwood. When Andrea closed, the cafe expanded into part of that space as well.

Both Your Basic Bird and Cafe La Méditeranée remain in the Bischoff building today. This building is one of several in the Elmwood commercial district that is owned by the merchants as condominiums.

16. Significance.

The Bischoff Shop Building No. 1 is significant as one of five buildings designed and built by John A. Bischoff that make up almost a quarter of the streetscape in the Elmwood commercial district. Bischoff was a master designer-builder who moved into the neighborhood and was able to actualize his vision for the commercial strip by buying lots and creating a cohesive group of buildings that help to define the Elmwood commercial district architecturally.

Features to Preserve.

- the tile-roofed parapet
- the transoms
- the medallions and rectangular stucco panels in the frieze

17. Historic Value— Neighborhood: Yes City: No
Architectural Value— Neighborhood: Yes City: Yes

18. Is the property endangered? No

19. Bibliography.

City of Berkeley Application for Building Permit No. 11299, 14 February 1922; as well as several other applications for alterations.

Block books and Sanborn maps

Directories.

Urban Conservation Survey (block files), BAHA.

Ormsby Donogh Real Estate File (1939–1977), BAHA.

Tales of the Elmwood, Burl Willes, 2000.

"A Profile of the Elmwood: Trends and Counter-Trends in a Berkeley Neighborhood Commercial District" Joanna Callenbach, Geography 181 class paper, Spring 1978.

ancestry.com

Property file for 2936–40 College Avenue, City of Berkeley.

"Wedding to Be October Event," *Oakland Tribune*, 8 October 1910.

"Engaged to Wed John A. Bischoff," *San Francisco Chronicle*, 13 October 1910.

"Big Apartment Sale in Lake District Made," *Oakland Tribune*, 7 January 1923.

John Bischoff obituary, *Oakland Tribune*, 9 May 1964.

"Recollections of John A. Bischoff, Jr." by Andrea Gabriel, *Rockridge News*, April 1987.

"Gifts to Wife Overflow House So Couple Start Hobby Shop" by Helen Nicol, *Berkeley Gazette*, 8 June, 1948.

advertisement for Blundell's Gift Shop, *Berkeley Gazette*, 17 December 1948, page 4.

Edith Quarles obituary, *Berkeley Gazette*, 1 November 1957.

Notice of Intended Sale, *Berkeley Gazette*, 9 June 1959.

Katherine L. Quarles obituary, *Statesman Journal*, 5 July 1962.

Loren G. Gordon obituary, *Berkeley Gazette*, 23 June 1976.

Osbert A. Blundell obituary, *Oakland Tribune*, 16 May 1986.

El Geva Vee Gordon McCreary obituary, on-line, February 2004.

20. Recorder

Anthony Bruce for Elmwood Property Owners Association, c/o Claudia Hunka, Your Basic Bird, 2940 College Avenue, Berkeley, California 94705

30 November 2025

Additional Photographs.



Rear of the Bischoff Shops Building No. 1, seen from the parking lot and showing original construction and later seismic bracing.

Anthony Bruce, 2025.



The Bischoff Shops Building No. 1, 2936 College Avenue. Shops in 1982: Your Basic Bird; Andrea; The Egg Shop & Apple Press.

Anthony Bruce, 1982.



The Bischoff Shops Building No. 1, 2936 College Avenue. Shops in 1939: Elmwood Dime Store; Ivanoff's. Ormsby Donogh, 1939, Donogh Real Estate File, BAHA.

Additional Photographs.



Bischoff Shops Building No. 1. Interior of Ivanoff's gift shop at 2936 College Avenue. Byron Bolfing, November 1947, Berkeley Historical Society.



Bischoff Shops Building No. 1. Interior of the Elmwood Dime Shop at 2940 College Avenue, with Katherine L. Quarles, niece of the founder, behind the counter. Byron Bolfing, November 1947, Berkeley Historical Society.

Additional Photographs.



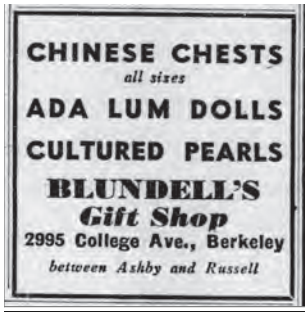
Osbert A. Blundell, owner of Blundell's Gift Shop. Found on-line.



Mary M. Blundell, wife of Osbert Blundell. Found on-line.



Lloyd and Velva Gordon, who bought the building in 1961. Berkeley Gazette, *12 July 1962.*

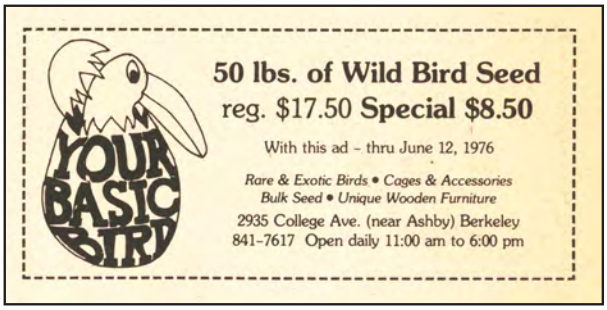


Advertisement for Blundell's Gift Shop. 1948.

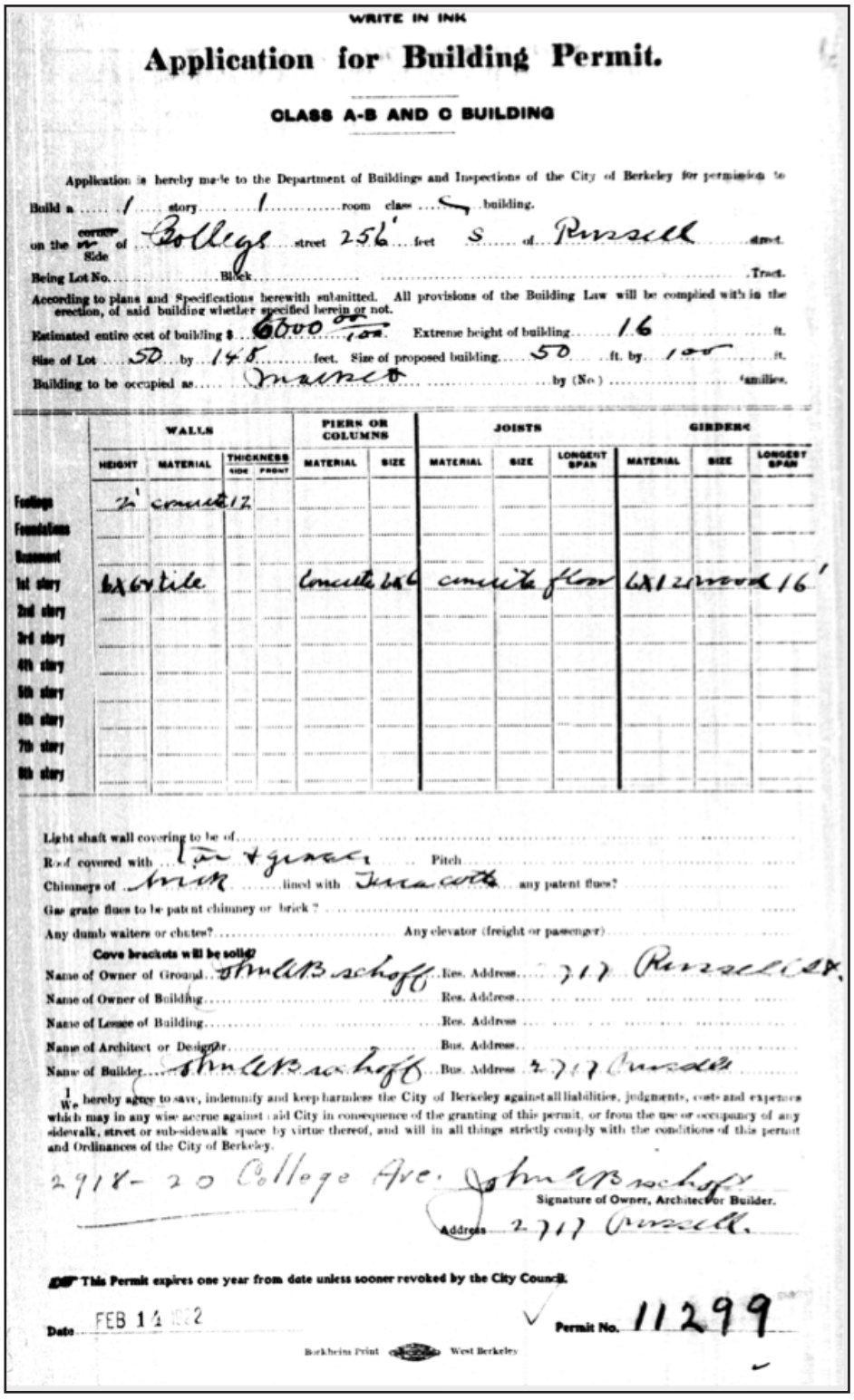


John A. Bischoff, owner, designer, and builder of the building. Oakland Tribune, *30 September 1928.*





*Advertisements for Andrea (*Berkeley Monthly, *1980) and Your Basic Bird (*Berkeley Monthly, *1976).*



WRITE IN INK

Application for Building Permit.

CLASS A-B AND C BUILDING

Application is hereby made to the Department of Buildings and Inspections of the City of Berkeley for permission to

Build a 1 story 1 room class S building.

on the corner W Side of College street 256' feet S of Russell ave.

Being Lot No. Block Tract.

According to plans and Specifications herewith submitted. All provisions of the Building Law will be complied with in the erection, of said building whether specified herein or not.

Estimated entire cost of building $ 6000 00 Extreme height of building 16 ft.

Size of Lot 50 by 145 feet. Size of proposed building 50 ft. by 100 ft.

Building to be occupied as Market by (No.) families.

	WALLS				PIERS OR COLUMNS		JOISTS			GIRDERS		
	HEIGHT	MATERIAL	THICKNESS SIDE	THICKNESS FRONT	MATERIAL	SIZE	MATERIAL	SIZE	LONGEST SPAN	MATERIAL	SIZE	LONGEST SPAN
Footings	2'	concrete	17									
Foundations												
Basement												
1st story	brick tile				concrete	16"	concrete floor			6x12 wood		16'
2nd story												
3rd story												
4th story												
5th story												
6th story												
7th story												
8th story												

Light shaft wall covering to be of

Roof covered with tin + gravel Pitch

Chimneys of brick lined with terra cotta any patent flues?

Gas grate flues to be patent chimney or brick?

Any dumb waiters or chutes? Any elevator (freight or passenger)

Cove brackets will be solid?

Name of Owner of Ground John A Braschoff Res. Address 717 Russell St.

Name of Owner of Building Res. Address

Name of Lessee of Building Res. Address

Name of Architect or Designer Bus. Address

Name of Builder John A Braschoff Bus. Address 717 Russell

I We hereby agree to save, indemnify and keep harmless the City of Berkeley against all liabilities, judgments, costs and expenses which may in any wise accrue against said City in consequence of the granting of this permit, or from the use or occupancy of any sidewalk, street or sub-sidewalk space by virtue thereof, and will in all things strictly comply with the conditions of this permit and Ordinances of the City of Berkeley.

2918-20 College Ave. John A Braschoff

Signature of Owner, Architect or Builder.

Address 717 Russell.

This Permit expires one year from date unless sooner revoked by the City Council.

Date FEB 14 1922 Permit No. 11299

Berkheim Print West Berkeley

City of Berkeley Application for Building Permit No. 11299, 14 February 1922

Planning and Development Department
Land Use Planning Division

CITY OF BERKELEY
Ordinance #4694 N.S.
LANDMARK APPLICATION

Elmwood Commercial Historic District

Property No. 5

Conwell Building
(College Dyeing and Cleaning Works)
2942 College Avenue



Conwell Building, 2942 College Avenue. Anthony Bruce, 2025.

1. **Street Address:** 2942 College Avenue
   County: Alameda **City**: Berkeley **ZIP**: 94705

2. **Assessor's Parcel Number**: 052–1568–00900
   (Berry-Bangs Tract, Block K, Lot: northern 40 feet of Lots 7, 8, 9)
   Dimensions: 40 feet x 150 feet
   Cross Streets: Ashby Avenue and Russell Street

3. **Is property on the State Historic Resource Inventory?** No
   Is property on the Berkeley Urban Conservation Survey? Yes
   Form #: 11937

4. **Application for Landmark Includes**:
   a. Building(s): Yes **Garden:** No **Other Feature(s)**: No
   b. Landscape or Open Space: Yes
   c. Historic Site: No
   d. District: Yes
   e. Other: Entire property

5. **Historic Names:** Conwell Building
   Commonly Known Name: College Cleaners

6. **Date of Construction:** 1910 **Factual**: Yes
   Source of Information: City of Berkeley Application for Building Permit No. 429, 2 February 1910

7. **Architect:** none listed on permit application

8. **Builder:** Isaac W. Bridenbecker, 2813 Piedmont Avenue

9. **Style:** Pioneer Storefront

10. **Original Owners:** Dr. Charles C. Conwell & Mrs. Julia Ann Conwell, 2801 Piedmont Ave.
    Original Use: commercial (2 stores)

11. **Present Owner:** Srue Corporation & Mar/Dan Corporation, 2437 Durant Avenue, Ste. 204, Berkeley 94704
    Present Occupant: vacant

12. **Present Use:** none
    Current Zoning: C-E **Adjacent Property Zoning:** C-E

13. **Present Condition of Property:**
    Exterior: Excellent **Interior:** unknown **Grounds:** poor
    Has the property's exterior been altered? yes

14. Description.

Built in 1910, this is one of the earliest structures in the district. The Conwell Building has housed a cleaning establishment continuously until about five years ago. The building is now vacant.

The Conwell Building is a one-story wood-frame structure with a cement-plastered front. Originally, the whole building was covered with wood shingles. The building's street façade has been faced with cement plaster since at least 1939, and likely since the 1920s.

The building's gable roof is hidden behind a large, plain false front topped by a narrow cornice. The flat stucco surface between the cornice and the shopfront is enlivened with a row of five diamond shapes formed from colored square tiles. The center diamond is the largest, with the two on each side increasingly smaller. Two other nearby buildings also feature this distinctive diamond pattern.

The store's entrance is off-center and slightly recessed. Seven medium-size display windows angle their way across the front and create a pleasing rhythm. The windows rest on a high base which has been resurfaced with artificial "ledge rock" in pastel shades. The display windows are topped by transom windows. Two iron handrails lead to the entrance which is one step higher than the sidewalk. The door is generic: glass with aluminum frame. The building is painted blue, off-white, and chrome yellow. At the north edge of the building a door opens to a narrow passage that leads to the rear of the property where there was once a building with sleeping rooms and later a brick dry cleaning workshop, but is now empty and weed strewn.

15. History.

Many questions remain about the history of this building. It is known that the College Cleaners, a venerable business in the Elmwood, was not only one of the earliest businesses (established in 1910), but was also owned by a Japanese-American. How did the business come to be established here? And how were the business owners connected with the Conwells who owned the land and signed the many construction permits over the years?

Julia A. Conwell, the widow of William O. Conwell, purchased the lot in January 1906. Her son Charles C. Conwell was a dentist who first lived in Berkeley in about 1883. By 1900 he had moved his practice from San Francisco to Center Street in downtown Berkeley.

Many widows at the time invested in real estate and Julia Conwell was no stranger to buying and selling property. In fact, in the 1880s, the Conwells and Walter Cobb, a family friend from their days in Gold Hill, Nevada, had invested in property in Los Angeles. Julia prevented their disposing of the land until its value had skyrocketed. In 1902, they sold it at a profit. The profit was so phenomenal that the *Berkeley Gazette* reported that they would now be living on "Easy Street."

In 1903, Walter Cobb moved to Berkeley and built a house at 2801 Piedmont, corner of Stuart. The idea was that the Conwells—Julia, Charles, and his wife Cassie—would live there with him. That is why the Conwells were in the neighborhood and witnessed first hand Fred Koerber's pioneering commercial buildings at College and Ashby being built.

In February 1910, Dr. Conwell took out a permit to construct a one-story, two-room, shingled commercial building on the College Avenue property. Dr. Conwell appears to have built the building specifically for tenants that he knew would occupy it. A large space was for the dry cleaning establishment and a small shop for shoe repairing. Five people were already living in the building by the time the

census was taken on April 20. Kunitalo Ito and his wife Matzu were the shoemakers. George Y. Uchida and his dry cleaning soon followed. Uchida was born in Japan in 1881 and arrived in California in 1909. He went into the laundry business, advertising in the classified section of newspapers. Perhaps he had done work for the Conwells and expressed a goal of opening a dry cleaning business. The business would provide a service for the surrounding neighborhoods and the Conwells would have a monthly income through rent.

Over the next twenty years the Conwells (and Cassie Conwell, after her husband had died in 1924) continually made further improvements to the property, likely at the request of their tenants. The first additional improvement was a long one-story building with a veranda in the northwest corner of the property. This building contained sleeping rooms for George Uchida, his business partner, and employees. By 1920 there were eighteen people living on the premises, but they were not all involved in the dry cleaning business. Kunitalo Ito moved his business to Oakland after the war, but Matsuyoshi Kubota took his place in the shoe repair shop. (Mr. Kubota moved his shop to 2632 Ashby in 1922; perhaps the remodel of the front of the building from two shopfronts to one happened then). Other residents worked as housekeepers in private home, and some of the residents were children. In 1928, architect George F. King designed a brick dry cleaning plant and a boiler room, also at the rear, replacing the dormitory. None of these rear buildings exist today. By 1930, only three people resided at 2942 College Avenue.

Another unanswered question is, who founded the College Cleaners? It seems apparent that George Y. Uchida was the founder. He was listed as proprietor of the business in every city directory from 1911 through 1927, as well as in every newspaper advertisement.

However, an article about the Tsuchida family by Hal Johnson in the December 1, 1947 *Berkeley Gazette* states that, “Seiyu Tsuchida established the College Cleaning and Dyeing Company as a pioneer in the Elmwood business district which has grown extensively in the last two decades. He has a speaking acquaintance with nearly half the residents of the area.” Seiyu Tsuchida was born in Japan in 1889 and came to San Francisco in 1906. He returned to Japan in 1916 to marry Mon Hamada and they returned to California the next year. Tsuchida is not shown in directories as proprietor of the College Cleaners until 1935, but a 1926 newspaper article ties him to the address of 2942 College Avenue. Perhaps Tsuchida acquired the shop after Uchida retired. At some point Seiyu Tsuchida formed a partnership with Michizo Yokota and Jiniro Masuda as owners of the firm. The partnership was dissolved in 1954.

During the war years, the College Cleaners was kept open by Rev. Walter Groesbeck, the pastor of the Free Methodist Church, which the Tsuchida family had attended. Seiyu Tsuchida was able to return to his intact business after the war.

After a falling out with the then-property owner in the early 1990s over responsibility of contamination from a leak in an underground storage tank, the College Cleaners closed for good in 1996 after eighty-six years in business. It was replaced by C & C Cleaners, which opened the same year. It closed in about 2018.

A yellow placard has been posted on the site for about five years, which describes the proposed construction of a new two-story building. The designer and developer are StudioKDA, an architectural firm. They have submitted drawings prepared in 2020 to the City for their Mixed-Use College Avenue Development, which is actually *two* buildings and includes both commercial and residential uses.

Significance.

The Conwell Building from 1910 is significant as one of the early buildings in the Elmwood commercial district, built when all businesses were clustered on the west side of College and on Ashby.

The Conwell Building is also significant as having housed the first minority-owned businesses in the Elmwood: College Dyeing and Cleaning Works and Ito shoemakers. The shoe making business opened in April 1910 and led the way for other minority-owned businesses in the Elmwood to follow through the years.

Features to Preserve.

• the cornice

• **the five tile diamond shapes above the transoms**

• the angled shopfront with small display windows, each topped by a transom

• the bulkheads faced with simulated ledge rock made of colored concrete in muted shades of red, yellow, and gray

17. Historic Value— Neighborhood: Yes City: Yes
Architectural Value— Neighborhood: Yes City: No

19. Bibliography.

City of Berkeley Application for Building Permit No. 429, 2 February 1910; as well as several other applications for alterations.

Block books and Sanborn maps

Directories.

Urban Conservation Survey (block files), BAHA.

Ormsby Donogh Real Estate File (1939–1977), BAHA.

Tales of the Elmwood, Burl Willes, 2000.

"A Profile of the Elmwood: Trends and Counter-Trends in a Berkeley Neighborhood Commercial District" Joanna Callenbach, Geography 181 class paper, Spring 1978.

ancestry.com

"8 Hurt in Bay Auto Accidents within 24 Hours," *Oakland Tribune*, 11 February 1926.

"So We're Told: Nisei Hero is Modest Author" by Hal Johnson, *Berkeley Gazette*, 1 December 1947.

dissolution of partnership, *Berkeley Gazette*, 9 August 1954.

Seiyu Tsuchida obituary, *Berkeley Gazette*, 23 May 1969.

20. Recorder

Anthony Bruce for Elmwood Property Owners Association, c/o Claudia Hunka, Your Basic Bird, 2940 College Avenue, Berkeley, California 94705

30 January 2026.

Additional Photographs.



The Conwell Building, 2942 College Avenue. Anthony Bruce, 1982.



The Conwell Building, 2942 College Avenue. Ormsby Donogh, 1939, Donogh Real Estate File, BAHA.

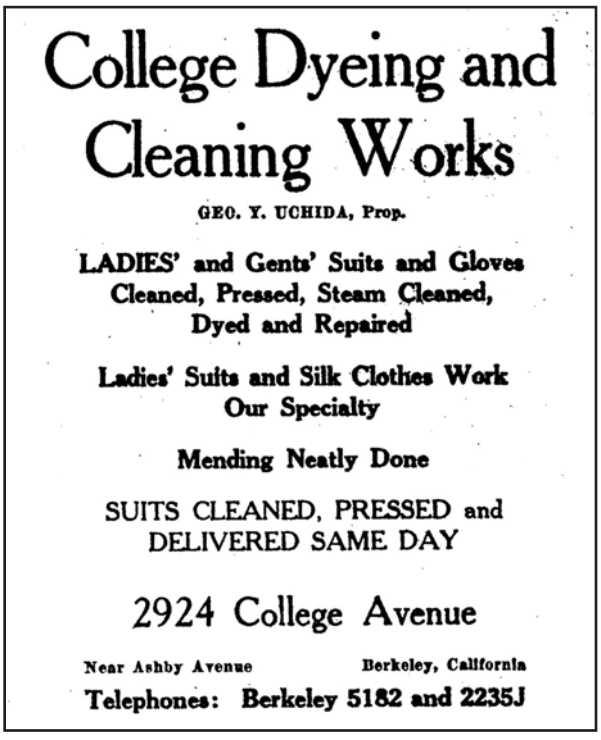
Additional Photographs.



The Conwell Building, 2942 College Avenue, interior. Byron Bolfing, November 1947, Berkeley Historical Society.



Simulated ledge rock bulkhead at the Conwell Building, 2942 College Avenue. Anthony Bruce, 2025.



College Dyeing and Cleaning Works

GEO. Y. UCHIDA, Prop.

LADIES' and Gents' Suits and Gloves
Cleaned, Pressed, Steam Cleaned,
Dyed and Repaired

Ladies' Suits and Silk Clothes Work
Our Specialty

Mending Neatly Done

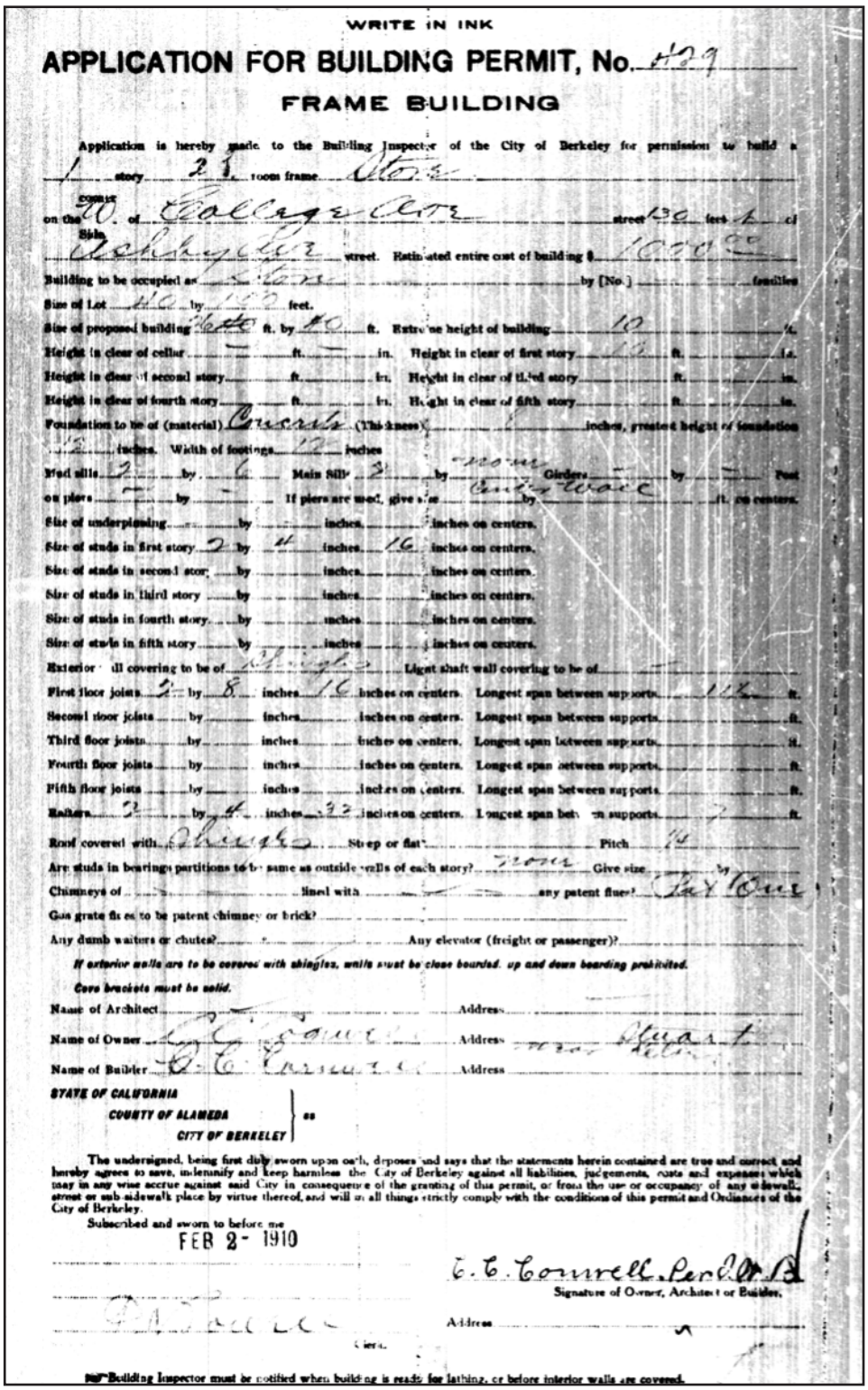
SUITS CLEANED, PRESSED and
DELIVERED SAME DAY

2924 College Avenue

Near Ashby Avenue Berkeley, California

Telephones: Berkeley 5182 and 2235J

Advertisement for the College Dyeing and Cleaning Works from the Berkeley Daily Gazette, *1 March 1923.*



WRITE IN INK

APPLICATION FOR BUILDING PERMIT, No. 429

FRAME BUILDING

Application is hereby made to the Building Inspector of the City of Berkeley for permission to build a 1 story 2 room frame store

on the corner of College Ave street 130 feet [illegible] of Bush Ashby Ave street. Estimated entire cost of building $ 1000.00

Building to be occupied as store by [No.] [illegible] families

Size of Lot 40 by 100 feet.

Size of proposed building 20 ft. by 20 ft. Extreme height of building 10 ft. in.

Height in clear of cellar — ft. — in. Height in clear of first story 9 ft. — in.

Height in clear of second story — ft. — in. Height in clear of third story — ft. — in.

Height in clear of fourth story — ft. — in. Height in clear of fifth story — ft. — in.

Foundation to be of (material) Concrete (Thickness) [illegible] inches, greatest height of foundation [illegible] inches. Width of footings 12 inches

Sill sills 2 by 6 Main Sills 2 by 8 Girders — by — Posts on piers — by — If piers are used, give size [illegible] by [illegible] ft. on centers.

Size of underpinning — by — inches. — inches on centers.

Size of studs in first story 2 by 4 inches. 16 inches on centers.

Size of studs in second story — by — inches. — inches on centers.

Size of studs in third story — by — inches. — inches on centers.

Size of studs in fourth story — by — inches. — inches on centers.

Size of studs in fifth story — by — inches. — inches on centers.

Exterior wall covering to be of Siding Light shaft wall covering to be of —

First floor joists 2 by 8 inches 16 inches on centers. Longest span between supports 11½ ft.

Second floor joists — by — inches — inches on centers. Longest span between supports — ft.

Third floor joists — by — inches — inches on centers. Longest span between supports — ft.

Fourth floor joists — by — inches — inches on centers. Longest span between supports — ft.

Fifth floor joists — by — inches — inches on centers. Longest span between supports — ft.

Rafters 2 by 4 inches 24 inches on centers. Longest span between supports 7 ft.

Roof covered with Shingle Steep or flat — Pitch 1/4

Are studs in bearing partitions to be same as outside walls of each story? Yes Give size —

Chimneys of — lined with — any patent flues? Yes Ours

Gas grate flues to be patent chimney or brick? —

Any dumb waiters or chutes? — Any elevator (freight or passenger)? —

If exterior walls are to be covered with shingles, units must be close boarded. up and down boarding prohibited.

Core brackets must be solid.

Name of Architect — Address —

Name of Owner C. C. Sowell Address Near Stuart

Name of Builder C. C. Connell Address —

STATE OF CALIFORNIA
COUNTY OF ALAMEDA } ss
CITY OF BERKELEY

The undersigned, being first duly sworn upon oath, deposes and says that the statements herein contained are true and correct and hereby agrees to save, indemnify and keep harmless the City of Berkeley against all liabilities, judgements, costs and expenses which may in any wise accrue against said City in consequence of the granting of this permit, or from the use or occupancy of any sidewalk, street or sub sidewalk place by virtue thereof, and will in all things strictly comply with the conditions of this permit and Ordinances of the City of Berkeley.

Subscribed and sworn to before me
FEB 2 - 1910

C. C. Connell. Per [illegible]
Signature of Owner, Architect or Builder.

[illegible] Address —

Clerk.

Building Inspector must be notified when building is ready for lathing, or before interior walls are covered.

City of Berkeley Application for Building Permit No. 429,
2 February 1910

Planning and Development Department
Land Use Planning Division

CITY OF BERKELEY
Ordinance #4694 N.S.
LANDMARK APPLICATION

Elmwood Commercial Historic District

Property No. 6
Koerber Buildings
2944 & 2956 College Avenue and 2637 Ashby Avenue





Koerber buildings, 2944 College Avenue (above), and 2637 Ashby Avenue (right). Anthony Bruce, 2025.



The 1907 Koerber Building, 2956 College Avenue. Anthony Bruce, 2020.

1. **Street Address:** 2956 College Avenue, 2637 Ashby Avenue, 2944 College Avenue
County: Alameda **City**: Berkeley **ZIP**: 94705

2. **Assessor's Parcel Number**: 052–1568–01101
(Berry-Bangs Tract, Block K, Lot: southern portion of Lots 7, 8, 9
Dimensions: 140 feet x 150 feet
Cross Streets: Benvenue Avenue and Russell Street

3. **Is property on the State Historic Resource Inventory?** No
Is property on the Berkeley Urban Conservation Survey? Yes
Form #: 11932

4. **Application for Landmark Includes**:
a. Building(s): Yes **Garden:** No **Other Feature(s)**: No
b. Landscape or Open Space: No
c. Historic Site: No
d. District: Yes
e. Other: Entire property

5. **Historic Names:** Koerber Buildings
Commonly Known Name: not known

6. **Date of Construction:** 1907 (2956 College); 1909 (2637 Ashby); 1910 (2944 College)
Factual: Yes
Source of Information: Contract notice (2956 College); City of Berkeley Application for Building Permit No. 2567, 13 April 1909 (2637 Ashby); City of Berkeley Application for Building Permit 443, 7 February 1910 (2944 College)

7. **Architect:** unknown (2956 College); Leland S. Lewis, designer (2637 Ashby); Cummings & Weymouth (2944 College)

8. **Builder:** unknown (2956 College); Leland S. Lewis (2637 Ashby); Patrick Bros. (2944 College)

9. **Style:** Colonial Revival (2956 College); Storefront (2944 College, 2637 Ashby)

10. **Original Owners:** Fred C. Koerber, 2647 Ashby Avenue
Original Use: commercial and residential

11. **Present Owner:** Gordon Commercial Properties LLC
Present Occupant: Bluemercury; vacant; Harvey Slocombe Ice Cream (2956 College); Dream Fluff Donuts (2637 Ashby); Cousin Home; Summer Kitchen (2944 College)

12. **Present Use:** residential and commercial

Current Zoning: C-E **Adjacent Property Zoning:** C-E

13. **Present Condition of Property:** Excellent
Exterior: Excellent **Interior:** unknown **Grounds:** Ø
Has the property's exterior been altered? yes

14. Description.

2956 College Avenue.



Built in **1907**, the Koerber Building is a two-story frame Colonial Revival building. It features four bay windows on the second floor, including a five-sided corner bay. The large projecting cornice is at the base of the parapet and includes modillions, a dentil course, and a frieze band below.

The building has been restored by the current owner. The lime sherbet stucco was removed revealing the original board siding; missing details were recreated; and the corner store, remodeled by designer Ed Raberg in early 1953 with sandstone ledgerock and stainless steel, was returned to a semblance of what may have originally existed. The two shopfronts facing College Avenue were also returned to an earlier look. The entrance to the second floor apartments is on College between the corner store and the other two storefronts. Bulkheads have raised wooden horizontal panels, each with an elaborate iron vent grille in the center.

2637 Ashby Avenue.



Built in **1909**, this was one of two side-by-side small one-story, wood-frame shop buildings. It appears to have been altered at the same time as the stable at 2944 College Avenue, as they both feature the same simulated cut-stone surface treatment and diamond embedded frieze (although there are two diamonds here rather than five). There are two small-paned transom windows; the one on the right has been replaced by white vinyl with simulated muntins.

Piers on each end frame the shopfront which is in traditional style, except for the sandstone ledgerock resurfacing the bulkhead from 1951. The building originally housed one shop and later two. It has been one shop since 1951.

2944 College Avenue.



Built in **1910**, this is a two-story frame building which appears from the street to be one story. It was built as a two-story stable that was part of a large 1910 development that wrapped around the earlier corner building. The façade is faced with cement plaster that is marked to resemble cut stone. A large, plain cornice projects from the front wall. Below the cornice there is a recessed horizontal panel that contains five diamond shapes similar in configuration to those on the College Cleaners building next door.

It is unknown when the stable was converted to shops. Three piers delineate the shops, which are traditional in design, with recessed entries, transoms, and tile bulkheads.

15. History.

Background on Fred Koerber.

Frederick Charles Koerber (1876–1953) owned several grocery stores in Oakland and Berkeley before branching into real estate development, mortgage banking, and municipal politics.

Fred was born in San Jose, one of nine siblings. His parents had immigrated from Germany as teenagers. The father, George Koerber was a wood dealer, an occupation taken up by Fred's brother, Adolph. Another brother, John,

became a grocer, and Fred most likely got his start with him.

Eventually Fred moved to Oakland, where in 1904 he married the widow Sarah Elizabeth Cash Cook (1870–1956). His store was located at 1932 Broadway, and he was active in the California State Retail Grocers' and Merchants' Association.

A shrewd businessman, in 1907 Koerber constructed a building of stores and apartments at the junction of Ashby and College avenues, where the Key Route's No. 6 streetcar, established in 1905, made a stop. The Koerber grocery was relocated to this building, and the owners took up residence in one of the apartments on the second floor.

The upscale grocery trade was based on home deliveries, and Koerber delivered. Business flourished, and Koerber quickly added to his holdings on adjacent lots. In 1909 he obtained a permit to construct a one-story, two-room store on Ashby Avenue. By 1911, he owned seven contiguous commercial buildings.

By the early 1920s, Koerber had moved on from the grocery business to pursue other activities. In March 1923, he filed his candidacy for a seat on the Berkeley city council in the May election that would launch the city manager form of government. He was endorsed by the merchants' association of his district but wasn't elected that year.

In 1925, he ran again, on a slate of four candidates endorsed by the Berkeley Municipal League. All four won their seats, with Koerber coming in fourth, having garnered 6,700 votes.

By mid-September, a mere four months past the election, Koerber tendered his resignation, claiming that "owing to the press of private business he was unable to devote the required time to the council." The private business concerned mainly real estate.

Excerpted from "Grocer-Politician Fred C. Koerber left Berkeley a Double Legacy" by Daniella Thompson, 2008; BAHA website.

2956 College Avenue.



The Koerber Building was the first commercial building to be built in what was to become the Elmwood commercial district. It cost $7,000 and contained two stores on the ground floor and flats above. The building was constructed at the far southeast corner of the Berry-Bangs Tract, which extends from Derby to Ashby west of College. The section between Russell and Ashby had been added in 1903 to the original 1902 subdivision. The tract's advertising brochure states, "Residences only. No stores or wood-yards." Most likely, there were no deed restrictions to enforce this rule, or, perhaps the developers soon realized that a corner store would be needed by the growing population.

Over the years, the configuration of the retail space on the ground floor of the Koerber Building changed. At first, it consisted of two shop spaces, each running north-south. One of these was Fred Koerber's grocery. That later changed to four shops running east-west, all with College Avenue addresses. By 1950 that number had been reduced to three, and it remains that way today, with the largest space at the corner.

Two known long-time tenants in the corner store were French's Coffee Shop (1935–1952) and Merit Cycles & Toys (1953–c1975). Russell R. French had been an ice cream maker in East Oakland. In 1935, Joseph Edy, the famous confectioner with shops in Oakland and Berkeley, directed a remodel of the corner store. Had he planned to open an "Edy's" on that corner or was he helping a fellow confectioner? French's was more than an ice cream parlor as its sign advertised both fountain and lunch.

In 1952, Russell French's coffee shop business was for sale. There must have been no takers for this type of business in this location because in 1953 a mainstay of the Elmwood in the 1950s and '60s—Merit Cycles & Toys— opened. An

advertisement in the spring 1954 telephone directory, shows a sketch of the new modern shopfront with a facing of Arizona ledgerock for the bulkheads, expanses of plate glass, a stainless steel corner column, and a band of stainless steel running above the windows and supporting free-standing lettering spelling out the name of the store. This was one of five impressive Mid-Century Modern shopfront remodels in the Elmwood, of which only one remains. The next tenant, in 1978, was Slater-Marinoff, selling modern furnishings. One of the proprietors, Patsy Slater, was especially pleased with the existing shopfront as it suited their business so well.

The northernmost shop in the Koerber Building was home to two successive shoe repair shops. Floyd Brown was there in the 1940s. And, at the same time, Lester Baranco ran Lester's Shine Parlor in the shop. John's Shoe Repair, owned by Lofty Briggs, Jr., followed in the same spot from 1967 until at least the late 1980s.

Members of the Koerber family owned the property until it was purchased by Berkeleyan John Gordon in 2005. The corner building's shops were vacant. John Gordon refurbished the building and restored its exterior. The hospital-green stucco was removed, revealing original siding, and shopfronts appropriate to 1907 were created. Businesses filled the empty spaces and the building reclaimed its place as a vibrant and attractive centerpiece of the Elmwood commercial district. The restoration was given a Preservation Award by the Berkeley Architectural Heritage Association in 2007, one hundred years after the Koerber Building was built.

2637 Ashby Avenue.



Koerber Building No. 2. In 1909, Rolla D. Fuller, a druggist whose business had been at Shattuck and Dwight Way, moved his pharmacy to this new Koerber Building. He had recently rented a brand-new house on Plaza Drive, in easy walking distance of his new store. Soon after the drugstore was opened, the Berkeley postmaster established Station No. 8 in the store that July. Fuller was appointed clerk, although the day-to-day post office work fell to his druggist partner and father-in-law John F. Croone. At this point, Berkeley had its main post office (on Shattuck Avenue), two branch offices, and eight "stations." Later, when Station No. 8 moved to the Dondero Building, its name was changed to Elmwood Station.

Rolla Fuller did not stay long. In 1910, Alameda developers built a new commercial building across Ashby from the Koerber properties. Fuller and Croone immediately moved into the large corner space, opening the College Avenue Pharmacy. Years later, strangely enough, Station No. 8 was still listed on the north side of Ashby with Rolla D. Fuller as clerk.

The business in Koerber Building No. 2 that has been there the longest is Dream Fluff Donuts. The popular doughnut store was established by the Herrenbruck family who lived in the neighborhood. It was there as early as 1954, but may go back to 1951 when the building was coverted from two shops to one. It has the same type of ledgerock bulkheads as the store to the east which was remodeled about the same time.

2944 College Avenue.



Koerber Building No. 3.

This building is the remaining piece of the large project that Fred Koerber built in 1910. It included a large, roofed-over coal and wood yard that wrapped around the back of the Koerber Building from Ashby to College. The business was run by the F. A. Nassie Company until about 1918. On Ashby, along with the entrance to the yard, were three small shop buildings, one housing a barber shop and another, the Elmwood Creamery. On the College Avenue side, a two-story stable opened into the yard. Koerber Building No. 3 is the stable converted to shops. No record has been found of when this conversion happened, although it may have been in about 1925 when the Acme Garage, which was in the space previously, had closed.

16. Significance.

The 1907 Koerber Building is exceptionally significant as the first commercial building to be built in the present day Elmwood commercial district. In fact, Fred Kroeber created the Elmwood commercial district by buying enough lots in the Berry-Bangs Tract to create a nucleus of commercial buildings that would soon attract other investors. The ground floor provided space for a much-needed grocery store for the rapidly growing surrounding neighborhoods. Above, there were flats where the Koerber family could live.

Koerber Building No. 2 is the second commercial building in the district and is significant because its construction was the first sign that the original Koerber Building was not merely a neighborhood corner store, but was the beginning of a commercial district. This building is also significant for housing the same business—Dream Fluff Donuts— for over seventy years.

Koerber Building No. 3, on College Avenue, is significant as a tangible link to a past commercial activity that was once ubiquitous around Berkeley: the fuel yard. Coal and wood were sold to heat the houses in the surrounding neighborhoods. The College Avenue building was the stable for the horse-driven wagons. It carried on the transportation theme as an automobile garage until the mid-1920s when it was converted to shops.

The Koerber property at the northwest corner of College and Ashby—with the three earliest buildings— is the historic hub of the Elmwood commercial district.

Features to Preserve.

• Koerber Building: the shopfronts, the transoms, the cornice, the upstairs windows, the second-floor bays, the supports under the bays, the siding, the air raid siren on the roof.

• Koerber Building No. 2: the Arizona ledgerock bulkheads, the transom with wood muntins, the two diamond shapes above the transoms, the boxy cornice, the incised pattern of cut stone in the stucco exterior including the cornice, the screen door.

• Koerber Building No. 3: traditional-style shopfronts with maroon tile bulkheads, transoms, five diamond shapes in the frieze, the boxy cornice, the incised pattern of cut stone in the stucco exterior including the cornice.

17. Historic Value— Neighborhood: Yes City: Yes
Architectural Value— Neighborhood: Yes City: Yes

18. Is the property endangered? No

19. Bibliography.

City of Berkeley Application for Building Permit No. 2567, 13 April 1909; as well as several alteration applications.

Block books and Sanborn maps

City directories.

Urban Conservation Survey (block files), BAHA.

Ormsby Donogh Real Estate File (1939–1977), BAHA.

Tales of the Elmwood, Burl Willes, 2000.

Berkeley Tourist and Business Survey, 1924.

"A Profile of the Elmwood: Trends and Counter-Trends in a Berkeley Neighborhood Commercial District" Joanna Callenbach, Geography 181 class paper, Spring 1978.

ancestry.com

"Permits for New Buildings," *Berkeley Gazette*, 24 May 1907.

"2007 BAHA Preservation Award Winners," *BAHA Newsletter*, No. 126, Summer 2007.

"Grocer-Politician Fred C. Koerber Left Berkeley a Double Legacy" by Daniella Thompson, *BAHA Website*, 9 January 2008.

20. Recorder

Anthony Bruce for Elmwood Property Owners Association, c/o Claudia Hunka, Your Basic Bird, 2940 College Avenue, Berkeley, California 94705

17 October 2025

Additional Photographs.



Koerber Building, 2956 College Avenue; College Avenue frontage. Anthony Bruce, 2020.





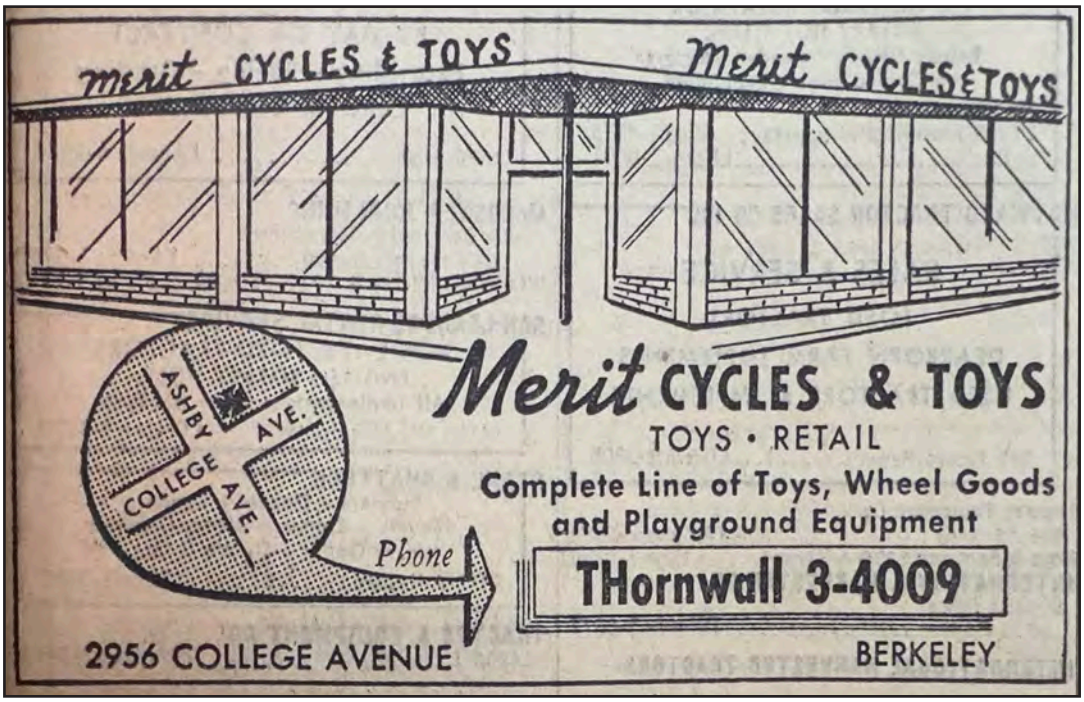
Koerber Building, 2956 College Avenue. Stores in 1982: Slater/Marinoff & Co.; John's Shoe Repairing. Anthony Bruce, 1982.

Koerber Building, 2956 College Avenue; College Avenue frontage. Stores in 1939 included: furniture; California Citrus Distributors; Supreme Cleaners, French's Cafe. Ormsby Donogh, 1939, Donogh Real Estate File, BAHA.

Additional Photographs.



The Koerber Building, 2956 College Avenue, after restoration. Waiting for the new anchor tenant Lulu Lemon to open. Daniella Thompson, 2008.



Display ad in the April 1954 Oakland Telephone Directory for Merit Cycles & Toys, showing the new, Modern glass, steel, and sandstone corner storefront of the Koerber Building..

Additional Photographs.



Koerber Building, 2944 College Avenue. Shops in 1982: Butler Natural Foods; Great Lengths Hair Parlor. Anthony Bruce, 1982.



Koerber Building, 2637 Ashby Avenue. Shops in 1982: Dream Fluff Donuts. Anthony Bruce, 1982.



Koerber Building, 2637 Ashby Avenue, entrance with Arizona ledgerock-surfaced bulkheads.
Anthony Bruce, 2025.

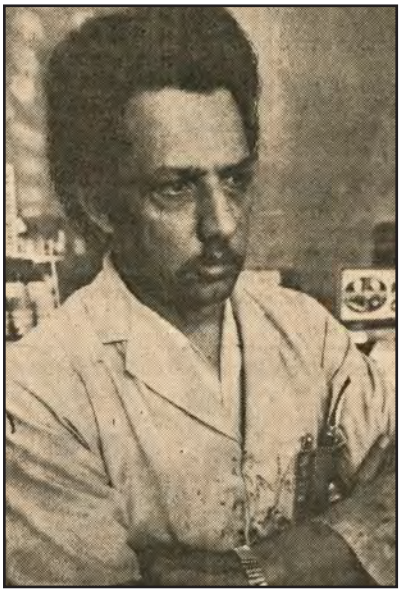
Additional Photographs.

Koerber Building, 2956 College Avenue. Brown's Shoe Repair and Lester's Shine Parlor, 2948 College Avenue. With Floyd Brown and Lester Baranco. Byron Bolfing, November 1947, Berkeley Historical Society.





Koerber Building, 2944 College Avenue. Interior of Roberts Jewelry, 2946 College Avenue. Byron Bolfing, November 1947, Berkeley Historical Society.

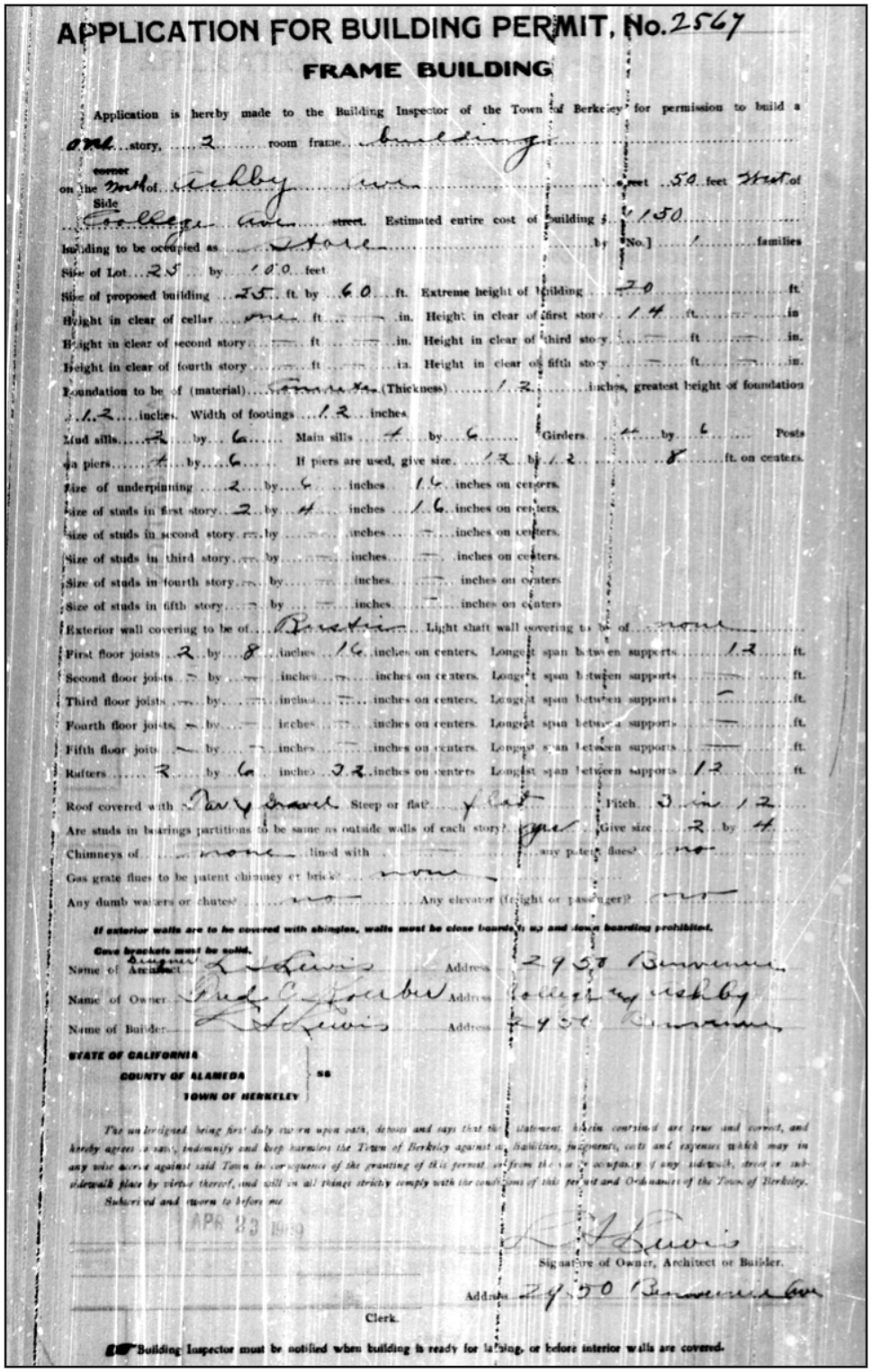


Lofty Briggs, Jr., owner of John's Shoe Repair, 2948 College Avenue. Photo by Jerry Telfer, "A Grassroots Fight for the Status Quo" by Ann Bancroft and Henry Schulman, San Francisco Chronicle, *1 October 1981.*



Lester Baranco and Byron Bolfing in Lester's Shine Parlor, 2948 College Avenue.

November 1947, Berkeley Historical Society.



APPLICATION FOR BUILDING PERMIT, No. 2567

FRAME BUILDING

Application is hereby made to the Building Inspector of the Town of Berkeley for permission to build a one story, 2 room frame building on the corner West side of Shelby ave. 50 feet West of College ave. street. Estimated entire cost of building $ 150.

Building to be occupied as store by [No.] 1 families

Size of Lot 25 by 100 feet

Size of proposed building 25 ft. by 60 ft. Extreme height of building 20 ft.

Height in clear of cellar one ft. — in. Height in clear of first story 14 ft. — in.

Height in clear of second story — ft. — in. Height in clear of third story — ft. — in.

Height in clear of fourth story — ft. — in. Height in clear of fifth story — ft. — in.

Foundation to be of (material) Concrete (Thickness) 12 inches, greatest height of foundation 12 inches. Width of footings 12 inches

Mud sills 2 by 6 Main sills 4 by 6 Girders 4 by 6 Posts

On piers 4 by 6 If piers are used, give size 12 by 12 8 ft. on centers.

Size of underpinning 2 by 6 inches 16 inches on centers.

Size of studs in first story 2 by 4 inches 16 inches on centers.

Size of studs in second story — by — inches — inches on centers.

Size of studs in third story — by — inches — inches on centers.

Size of studs in fourth story — by — inches — inches on centers

Size of studs in fifth story — by — inches — inches on centers

Exterior wall covering to be of Boards Light shaft wall covering to be of none

First floor joists 2 by 8 inches 16 inches on centers. Longest span between supports 12 ft.

Second floor joists — by — inches — inches on centers. Longest span between supports — ft.

Third floor joists — by — inches — inches on centers. Longest span between supports — ft.

Fourth floor joists — by — inches — inches on centers. Longest span between supports — ft.

Fifth floor joists — by — inches — inches on centers. Longest span between supports — ft.

Rafters 2 by 6 inches 32 inches on centers Longest span between supports 12 ft.

Roof covered with Tar & Gravel Steep or flat? flat Pitch 3 in 12

Are studs in bearing partitions to be same as outside walls of each story? yes Give size 2 by 4

Chimneys of none lined with — any patent flues? no

Gas grate flues to be patent chimney or brick? none

Any dumb waiters or chutes? no Any elevator (freight or passenger)? no

If exterior walls are to be covered with shingles, walls must be close boarded, and lath and lime boarding prohibited.

Cove brackets must be solid.

Name of Architect [illegible] Address [illegible]

Name of Owner Dudley Forbes Address College ave & Shelby

Name of Builder L. J. Lewis Address 2450 Bowditch

STATE OF CALIFORNIA
COUNTY OF ALAMEDA } ss
TOWN OF BERKELEY

The undersigned being first duly sworn upon oath, deposes and says that the statements herein contained are true and correct, and hereby agrees to save, indemnify and keep harmless the Town of Berkeley against all liabilities, judgments, costs and expenses which may in any wise accrue against said Town in consequence of the granting of this permit, and from the use or occupancy of any sidewalk, street or sidewalk place by virtue thereof, and will in all things strictly comply with the conditions of this permit and Ordinances of the Town of Berkeley.

Subscribed and sworn to before me

APR 23 1909

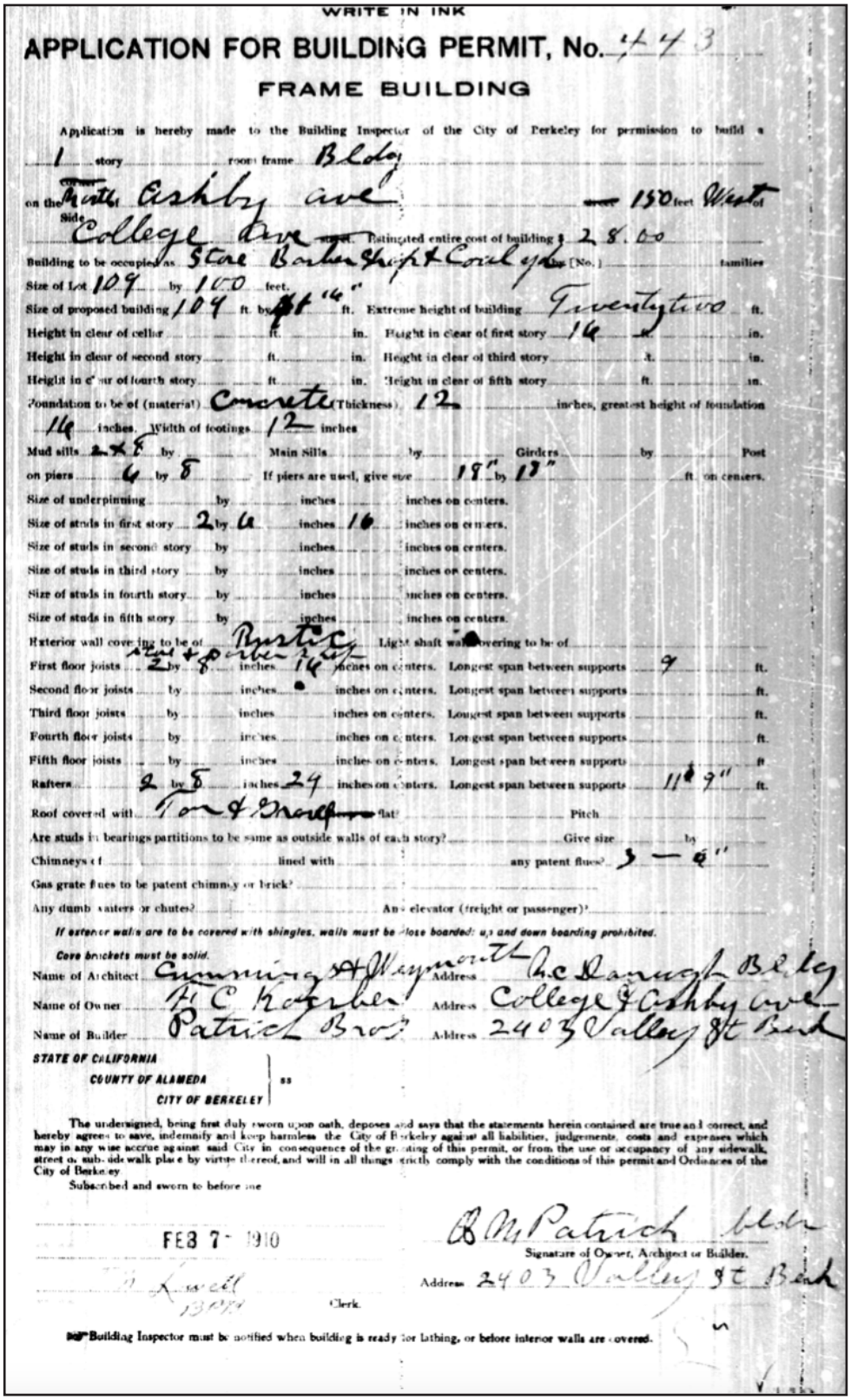
Clerk.

L. J. Lewis
Signature of Owner, Architect or Builder.

Address 2450 Bowditch

Building Inspector must be notified when building is ready for lathing, or before interior walls are covered.

City of Berkeley Application for Building Permit No. 2567, 13 April 1909



WRITE IN INK

APPLICATION FOR BUILDING PERMIT, No. 443

FRAME BUILDING

Application is hereby made to the Building Inspector of the City of Berkeley for permission to build a 1 story room frame Bldg

on the North Side Ashby ave 150 feet West of College Ave

Estimated entire cost of building $ 2800

Building to be occupied as Store Barber Shop & Cowlers [No.] families

Size of Lot 109 by 100 feet.

Size of proposed building 109 ft. by 84' 4" ft. Extreme height of building Twenty two ft.

Height in clear of cellar ft. in. Height in clear of first story 14 in.

Height in clear of second story ft. in. Height in clear of third story ft. in.

Height in clear of fourth story ft. in. Height in clear of fifth story ft. in.

Foundation to be of (material) Concrete (Thickness) 12 inches, greatest height of foundation 14 inches. Width of footings 12 inches

Mud sills 2x8 by Main Sills by Girders by Post

on piers 4 by 8 If piers are used, give size 18" by 18" ft. on centers.

Size of underpinning by inches inches on centers.

Size of studs in first story 2 by 4 inches 16 inches on centers.

Size of studs in second story by inches inches on centers.

Size of studs in third story by inches inches on centers.

Size of studs in fourth story by inches inches on centers.

Size of studs in fifth story by inches inches on centers.

Exterior wall covering to be of Rustic Light shaft walls covering to be of

First floor joists 2 by 8 inches 14 inches on centers. Longest span between supports 9 ft.

Second floor joists by inches inches on centers. Longest span between supports ft.

Third floor joists by inches inches on centers. Longest span between supports ft.

Fourth floor joists by inches inches on centers. Longest span between supports ft.

Fifth floor joists by inches inches on centers. Longest span between supports ft.

Rafters 2 by 8 inches 24 inches on centers. Longest span between supports 11' 9" ft.

Roof covered with Tar & Gravel flat? Pitch

Are studs in bearings partitions to be same as outside walls of each story? Give size by

Chimneys of lined with any patent flues? 3 — 8"

Gas grate flues to be patent chimney or brick?

Any dumb waiters or chutes? An elevator (freight or passenger)?

If exterior walls are to be covered with shingles, walls must be close boarded; up and down boarding prohibited.

Core brickets must be solid.

Name of Architect Cunning & Wayman Address H.C. Damon Berkeley

Name of Owner F C Kelsey Address College & Ashby ave

Name of Builder Patrick Bros Address 2403 Valley St Berk

STATE OF CALIFORNIA
COUNTY OF ALAMEDA } ss
CITY OF BERKELEY

The undersigned, being first duly sworn upon oath, deposes and says that the statements herein contained are true and correct, and hereby agrees to save, indemnify and keep harmless the City of Berkeley against all liabilities, judgements, costs and expenses which may in any wise accrue against said City in consequence of the granting of this permit, or from the use or occupancy of any sidewalk, street or sub-sidewalk place by virtue thereof, and will in all things strictly comply with the conditions of this permit and Ordinances of the City of Berkeley.

Subscribed and sworn to before me

FEB 7 1910

H Lowell
Clerk.

C M Patrick Builder
Signature of Owner, Architect or Builder.

Address 2403 Valley St Berk

Building Inspector must be notified when building is ready for lathing, or before interior walls are covered.

City of Berkeley Application for Building Permit No. 443, 7 February 1910

Planning and Development Department
Land Use Planning Division

CITY OF BERKELEY
Ordinance #4694 N.S.
LANDMARK APPLICATION

Elmwood Commercial Historic District

Property No. 7

Claremont Garage
2629 Ashby Avenue



Claremont Garage Building, 2629 Ashby Avenue. Anthony Bruce, 2025.

1. **Street Address:** 2627, 2629, 2633, 2635 Ashby Avenue
   County: Alameda **City**: Berkeley **ZIP**: 94705

2. **Assessor's Parcel Number**: 052–1568–01201
   (Berry-Bangs Tract, Block K, Lot 10 and portions of Lots 9 and 8)
   Dimensions: 120 feet x 110 to 120 feet
   Cross Streets: Benvenue Avenue and College Avenue

3. **Is property on the State Historic Resource Inventory?** No
   Is property on the Berkeley Urban Conservation Survey? Yes
   Form #: 11939

4. **Application for Landmark Includes**:
   a. Building(s): Yes **Garden:** No **Other Feature(s)**: No
   b. Landscape or Open Space: No
   c. Historic Site: No
   d. District: Yes
   e. Other: Entire property

5. **Historic Names:** Claremont Garage, Elmwood Garage, Wright's Garage
   Commonly Known Name: not known

6. **Date of Construction:** 1925 **Factual**: Yes
   Source of Information: City of Berkeley Application for Building Permit No. 22294, 10 September 1925.

7. **Architect:** B. Reede Hardman, 1st National Bank Building, Berkeley

8. **Builder:** Carlson Le Prest Company, 206 Koerber Building, University Avenue

9. **Style:** Italian Farmhouse & Storefront

10. **Original Owners:** Fred C. Koerber, 206 Koerber Building, University Avenue
    Original Use: residential and commercial

11. **Present Owner:** Gordon Commercial Properties LLC
    Present Occupant: Casa de Chocolate; Labels; Lift Me Up; Yama; Mighty Pilates; Worthy; Donato & Co.

12. **Present Use:** commercial
    Current Zoning: C-E **Adjacent Property Zoning:** C-E, R-2A

13. **Present Condition of Property:**
    Exterior: Excellent **Interior:** unknown **Grounds:** Ø
    Has the property's exterior been altered? new shopfronts

14. Description.

Built in 1925 as a large, high, one-story garage and store building, the Claremont Garage was constructed of reinforced concrete, brick, and hollow tile, with a wood-truss ceiling. Two large openings in the center flanked by shopfronts were the garage entries. Now, those open entries and the three shopfronts have all been redone as traditional shopfronts, but with tall, elongated doors and display windows. Transoms match the widths of doors and windows below. All trim is painted dark green.

The building is faced with randomly laid buff and reddish brown pressed brick. The façade is dived into five bays by brick-clad piers that extend slightly above the parapet. All is symmetrical except that an additional wider shopfront extends eastward. Its façade is treated as the rest of the building, but with a stepped parapet at the center of the shopfront. This section may either be an existing store building built by Fred Koerber in 1909 that was incorporated into the garage building, or its dimensions were retained for this "extra" shopfront when the garage was built.

Centered above the garage entrance is what was once a penthouse apartment. It was constructed of hollow tile and had integrally colored tan cement plaster and brick quoining. The penthouse has been rebuilt without the quoining, but the tile roof and small-pane casement windows remain.

15. History.

In the summer of 1911, Dewey Collignon and Clarence Morrill built a garage on Ashby designed by George F. King. The same year, Morrill's son Enoch built the Berkeley Theater and the Morrill Apartments (Landmark #85) in downtown Berkeley, both designed by King. The garage was built on property to the west of and adjoining the Koerber property. The garage was quite large. Its roof and exterior walls were of corrugated iron and it was built on a concrete slab. The business was called the Claremont Garage and run by Fenton J. Zehner.

Sometime before 1921 Fred C. Koerber purchased the Claremont Garage property. He combined it with some of his other property fronting on Ashby (the three small 1910 shop buildings, the coal and wood yard, and the westerly of the two 1909 shop buildings). In 1925, Koerber commissioned Berkeley architect B. Reede Hardman to design the ultimate in automotive garages on the large piece of cleared land.

The Claremont Garage *business* seems to have survived the construction of the new building, but Zehner had not run the business since 1917. Then, about 1929, an Oakland accounting firm, Farrell & Mitchell, moved into the building. William E. Mitchell also was manager of the *Elmwood* Garage at the same address. It seems the garage was under new ownership and a name change was in order. Thereafter, William G. Farrell ran the garage, with his wife Marian in the office, until 1978. That year, after almost fifty years, Farrell's Inc. transfered all the accoutrements that made up Farrell's Elmwood Garage to Wright's Automotive Service. Wright's also had a long run.

When John Gordon purchased the former Fred Koerber properties from his descendants in 2004, he realized that the large, open space of the brick garage needed upgrading to modern seismic standards. Wright's moved to a new location in West Berkeley. John Gordon determined that, due to its location on a narrow and busy thoroughfare, the building would function better with pedestrian-oriented retail shops (of which there had always been two or three). After the structural work was finished, The Bay Architects were commissioned to design the interior and the ground floor exterior. The

building presents a handsome face to the street and has successfully existed since then with a variety of shops and a restaurant for fine dining; every bit as successful as the garage was in its day.

16. Significance.

The Claremont Garage Building holds architectural significance for the City of Berkeley. Although most of its length is not taller than other nearby one-story buildings, it presents a monumental appearance due to the texture and rich variegated color of its brick surface, the verticality of its brick piers, and the verticality of the components of the shopfronts. The penthouse adds actual height and gives an imposing and substantial feeling to the entire building. The Claremont Garage is one of the premier buildings, architecturally, in the Elmwood commercial district and may be the finest designed garage in Berkeley.

Features to Preserve.

- the shopfronts
- the unpainted brick exterior
- the penthouse with its tile roof and mullioned casement windows

17. Historic Value— Neighborhood: Yes City: Yes
Architectural Value— Neighborhood: Yes City: Yes

18. Is the property endangered? No

19. Bibliography.

Building Permit Application No. 22294, 10 September 1925, as well as earlier applications.

Block books and Sanborn maps

Directories.

Urban Conservation Survey (block files), BAHA.

Ormsby Donogh Real Estate File (1939–1977), BAHA.

Tales of the Elmwood, Burl Willes, 2000.

Berkeley Tourist and Business Survey, 1924.

"A Profile of the Elmwood: Trends and Counter-Trends in a Berkeley Neighborhood Commercial District" Joanna Callenbach, Geography 181 class paper, Spring 1978.

ancestry.com

"Notice of Intended Transfer" *Berkeley Gazette*, 5 June 1978.

"Wright's Garage Leads ZAB Agenda" by Rita Bhattacharjee, *Berkeley Daily Planet*, 6 Feb.2007.

20. Recorder

Anthony Bruce for Elmwood Property Owners Association, c/o Claudia Hunka, Your Basic Bird, 2940 College Avenue, Berkeley, California 94705

22 October 2025

Additional Photographs.



Claremont Garage. Anthony Bruce, 2025.



Claremont Garage, showing Italian Farmhouse-style penthouse. Anthony Bruce, 2025.



Claremont Garage. Anthony Bruce, 2025.

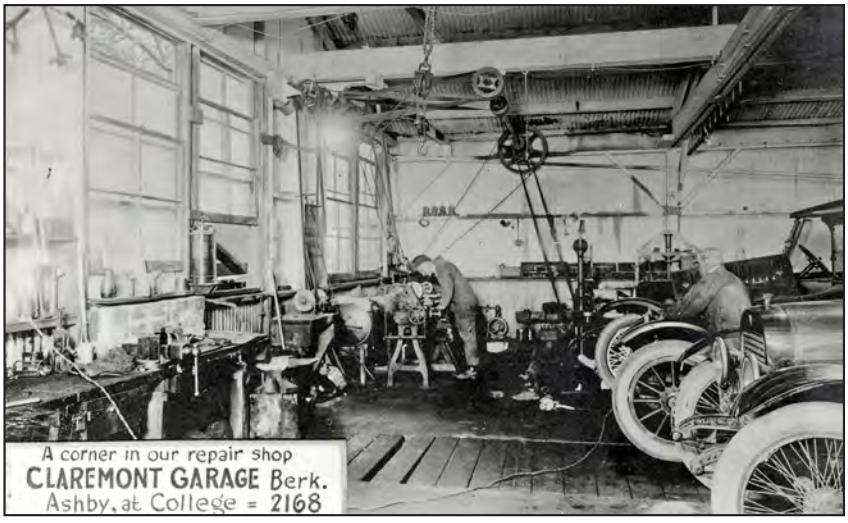
Additional Photographs.



Claremont Garage. Betty Marvin, c. 1981



Claremont Garage. Ormsby Donogh, 1939, Donogh Real Estate File, BAHA.



Claremont Garage repair shop interior, late 1920s. Photo-postcard courtesy of Anthony Bruce,

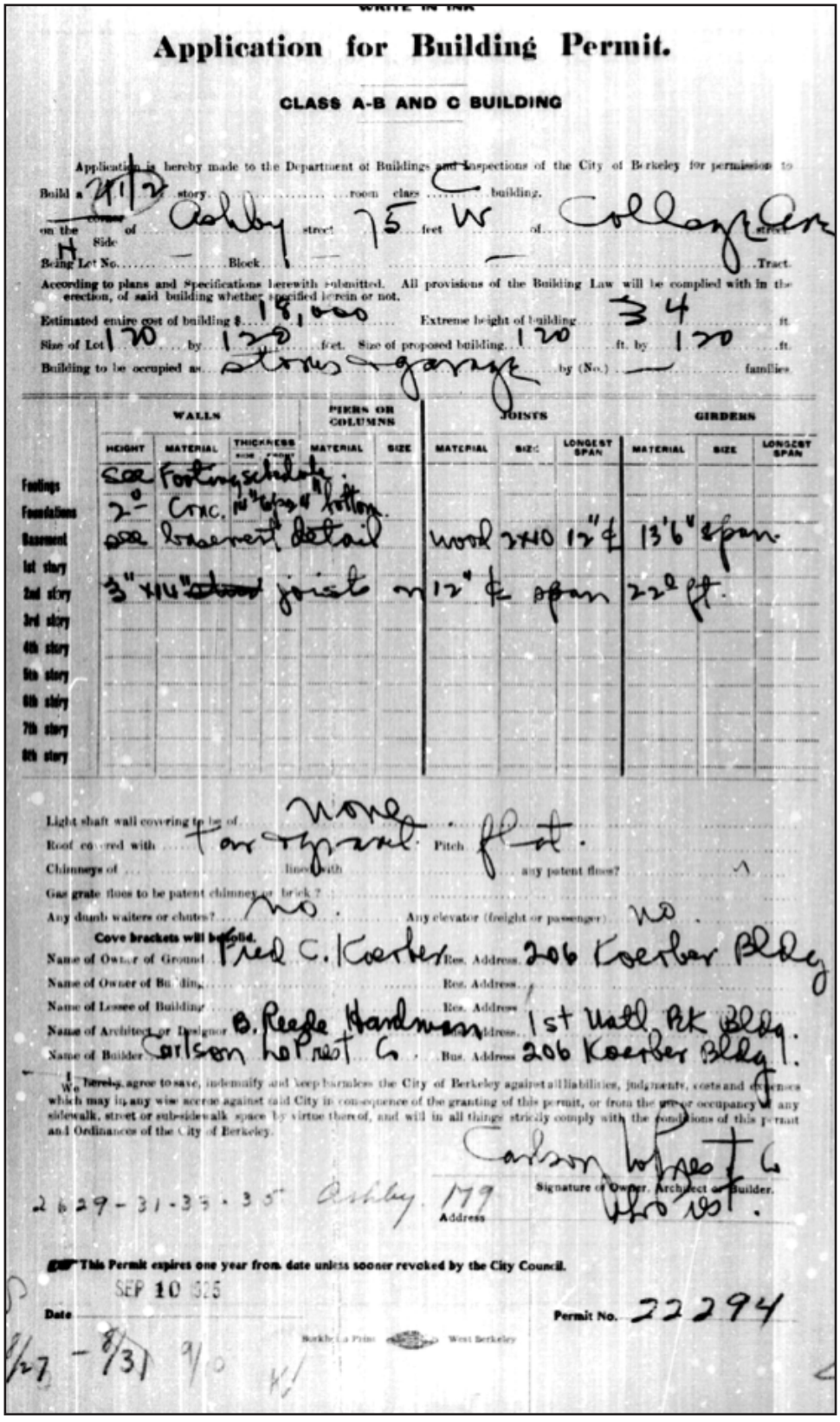
Additional Photographs.



William G. Farrell in Farrell's Elmwood Garage. Byron Bolfing, November 1947, Berkeley Historical Society.



Marian Farrell in Farrell's Elmwood Garage. Byron Bolfing, November 1947, Berkeley Historical Society.



Application for Building Permit.

CLASS A-B AND C BUILDING

Application is hereby made to the Department of Buildings and Inspections of the City of Berkeley for permission to

Build a 1 1/2 story ..... room class C building.

on the ~~corner~~ Side of Ashby street 75 feet W of College Ave

Being Lot No. — Block — Tract

According to plans and specifications herewith submitted. All provisions of the Building Law will be complied with in the erection, of said building whether specified herein or not.

Estimated entire cost of building $ 1800 Extreme height of building 34 ft.

Size of Lot 120 by 120 feet. Size of proposed building 120 ft. by 120 ft.

Building to be occupied as stores garage by (No.) — families

	WALLS			PIERS OR COLUMNS		JOISTS			GIRDERS		
	HEIGHT	MATERIAL	THICKNESS	MATERIAL	SIZE	MATERIAL	SIZE	LONGEST SPAN	MATERIAL	SIZE	LONGEST SPAN
Footings	See	Footing schedule									
Foundations	2'-	Conc.	10"&12" bottom								
Basement	See	basement detail				wood	2x10	12" ctr	13'6" span		
1st story											
2nd story	3" x 14" ~~steel~~	joist				on 12" ctr span			22'0 ft.		
3rd story											
4th story											
5th story											
6th story											
7th story											
8th story											

Light shaft wall covering to be of None.

Roof covered with tar & gravel Pitch flat.

Chimneys of ..... lined with ..... any patent flues?

Gas grate flues to be patent chimney or brick?

Any dumb waiters or chutes? No. Any elevator (freight or passenger) No.

Cove brackets will be used.

Name of Owner of Ground Fred C. Koerber Res. Address 206 Koerber Bldg

Name of Owner of Building ..... Res. Address .....

Name of Lessee of Building ..... Res. Address .....

Name of Architect or Designer B. Reese Hardware Bus. Address 1st Natl Bk Bldg.

Name of Builder Carlson Lot Const Co. Bus. Address 206 Koerber Bldg.

I We hereby agree to save, indemnify and keep harmless the City of Berkeley against all liabilities, judgments, costs and expenses which may in any wise accrue against said City in consequence of the granting of this permit, or from the proper occupancy of any sidewalk, street or subsidewalk space by virtue thereof, and will in all things strictly comply with the conditions of this permit and Ordinances of the City of Berkeley.

Carlson Lot Const Co

Signature of Owner, Architect or Builder.

2629-31-33-35 Ashby 179

Address

Bro 195.

This Permit expires one year from date unless sooner revoked by the City Council.

SEP 10 1925

Date

Permit No. 22294

8/27 - 8/31 9/0

City of Berkeley Application for Building Permit No. 22294, 10 September, 1925

Planning and Development Department
Land Use Planning Division

CITY OF BERKELEY
Ordinance #4694 N.S.
LANDMARK APPLICATION

Elmwood Commercial Historic District

Property No. 8
Koerber Building No. 5
2632 Ashby Avenue



Koerber Building No. 5, 2632 Ashby Avenue. Anthony Bruce, 2025.

1. **Street Address:** 2632, 2634, 2636, 2638 Ashby Avenue
   County: Alameda **City**: Berkeley **ZIP**: 94705

2. **Assessor's Parcel Number**: 052–1573–01400
   (Claremont Tract, Block E, Lot 3)
   Dimensions: 50 feet x 106.8 feet
   Cross Streets: College Avenue and Benvenue Avenue

3. **Is property on the State Historic Resource Inventory?** No
   Is property on the Berkeley Urban Conservation Survey? Yes
   Form #: 12062

4. **Application for Landmark Includes**:
   a. Building(s): Yes **Garden:** No **Other Feature(s)**: No
   b. Landscape or Open Space: No
   c. Historic Site: No
   d. District: Yes
   e. Other: Entire property

5. **Historic Names:** Koerber Building No. 5
   Commonly Known Name: not known

6. **Date of Construction:** 1922, 1947 **Factual**: Yes
   Source of Information: City of Berkeley Application for Building Permit No. 11141, 5 January 1922; *Architect & Engineer*

7. **Architect:** John Olmquist, 5856 Trask Street, Oakland; Alben Froberg, Oakland

8. **Builder:** John Olmquist

9. **Style:** Shopfront

10. **Original Owners:** Fred C. Koerber, 2647 Ashby Avenue
    Original Use: commercial (4 stores)

11. **Present Owner:** Gallardo Brothers LLC
    Present Occupant: Focal Point (2638); Aveda Moon Shadow Salon (2634–36); Worthy Breath & Body (2632)

12. **Present Use:** commercial & vacant (3 stores)
    Current Zoning: C-E **Adjacent Property Zoning:** C-E, R-2A

13. **Present Condition of Property:**
    Exterior: Excellent **Interior:** unknown **Grounds:** Ø
    Has the property's exterior been altered? Yes

14. Description.

Built in 1922, this is a one-story wood-frame building containing four shops. Originally, large transoms filled half the space between the shopfronts and the minimal cornice. In 1947, Alben Froberg (architect of Oakland's noted Art-Deco Gray Shop) streamlined the façade with Carrara structural glass and steel Kawneer trim. Beige glass was used on the upper half of the façade, with dark blue framing the shops. All shops have traditional recessed entries and plate glass displays.

The integrity of the streamlined façade has been slightly compromised by an awning over the westernmost shopfront, and the painting of its window framing and dark blue glass (all reversible). The streamlining of this building is one of the more successful remodelings in the district.

There is a brick workshop behind 2634, built in 1938 by building owner and cabinetmaker Henry Roehnert for his antique furniture restoration shop that lasted at this location for more than thirty years.

15. History.

This is the final commercial building that Fred Koerber built in the Elmwood commercial district. Soon after it was built the building housed M. Kubota's shoe repair, James D. Logan's U. C. Fruit Market, Darwin E. Woodworth and David Woodward's barber shop and laundry agency, and William P. Moran's Home Bake Shop. These were all necessary businesses for the surrounding residential neighborhoods. A bakery was a long-standing tenant in the easternmost shop at 2638 Ashby. Lane's Bakery, owned by J. Ado Lane, followed Moran's in 1937. This particular space lent itself so well to another bakery's use because Moran had it well-equipped, even to adding a brick oven in the rear. By 1964, Lane's was gone.

The longest running business in the building was Tail of the Yak, a gift shop unlike any other. It closely reflected the aesthetics and artistic taste of the owners, Alice Erb and Lauren MacIntosh. The shop was open for fifty-one years, from 1972 to 2023. Tail of the Yak was so unusual and atmospheric that it drew followers not only from Berkeley, but world-wide. According to an article in *Berkeleyside* about the shop's closing, Tail of the Yak was mentioned or featured in many publications, such as *Vogue* and the *New York Times*.

In 1947, architect Alben Froberg was commissioned by Marshall Steel, the then-owner of the building to modernize the façade, likely in anticipation of the opening of a branch of his cleaning business here. Marshall Steel remained at 2632 Ashby well into the 1960s.

In the 1930s and 1940s, nothing could revitalize the appearance of an older commercial building more than stainless steel and gleaming structural glass. Pigmented structural glass was developed in the United States around 1900. It really came into its own architecturally during the Art Deco/Streamline Moderne era due to its smooth, polished appearance and the fact that by the 1930s it was possible to produce it in a wide range of colors. The two most well known brands of pigmented structural glass were "Carrara" made by Pittsburgh Plate Glass Co., and "Vitrolite" made by the Vitrolite Company. Carrara seems to have been used on this building in both dark blue and the company's beige glass known as "suntan." The stainless steel trim was made by the Kawneer Company, a local firm whose West Berkeley factory is Landmark No. 104. Froberg was remodeling the Kawneer Building while he was working on Koerber Building No. 5.

16. Significance.

Koerber Building No. 5 is significant as the last building that Fred Koerber built in the Elmwood commercial district. Koerber was the first investor and created the nucleus of the district, paving the way for others. Out of an overall investment of ten structures, five remain.

The building is significant as the home of the world-renowned retail shop, Tail of the Yak, which remained successfully open for fifty-one years.

The building is significant for its architect-designed use of pigmented structural glass, a material that is no longer manufactured. The material boldly proclaims, "Mid-Century Modern." It is one of the few remaining examples of its use in Berkeley and is the one remaining of five significant Modern makeovers in the Elmwood.

Lastly, due to its scale and its traditional shopfronts, Koerber Building No. 5 is a contributing structure in the district.

Features to Preserve.

- the pigmented structural glass on the façade
- the Kawneer stain1ess steel trim
- the shopfronts

17. Historic Value— Neighborhood: Yes City: Yes
Architectural Value— Neighborhood: Yes City: Yes

18. Is the property endangered? No

19. Bibliography.

Building Permit Application No. 11141, 5 January 1922; as well as alteration applications. Block books and Sanborn maps.

Directories.

Urban Conservation Survey (block files), BAHA.

Ormsby Donogh Real Estate File (1939–1977), BAHA.

Tales of the Elmwood, Burl Willes, 2000.

Berkeley Tourist and Business Survey, 1924.

"A Profile of the Elmwood: Trends and Counter-Trends in a Berkeley Neighborhood Commercial District" Joanna Callenbach, Geography 181 class paper, Spring 1978.

ancestry.com

"Tail of the Yak, Elmwood Boutique Selling Rare and Lovely Crafts, Closing after 51 Years" by Joanne Furio, *Berkeleyside*, 2 May 2023.

"Pigmented Structural Glass," *Wikipedia*.

20. Recorder

Anthony Bruce for Elmwood Property Owners Association, c/o Claudia Hunka, Your Basic Bird, 2940 College Avenue, Berkeley, California 94705

19 October 2025.

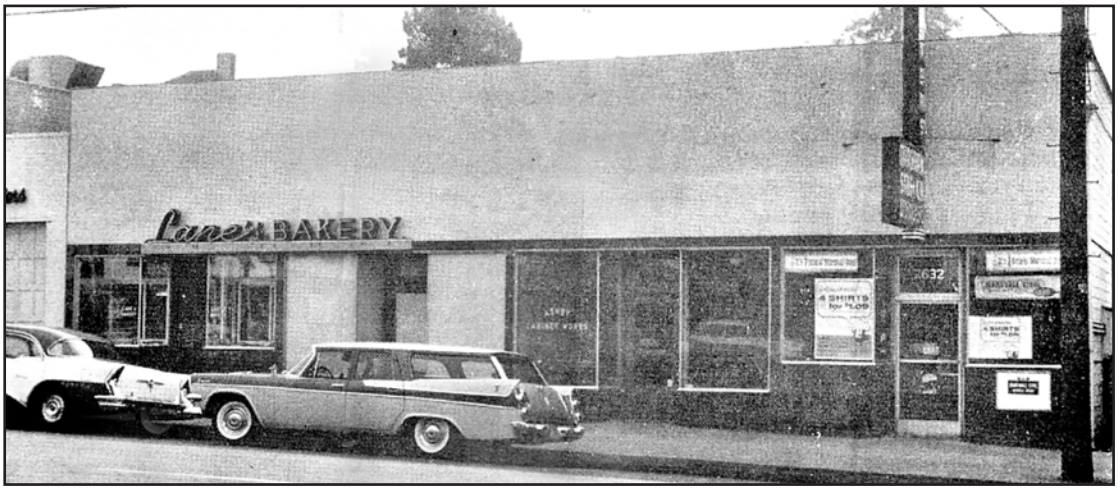
Additional Photographs.



Koerber Building No. 5, 2632 Ashby Avenue.
Anthony Bruce, 1982.



Koerber Building No. 5, 2632 Ashby Avenue. Ormsby Donogh, 1939, Donogh Real Estate File, BAHA.



Koerber Building No. 5, 2632 Ashby Avenue, showing the 1947 Carrera glass makeover.
Picture from a 1960 real estate listing, Donogh Real Estate File, BAHA.

Additional Photographs.



Tail of the Yak shopfront, 2632 Ashby Avenue.
Joanne Furio, 2023, Berkeleyside*.*



Tail of the Yak interior.
Joanne Furio, 2023, Berkeleyside*.*



Tail of the Yak, 2632 Ashby Avenue. Owners Lauren MacIntosh and Alice Erb.
Joanne Furio, 2023, Berkeleyside*.*

APPLICATION FOR BUILDING PERMIT

FRAME BUILDING

Application is hereby made to the Department of Buildings and Inspections of the City of Berkeley for permission to build a 1 story 4 room frame Stores

on the corner South Side of Ashby street 90 feet east of Benvenue street.

Being Lot No. ____ Block ____ Tract ____

According to plans and Specifications herewith submitted. All provisions of the Building Law will be complied with in the erection of said building whether specified herein or not.

Estimated entire cost of Building $ 3477.00

Building to be occupied as Stores by (No.) ____ families

Size of Lot ____ by ____ feet.

Size of proposed building 63 ft. by 60 ft. Extreme height of building 20'6" ft.

Height in clear of cellar ____ ft. ____ in. Height in clear of first story 14 ft. ____ in.

Height in clear of second story ____ ft. ____ in. Height in clear of third story ____ ft. ____ in.

Foundation to be of (material) Concrete (Thickness) 12" inches, greatest height of foundation 12 inches.

Width of footings 15" inches.

Mud sills 2 X 6 X ____ Main sills cement floors Girders ____ X ____ Post on piers ____ X ____ If piers are used, give size ____ by ____ ft. on centers.

Size of underpinning ____ X ____ inches ____ inches O. C. Size of studs in first story 2 X 6 inches ____ inches O. C.

Size of studs in second story ____ X ____ inches ____ inches O. C. Size of studs in third story ____ X ____ inches ____ inches O. C.

Exterior wall covering to be of rustic Light shaft wall covering to be of ____

All outside walls covered with singles or plaster will be close boarded.

First floor joists ____ X ____ inches ____ inches on centers Longest span between supports ____ ft.

Second floor joists ____ X ____ inches ____ inches on centers. Longest span between supports ____ ft.

Third floor joists ____ X ____ inches ____ inches on centers Longest span between supports ____ ft.

Ceiling joists 2 X 4 X ____ inches 16 inches on centers Longest span between supports ____ ft.

Rafters 2 X 8 inches 16 inches on centers Longest span between supports ____ ft.

Roof covered with Tar + gravel Steep or flat? flat Pitch 1/2" to 1 ft.

Studs in bearing partitions will be same as outside walls of each story.

Chimneys of patent chimney pipe with ____ any patent flues?

Gas grate flues to be patent chimney or brick?

Any dumb waiters or chutes? ____ Any elevator (freight or passenger)? ____

Cove brackets will be solid.

Name of Owner of Ground Fred C. Koerber Residence Address "

Name of Owner of Building ____ Residence Address ____

Name of Lessee of Building ____ Residence Address ____

Name of ~~Architect~~ or Designor John Almquist Residence Address 5056 Trask St. Oakland

Name of Builder John Almquist Residence Address "

We hereby agree to save, indemnify and keep harmless the City of Berkeley against all liabilities, judgments, costs and expenses which may in any wise accrue against said City in consequence of the granting of this permit, or from the use or occupancy of any sidewalk, street or sub-sidewalk space by virtue thereof, and will in all things strictly comply with the conditions of this permit and Ordinances of the City of Berkeley.

26 52-24-56-58 Ashby Ave John Almquist

Signature of Owner, Architect or Builder.

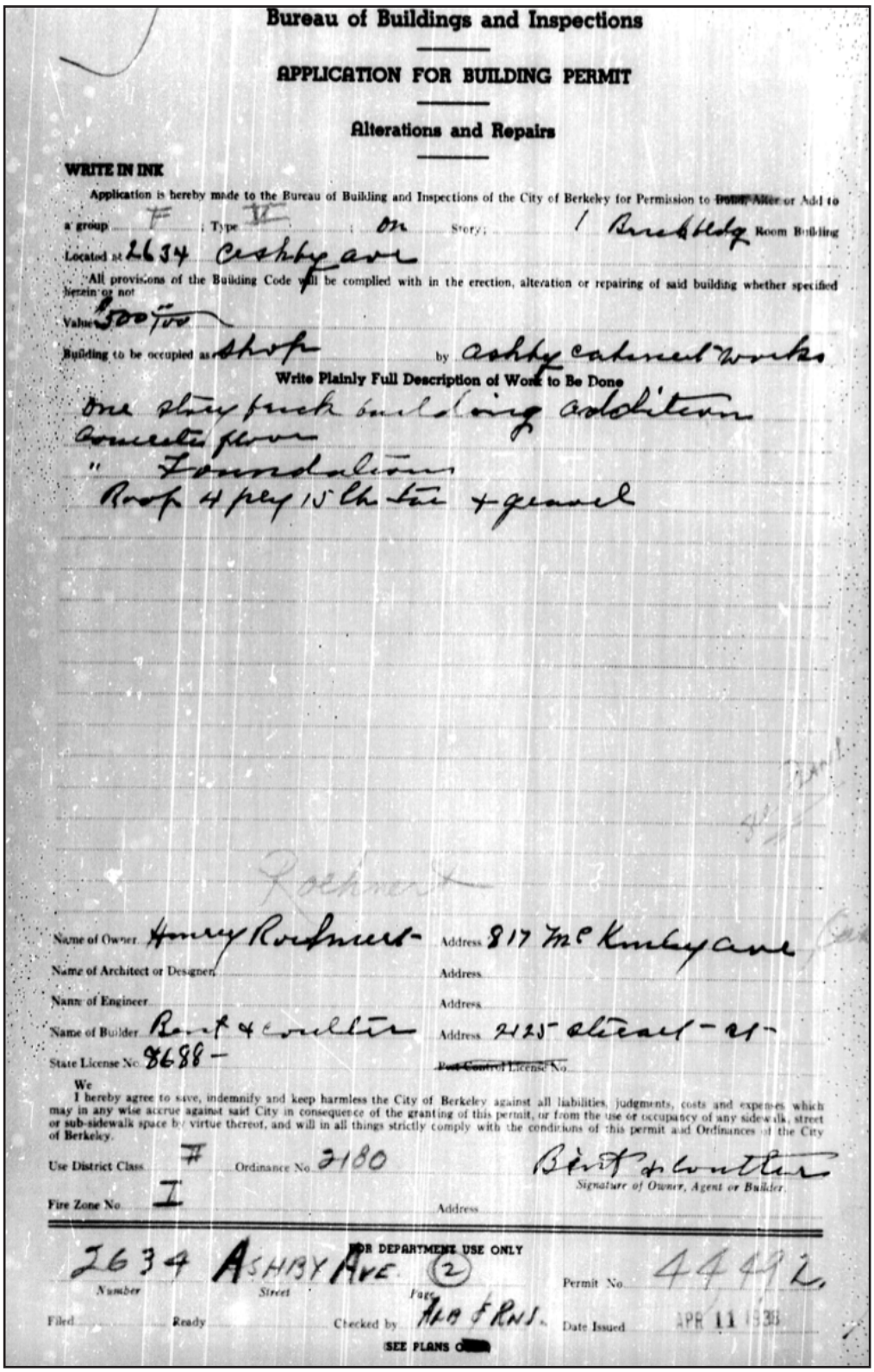
Address 5056 Trask St. Oakla

This Permit expires one year from date unless sooner revoked by the City Council.

Date JAN -5 1922 Permit No. 11141

Borkheim Print

City of Berkeley Application for Building Permit No. 11141, 5 January 1922



Bureau of Buildings and Inspections

APPLICATION FOR BUILDING PERMIT

Alterations and Repairs

WRITE IN INK

Application is hereby made to the Bureau of Building and Inspections of the City of Berkeley for Permission to ~~Build~~ Alter or Add to a group F ; Type V ; on ; Story; 1 Brick Bldg Room Building

Located at 2634 Ashby ave

All provisions of the Building Code will be complied with in the erection, alteration or repairing of said building whether specified herein or not

Value $500.00

Building to be occupied as shop by Ashby Cabinet Works

Write Plainly Full Description of Work to Be Done

One story frame building addition
Concrete floor
" Foundations
Roof 4 ply 15 lb tar + gravel

Name of Owner Henry Rochmes Address 817 McKinley ave

Name of Architect or Designer Address

Name of Engineer Address

Name of Builder Rent & Coulter Address 2125 Oleard - 21

State License No. 8688 - ~~Pest Control License No.~~

We
I hereby agree to save, indemnify and keep harmless the City of Berkeley against all liabilities, judgments, costs and expenses which may in any wise accrue against said City in consequence of the granting of this permit, or from the use or occupancy of any sidewalk, street or sub-sidewalk space by virtue thereof, and will in all things strictly comply with the conditions of this permit and Ordinances of the City of Berkeley.

Use District Class F Ordinance No. 2180 Rent & Coulter
Signature of Owner, Agent or Builder

Fire Zone No. I Address

FOR DEPARTMENT USE ONLY

2634 Number ASHBY Street AVE. Page (2) Permit No. 44492

Filed Ready Checked by ALT & RNS. Date Issued APR 11 1938

SEE PLANS

City of Berkeley Application for Building Permit No. 44492, 11 April 1938.

Planning and Development Department
Land Use Planning Division

CITY OF BERKELEY
Ordinance #4694 N.S.
LANDMARK APPLICATION

Elmwood Commercial Historic District

Property No. 9
Gallardo Building
2642 Ashby Avenue



The Gallardo Building, 2642 Ashby Avenue. Anthony Bruce, 2025.

1. **Street Address:** 2642 Ashby Avenue
   County: Alameda **City**: Berkeley **ZIP**: 94705

2. **Assessor's Parcel Number**: 052–1568–01500
   (Claremont Tract, Block E, western portion Lots 1 and 2)
   Dimensions: 40 feet x 106.8 feet
   Cross Streets: College Avenue and Benvenue Avenue

3. **Is property on the State Historic Resource Inventory?** No
   Is property on the Berkeley Urban Conservation Survey? Yes
   Form #: 12963

4. **Application for Landmark Includes**:
   a. Building(s): Yes **Garden:** No **Other Feature(s)**: No
   b. Landscape or Open Space: No
   c. Historic Site: No
   d. District: Yes
   e. Other: Entire property

5. **Historic Names:** Gallardo Building
   Commonly Known Name: not known

6. **Date of Construction:** 1950 **Factual**: Yes
   Source of Information: City of Berkeley Application for Building Permit No. 67641, 1 June 1950

7. **Architect:** none listed on application

8. **Builder:** Ed Sheffield

9. **Style:** Modern

10. **Original Owners:** Frank Gallardo
    Original Use: commercial (1 store)

11. **Present Owner:** Gallardo James F, Violette P, & Gregory F Trs
    Present Occupant: Berkeley Organic Market & Deli

12. **Present Use:** commercial (1 store)
    Current Zoning: C-E **Adjacent Property Zoning:** C-E

13. **Present Condition of Property:**
    Exterior: Excellent **Interior:** unknown **Grounds:** Ø
    Has the property's exterior been altered? No

14. Description.

This is one of three entirely new structures built in the district since 1928. One-story, it is built of basalt block with cement plaster covering the façade. The door and display window are divided into small square panes, and both are slightly recessed. A low planter box is in front of the window.

The original stark white of the austere building gave it a sophisticated Modern appearance, in contrast to the surrounding district and to the often delicate, antique furniture seen through the show window. The building does not stand out in the same way today due to its warm coloring and the softening effect of the large awning.

15. History.

This site began as space for fuel storage when Fred Koerber built a shed on the property in 1912. In 1914 he built a small store building to be used by Carl Franz Martens and his sister Martha E. Martenz for their Elmwood Creamery. The Martens' had been original tenants in the westernmost of the three small shop buildings that Koerber built in 1910. The creamery was at 2631 Ashby Avenue, where their widowed mother Anna was a clerk. The Martens family lived nearby at 2320 Webster Street. The creamery sold milk, butter, and eggs. In 1928 the Martens' tore down the earlier shed and replaced it with a work shed constructed of hollow tile. This building, with the address of 2640 Ashby is still standing. Two years later, with quite a bit of remodeling, they added two new booths in the store itself. The Elmwood Creamery had an ice cream storage room in the back and the creamery may have become more of an ice cream parlor. A newspaper article from 1931 referred to Carl Martens as "a well-known Berkeley artist" when he did the Easter floral decorations at his church.

By 1934 the Elmwood Creamery had gone out of business, to be replaced by the East Bay Chinese Laundry. In 1943, an Emily V. Marshall converted the store to living quarters, as wartime housing (one of several Elmwood shops to be so converted). This is leading up to the fact that in April 1950 the property was purchased by Frank and Emily Gallardo for their upholstery business, Gallardo Interiors, which was on College in the Romie Building. Their son Jim Gallardo, who was an active member of the family business, remembered that the Gallardos had wanted to use the charming 1914 building as the showroom, but were told by the City that it was a house and they could not use it for that purpose. Some remnants of the conversion must have been in evidence, even though the building had most recently housed an antique store. So, in June, Frank Gallardo took out a permit to build the present building. Jim, a Berkeley native, carried on the business after his parents retired. He was a "hands-on" businessman, making house calls, advising clients in his attractive and well-lit shop, and upholstering and repairing furniture. He was community-minded and "always lent his enthusiasm and expertise to many organizations" according to his obituary. He could be seen walking through the Elmwood district to the bank or to lunch. Jim Gallardo retired in 1997 and passed away in 2020.

16. Significance.

The Gallardo Building and its site are significant for being the location of two longtime Elmwood businesses that were necessary components of a complete neighborhood shopping district. The Elmwood Creamery was in business from 1911 to 1933 and Gallardo's Interiors, in the new building, from 1950 to 1997.

The site is also significant as an example of the drastic measures Berkeley citizens went to in providing wartime housing in unusual, but workable, locations.

The Gallardo Building is significant as the one Mid-Century Modern building in the Elmwood commercial district. It is not a mid-century remodel, but is a new building, built at the mid century mark, designed with the Modern aesthetic of the period. It also conforms to the scale of other buildings in the district.

Features to Preserve.

- the simplicity of the flat stucco façade..
- the mullioned display windows and entry..
- the planter in front of the display window.
- the hint of a cornice,

17. Historic Value— Neighborhood: Yes City: Yes
Architectural Value— Neighborhood: Yes City: Yes

18. Is the property endangered? No

19. Bibliography.

City of Berkeley Application for Building Permit No. 3819, 5 June 1914; as well as several other applications.

Block books and Sanborn maps

Directories.

Urban Conservation Survey (block files), BAHA.

Ormsby Donogh Real Estate File (1939–1977), BAHA.

Tales of the Elmwood, Burl Willes, 2000.

Berkeley Tourist and Business Survey, 1924.

"A Profile of the Elmwood: Trends and Counter-Trends in a Berkeley Neighborhood Commercial District" Joanna Callenbach, Geography 181 class paper, Spring 1978.

ancestry.com

"Resurrection Festival Set," *Oakland Tribune*, 4 April 1931.

Obituary for Carl F. Martens, *San Francisco Examiner*, 21 April 1938.

"James Frank Gallardo (December 15, 1925 – November 21, 2020)" *San Francisco Chronicle*, 27 November 20.

20. Recorder

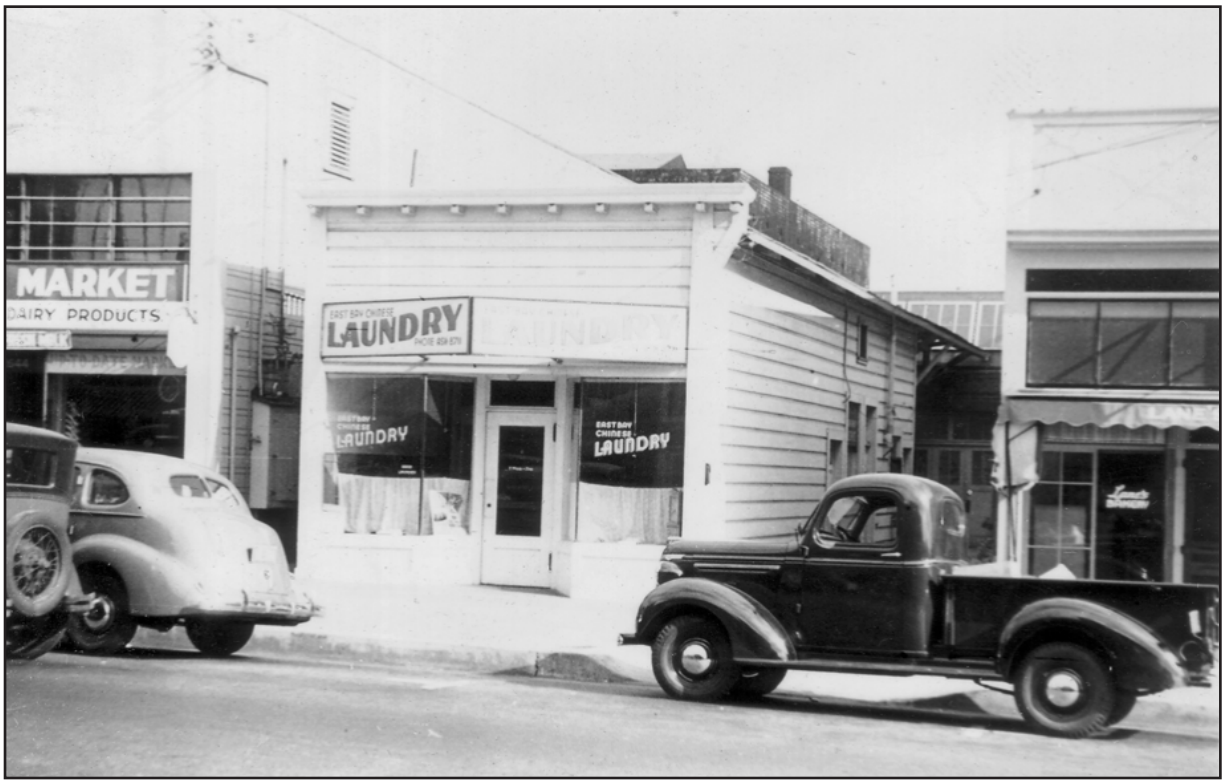
Anthony Bruce for Elmwood Property Owners Association, c/o Claudia Hunka, Your Basic Bird, 2940 College Avenue, Berkeley, California 94705

21 October 2025

Additional Photographs.

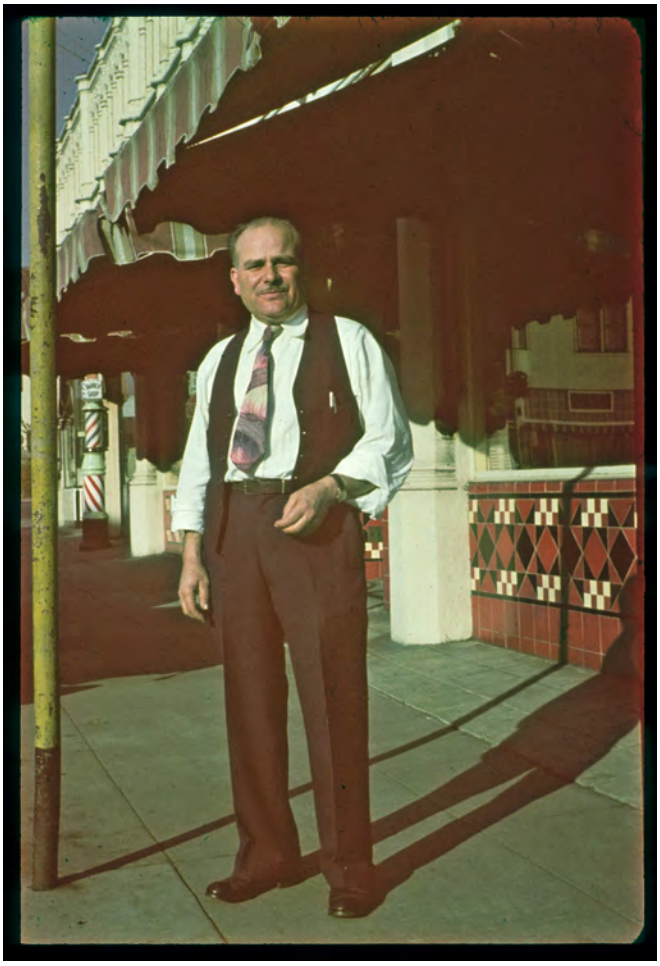


The Gallardo Building, 2642 Ashby Avenue. Anthony Bruce, 1982



The prior building at 2642 Ashby Avenue, built about 1914. Ormsby Donogh, 1939, Donogh Real Estate File, BAHA.

Additional Photographs.



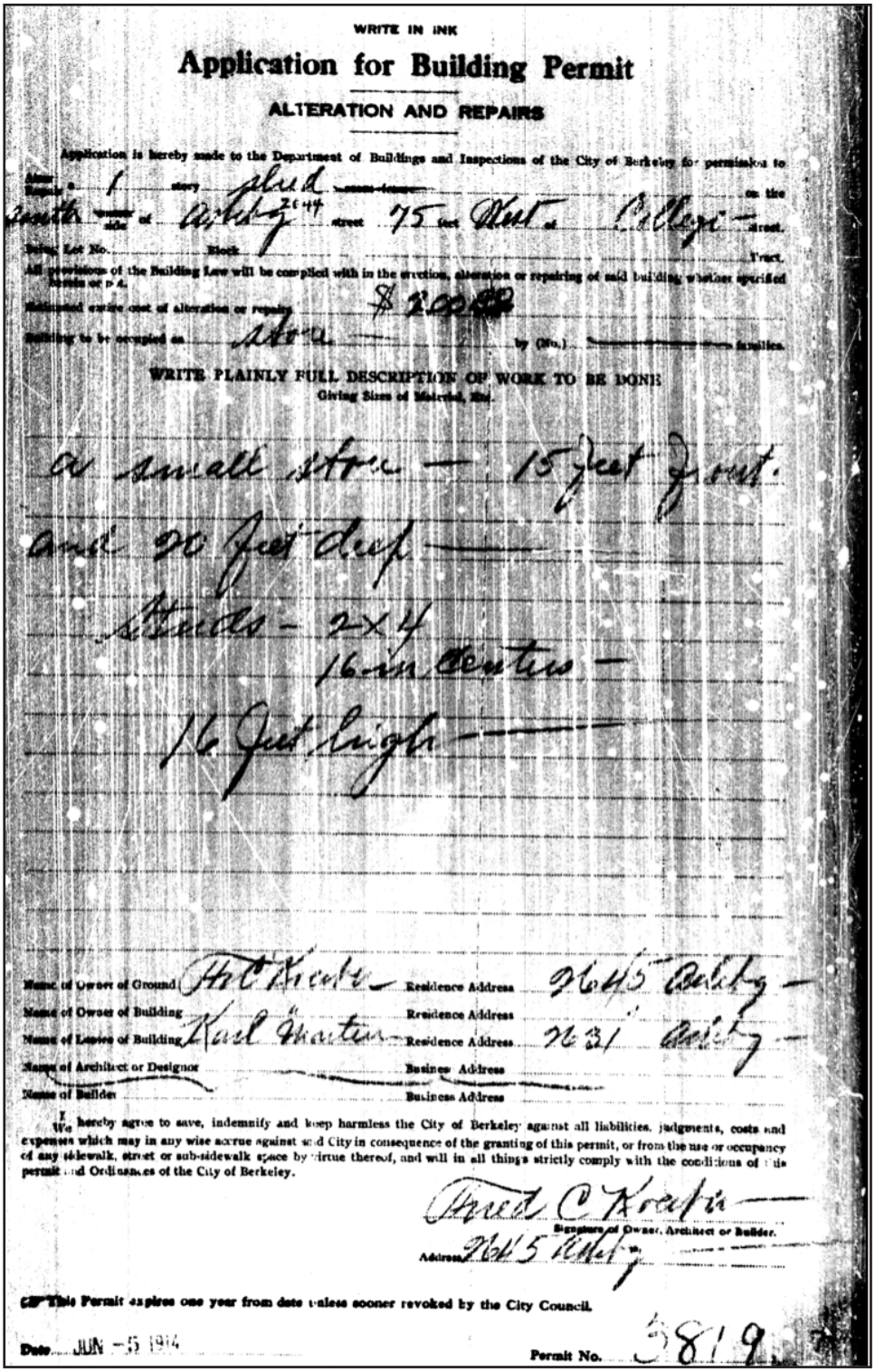
Frank N. Gallardo in front of his shop on College Avenue in the Romie Building.

Byron Bolfing, 1947, Berkeley Historical Society.



James Frank Gallardo.

From an online obituary.



WRITE IN INK

Application for Building Permit

ALTERATION AND REPAIRS

Application is hereby made to the Department of Buildings and Inspections of the City of Berkeley for permission to

Adding to a 1 story glued ... on the

South side of Ashby 2644 street 75 feet West of College street.

Being Lot No. ... Block ... Tract.

All provisions of the Building Law will be complied with in the erection, alteration or repairing of said building whether specified herein or not.

Estimated entire cost of alteration or repairs $ 200.00

Building to be occupied as Store by (No.) ... families.

WRITE PLAINLY FULL DESCRIPTION OF WORK TO BE DONE
Giving Sizes of Material, Etc.

To small store — 15 feet front.
and 20 feet deep —
Studs - 2×4
16 in centers —
No Just Light —

Name of Owner of Ground H C Koch — Residence Address 2645 Ashby —

Name of Owner of Building Karl Martin — Residence Address 631 Ashby —

Name of Lessee of Building ... Residence Address ...

Name of Architect or Designer ... Business Address ...

Name of Builder ... Business Address ...

I We hereby agree to save, indemnify and keep harmless the City of Berkeley against all liabilities, judgments, costs and expenses which may in any wise accrue against said City in consequence of the granting of this permit, or from the use or occupancy of any sidewalk, street or sub-sidewalk space by virtue thereof, and will in all things strictly comply with the conditions of this permit and Ordinances of the City of Berkeley.

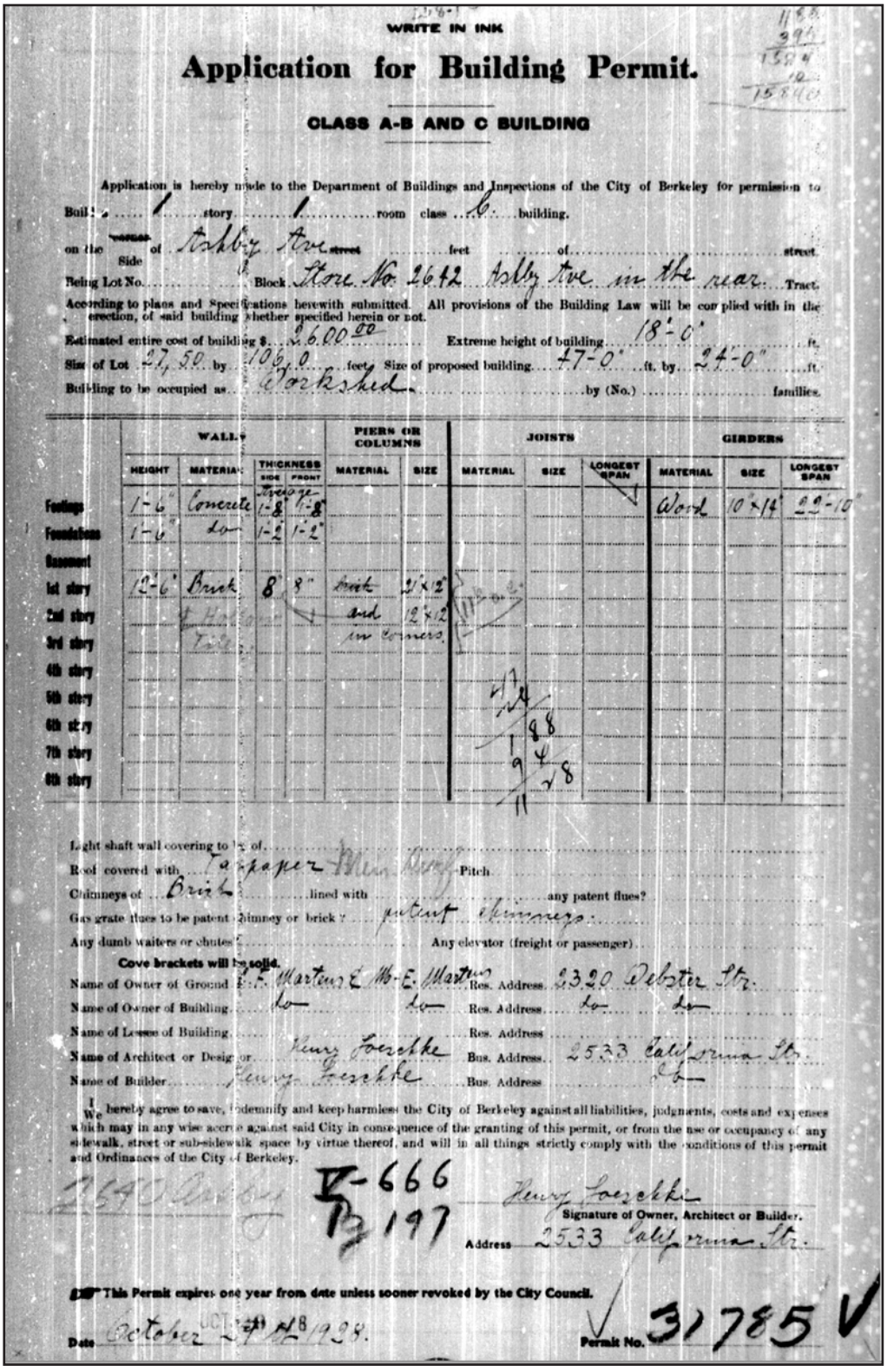
Signature of Owner, Architect or Builder: H C Koch

Address 2645 Ashby

This Permit expires one year from date unless sooner revoked by the City Council.

Date JUN -5 1914 Permit No. 3819

City of Berkeley Application for Building Permit No. 3819, 5 June 1914.
For the original store building on the site.



WRITE IN INK

Application for Building Permit.

CLASS A-B AND C BUILDING

Application is hereby made to the Department of Buildings and Inspections of the City of Berkeley for permission to

Build a 1 story 1 room class C building.

on the ~~corner~~ Side of Ashby Ave. street feet of street.

Being Lot No. Block Store No. 2642 Ashby Ave. in the rear. Tract.

According to plans and specifications herewith submitted. All provisions of the Building Law will be complied with in the erection, of said building whether specified herein or not.

Estimated entire cost of building $ 600.00 Extreme height of building 18'-0" ft.

Size of Lot 27.50 by 106.0 feet Size of proposed building 17-0" ft. by 24-0" ft.

Building to be occupied as Workshed by (No.) families.

	WALLS				PIERS OR COLUMNS		JOISTS			GIRDERS		
	HEIGHT	MATERIAL	THICKNESS SIDE	THICKNESS FRONT	MATERIAL	SIZE	MATERIAL	SIZE	LONGEST SPAN	MATERIAL	SIZE	LONGEST SPAN
Footings	1'-6"	Concrete	1'-8"	1'-8"						Wood	10"x12"	22'-10"
Foundations	1'-6"	do	1'-2"	1'-2"								
Basement												
1st story	12'-6"	Brick	8"	8"	Brick and in corners	12"x12"						
2nd story												
3rd story												
4th story												
5th story												
6th story												
7th story												
8th story												

Light shaft wall covering to be of

Roof covered with Tarpaper Pitch

Chimneys of Brick lined with any patent flues?

Gas grate flues to be patent chimney or brick? patent chimneys.

Any dumb waiters or chutes? Any elevator (freight or passenger)

Cove brackets will be solid.

Name of Owner of Ground E. E. Martens & M. E. Martens Res. Address 2320 Webster St.

Name of Owner of Building do do Res. Address do do

Name of Lessee of Building Res. Address

Name of Architect or Designer Henry Foerschke Bus. Address 2533 California St.

Name of Builder Henry Foerschke Bus. Address do

I We hereby agree to save, indemnify and keep harmless the City of Berkeley against all liabilities, judgments, costs and expenses which may in any wise accrue against said City in consequence of the granting of this permit, or from the use or occupancy of any sidewalk, street or subsidewalk space by virtue thereof, and will in all things strictly comply with the conditions of this permit and Ordinances of the City of Berkeley.

V-666
B 197

Henry Foerschke
Signature of Owner, Architect or Builder.

Address 2533 California St.

This Permit expires one year from date unless sooner revoked by the City Council.

Date October 29 1928. Permit No. 31785

City of Berkeley Application for Building Permit No. 31785, 29 October 1928.
For the hollow tile structure in the rear.

Planning and Development Department
Land Use Planning Division

CITY OF BERKELEY
Ordinance #4694 N.S.
LANDMARK APPLICATION

Elmwood Commercial Historic District

Property No. 10

Scott Building
2960 College Avenue



The Scott Building, 2960 College Avenue. Anthony Bruce, 2025.

1. **Street Address:** 2960 College Avenue
   County: Alameda **City**: Berkeley **ZIP**: 94705

2. **Assessor's Parcel Number**: 052–1573–00100
   (Claremont Tract, Block E, eastern portion of Lot 1)
   Dimensions: 57 feet x 103 feet
   Cross Streets: Webster Street and Ashby Avenue

3. **Is property on the State Historic Resource Inventory?** No
   Is property on the Berkeley Urban Conservation Survey? Yes
   Form #: 11932

4. **Application for Landmark Includes**:
   a. Building(s): Yes **Garden:** No **Other Feature(s)**: No
   b. Landscape or Open Space: Yes
   c. Historic Site: No
   d. District: Yes
   e. Other: Entire property

5. **Historic Names:** Scott Building
   Commonly Known Name: not known

6. **Date of Construction:** 1910 **Factual**: Yes
   Source of Information: City of Berkeley Application for Building Permit No. 535, 28 March 1910

7. **Architect:** owner (B. Thomas Scott, 1904 Encinal Avenue, Alameda)

8. **Builder:** William Dufour, 2326 Santa Clara Avenue, Alameda

9. **Style:** Post-Modern/Storefont

10. **Original Owners:** Bert Thomas Scott, 1904 Encinal Avenue, Alameda
    Original Use: commercial (5 stores)

11. **Present Owner:** Edward M and Virginia B Plant Trs and Brian Neil Goodhue (2644. 2648. 2660 Ashby); Peter Y Lee Tr (2646 Ashby). [4 condominiums]

    Present Occupant: Cafenated Coffee Co.; Great Kutz; Thrift Shop Berkeley Humane

12. **Present Use:** commercial (3 stores)
    Current Zoning: C-E **Adjacent Property Zoning:** C-E

13. **Present Condition of Property:**
    Exterior: Excellent **Interior:** unknown **Grounds:** Excellent
    Has the property's exterior been altered? Yes

14. Description.

The Scott Building was built in 1910, making it one of the earliest buildings in the district. However, a major fire in December 1988 destroyed much of the building's interior and the corner section, which had been a drugstore since 1910. The corner was rebuilt in a stark, boxy Post-Modern style in keeping with the stark, boxy appearance of the original building.

The Ashby Avenue frontage consisted of five bays plus the corner entrance. The western three bays with their traditional storefronts look much as they did in a 1939 photo, with tall transom windows. The space between the transoms and the minimal cornice is cement plaster, flat and unadorned. There are at least two entrances paved with small tile.

The new section, which includes all the College Avenue frontage and about two bays worth along Ashby, was rebuilt as a cafe. The boxy look was retained. The corner entry was "pushed" into the building and a boxy tower form was built at a canted angle to the adjoining walls. The tower was really a clock tower, with a clock face near the curved top, a neighborhood convenience that was removed in 2023. The curve was also removed in that remodel, which included a complete redesign of the interior. With the corner of the building removed, there is a lively forecourt with plantings and outdoor seating.

The three windows along College and the one new one on Ashby are designed as identical vertical units. Slightly recessed, they are composed of a flat, dark gray-painted rectangular area at the top which is matched by the dark gray-painted bulkhead designed as a cyma curve. In between are the tall sliding windows with bronzed frames. The windows are shaded by dark gray fixed-in-place awnings that are attached to the building at their sides by thin metal half-circles.

The main entrance door at the base of the tower is set within an unpainted wood frame. There is a large-divided light transom. Above that is a recessed panel with the name of the business. Secondary doors lead to the forecourt which are the same height as the main doors, but the transoms are lower. The new section was recently Tuscan red and yellow-ochre; since the 2023 remodel, it is dark gray and beige.

15. History.

In 1910, Bert Thomas "Bud" Scott, a real estate investor living in Alameda, built this corner building with space for five shops. He engaged William Dufour, an Alameda contractor who later built the Strand Theater next door, to construct the building. Fred Koerber's three finished buildings—and with the next phase underway—may have been the impetus for Scott to invest in this growing commercial corner.

In March 1911, not too long after the building was completed, Bert Scott sold the property to the mother-and-daughters investment team of Carolyn Litsch, Emma Klumpp, and Elizabeth Etter. Carolyn and her husband Frank were California pioneers who opened a general store in Shasta City. They did so well that they retired early to San Francisco, having "amassed a comfortable fortune." The three women also purchased Lot 2 next door on College Avenue from the niece of Mark Ashby whose property this all was. The women built the Strand Theater in 1914 on that parcel.

Meanwhile, Rolla Dane Fuller, a 1902 graduate of the University of California School of Pharmacy, saw the beautiful new corner building with its highly visible corner space, and moved his pharmacy from one of Fred Koerber's 1909 buildings on Ashby into the Scott Building. During the first years of business, Dane Fuller (he preferred his middle name)

was in partnership with his father-in-law John Francis Croone. Dane married Estelle Croone at the family home on Union Street in 1904. The Fuller and Croone pharmacy was named the College Avenue Pharmacy, which is how it was known throughout its long history.

In 1924, Fuller leased the pharmacy to George F. Stier, so that he could travel for a wholesale drug company. Stier, who lived at 1 Claremont Crescent, died less than two years later, and the pharmacy was then turned over to Louis J. Fischl. By this time Fuller owned the building. He may have purchased the property soon after Caroline Litsch died in 1922. In 1935, Fuller commissioned architect Harvey Slocombe to modernize the building. Gone were the cornice and decorative pilasters. The upper half of the Ashby and College façades were stuccoed over with a smooth finish, replacing the siding which was similar in style to that of the Koerber Building. In December 1938, Rolla Dane Fuller died at his summer home at Castella. Estelle Fuller continued to own the building until her death in 1958. It was sold the following year to Elsie and Wallace Granberg. Wallace, a pharmacist, ran the College Avenue Pharmacy for sixteen years. The pharmacy was then owned and run by pharmacist Charles Carter from 1975 until 1982.

With the large pharmacy space free, the Carvansary coffee shop, which had been in the Bischoff Building since about 1970, expanded into the space in 1984. The Caravansary was gone by the time fire destroyed the corner and severely damaged the rest of the building on December 15, 1988. Elmwood Espresso had taken over the corner space. The western three fifths of the building were restored, but the corner needed to be rebuilt.

For Espresso Roma (an offshoot of the popular Cafe Strada at College and Bancroft) the architectural firm of Edgar+Thieme (Mark Edgar and Mark Thieme) designed what was, in effect, a new building in 1989. Out of the ashes rose one of the handful of Post Modern buildings in Berkeley. Espresso Roma was Post Modern with an Italian bent. The corner was cut away to create an entrance courtyard with places to sit. Rising above, was a stepped clock tower which contained the main entrance. The exterior stucco was washed with a peach tint and the base of the building was faced in dark brown tile. It became—at the invitation of the operators—a place frequented by customers and their laptops lingering over a cup of coffee.

In 2022, Espresso Roma was replaced by another local cafe business, Cafenated. Before moving in, the architectural firm of HolderParlette was commissioned to bring the cafe into the 21st Century. The clock tower was streamlined and the clock face removed, and the exterior painted warm gray, minus the brown tile. The interior was changed from a warm-colored Italian cafe into a sleek and stylish coffeehouse.

16. Significance.

The Scott Building is significant in the Elmwood commercial district for the length of time that its corner businesses remained: a pharmacy for seventy years and a cafe for forty-five years. Both business types served the surrounding community well.

The Scott Building is significant as one of the earliest Elmwood commercial buildings.

The Scott Building is also significant for the remodeling of the corner section of the building in 1989. Espresso Roma, with their architects Mark Thieme and Mark Edgar, created one of Berkeley's few Post Modern designs. In keeping with the theme of the cafe, this Post Modern building incorporated vernacular Italian imagery, making it a business-specific rendition of Post Modern. Even with the Italian flavor gone, the building still has a bold Post Modern presence on a strategic corner of the Elmwood commercial district.

Features to Preserve.

• the tower, courtyard, entries, windows, fixed awnings, and stucco exterior—of the corner two fifths of the building

• traditional shopfronts with tile bulkheads, tile paving, and transoms—of the three fifth along Ashby

17. Historic Value— Neighborhood: Yes City: Yes
Architectural Value— Neighborhood: Yes City: Yes

18. Is the property endangered? No

19. Bibliography.

City of Berkeley Application for Building Permit No. 535, 28 March 1910; as well as several other applications fo alterations.

Block books and Sanborn maps

Directories.

Urban Conservation Survey (block files), BAHA.

Ormsby Donogh Real Estate File (1939–1977), BAHA.

Tales of the Elmwood, Burl Willes, 2000.

Berkeley Tourist and Business Survey, 1924.

"A Profile of the Elmwood: Trends and Counter-Trends in a Berkeley Neighborhood Commercial District" Joanna Callenbach, Geography 181 class paper, Spring 1978.

ancestry.com

"Pioneer Woman of Shasta Passes Away in San Francisco," *Redding Record Searchlight*, 11 November 1922

"Rolla D. Fuller Dies at Castella" *Chico Enterprise*, 5 December 1938.

"Cafenated to Open in Espresso Roma's Former College Ave. Space" by Eve Batey, *Berkeleyside*, 9 February 2022.

"Cafenated Transforms a 1980s-Era Berkeley Coffee Shop into an All-Day Cafe" by Brock Keeling, *Berkeleyside*, 4 May 2023.

Obituary for Carl F. Martens, *San Francisco Examiner*, 21 April 1938.

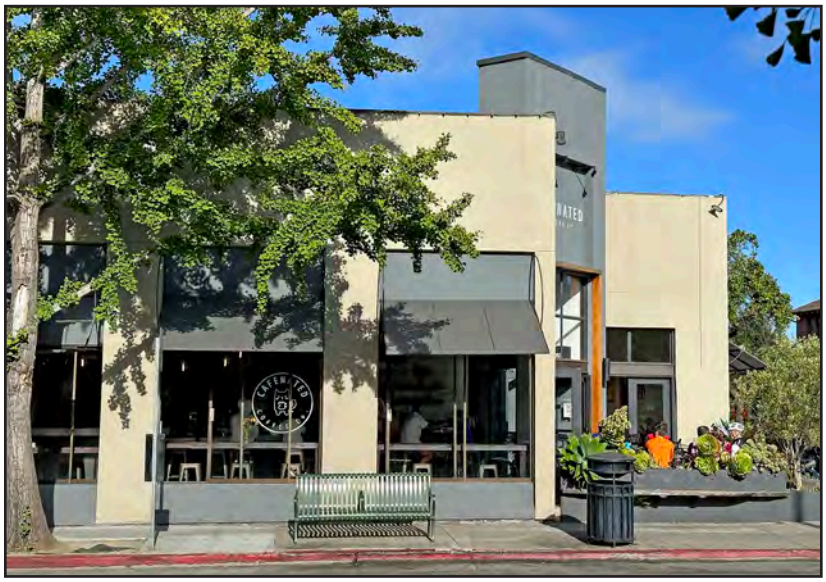
"James Frank Gallardo (December 15, 1925 – November 21, 2020)" *San Francisco Chronicle*, 27 November 20.

20. Recorder

Anthony Bruce for Elmwood Property Owners Association, c/o Claudia Hunka, Your Basic Bird, 2940 College Avenue, Berkeley, California 94705

26 October 2025

Additional Photographs.



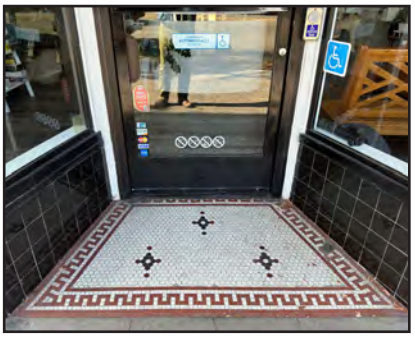
A portion of the College Avenue frontage of the new part of the Scott Building. Anthony Bruce, 2025.



The corner of the new part of the Scott Building showing landscaped sitting area. Anthony Bruce, 2025.

Bottom left: The original undamaged section of the Scott Building facing Ashby Avenue. Anthony Bruce, 2025.





An original—or at least early—mosaic tile shopfront entrance in the 1910 section of the Scott Building. Anthony Bruce, 2025.

Additional Photographs.



The Scott Building, showing the mass of the 1910 structure intact before the 1988 fire.
Anthony Bruce, 1982,



The Scott Building, viewed from Ashby Avenue looking east to College.
Ormsby Donogh, 1939, Donogh Real Estate File, BAHA.,

Additional Photographs.



The Scott Building, showing the College Avenue Pharmacy. Byron Bolfing, 1947, Berkeley Historical Society..



The Scott Building, showing the interior of the College Avenue Pharmacy. Byron Bolfing, 1947, Berkeley Historical Society..

Additional Photographs.



Espresso Roma in the Scott Building.

From Mark Thieme Architect, Inc. website.



Espresso Roma in the Scott Building. Interior.

From Mark Thieme Architect, Inc. website.



Espresso Roma in the Scott Building. The forecourt and clock tower.

From Mark Thieme Architect, Inc. website.

Additional Photographs.



Espresso Roma in the Scott Building, after it had been unsuccessfully painted Tuscan Red and yellow. Stuart Luman, 2022.



Cafenated in the Scott Building. Interior. From Cafenated Coffee Co. website.

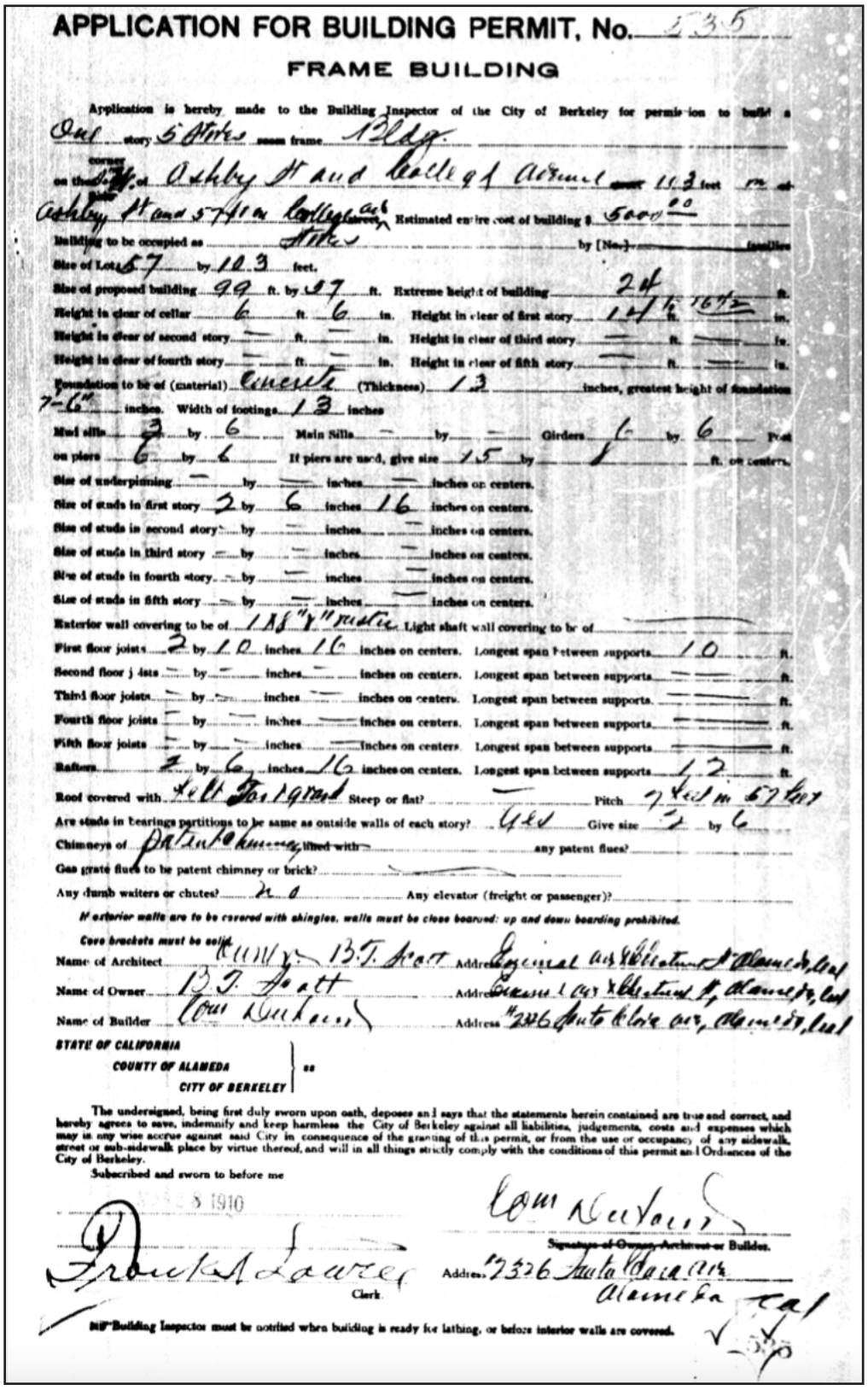
Additional Photographs.



Entrance to Cafenated. Anthony Bruce, 2025.



Cafenated forecourt. Anthony Bruce, 2025.



APPLICATION FOR BUILDING PERMIT, No. 535

FRAME BUILDING

Application is hereby made to the Building Inspector of the City of Berkeley for permission to build a One story 5 Flats room frame Bldg.

on the S.W. corner of Ashby Ave and College Ave measuring 11.3 feet from the Ashby Ave and 57.41 on College Ave. Estimated entire cost of building $ 5000.00

Building to be occupied as Flats by [No.] families

Size of Lot 67 by 103 feet.

Size of proposed building 99 ft. by 37 ft. Extreme height of building 24 ft.

Height in clear of cellar 6 ft. 6 in. Height in clear of first story 10 1/2 ft. in.

Height in clear of second story — ft. — in. Height in clear of third story — ft. — in.

Height in clear of fourth story — ft. — in. Height in clear of fifth story — ft. — in.

Foundation to be of (material) Concrete (Thickness) 13 inches, greatest height of foundation 7-6" inches. Width of footings 13 inches

Mud sills 3 by 6 Main Sills — by — Girders 6 by 6 Post on piers 6 by 6 If piers are used, give size 15 by 8 ft. on centers.

Size of underpinning — by — inches — inches on centers.

Size of studs in first story 2 by 6 inches 16 inches on centers.

Size of studs in second story — by — inches — inches on centers.

Size of studs in third story — by — inches — inches on centers.

Size of studs in fourth story — by — inches — inches on centers.

Size of studs in fifth story — by — inches — inches on centers.

Exterior wall covering to be of 1 1/8" "V" rustic Light shaft wall covering to be of —

First floor joists 2 by 10 inches 16 inches on centers. Longest span between supports 10 ft.

Second floor joists — by — inches — inches on centers. Longest span between supports — ft.

Third floor joists — by — inches — inches on centers. Longest span between supports — ft.

Fourth floor joists — by — inches — inches on centers. Longest span between supports — ft.

Fifth floor joists — by — inches — inches on centers. Longest span between supports — ft.

Rafters 2 by 6 inches 16 inches on centers. Longest span between supports 12 ft.

Roof covered with Felt Tar & Gravel Steep or flat? — Pitch 7 feet in 57 feet

Are studs in bearings partitions to be same as outside walls of each story? Yes Give size 2 by 6

Chimneys of Patent chimney lined with — any patent flues? —

Gas grate flues to be patent chimney or brick? —

Any dumb waiters or chutes? No Any elevator (freight or passenger)? —

If exterior walls are to be covered with shingles, walls must be close boarded: up and down boarding prohibited.

Cove brackets must be solid.

Name of Architect Wm. B. T. Scott Address Original and Allen Streets, Alameda, Cal

Name of Owner B. T. Scott Address Grand Ave & Webster St, Alameda, Cal

Name of Builder Wm Neilsen Address 2326 Santa Clara Ave, Alameda, Cal

STATE OF CALIFORNIA
COUNTY OF ALAMEDA } ss
CITY OF BERKELEY

The undersigned, being first duly sworn upon oath, deposes and says that the statements herein contained are true and correct, and hereby agrees to save, indemnify and keep harmless the City of Berkeley against all liabilities, judgements, costs and expenses which may in any wise accrue against said City in consequence of the granting of this permit, or from the use or occupancy of any sidewalk, street or sub-sidewalk place by virtue thereof, and will in all things strictly comply with the conditions of this permit and Ordinances of the City of Berkeley.

Subscribed and sworn to before me

28 1910

Frank A Lawrey
Clerk.

Wm Neilsen
Signature of Owner, Architect or Builder.

Address 2326 Santa Clara Ave Alameda Cal

NB Building Inspector must be notified when building is ready for lathing, or before interior walls are covered.

City of Berkeley Application for Building Permit No. 535, 28 March 1910

Planning and Development Department
Land Use Planning Division

CITY OF BERKELEY
Ordinance #4694 N.S.
LANDMARK APPLICATION

Elmwood Commercial Historic District

Property No. 11

Strand Theater
2966 College Avenue
City of Berkeley Landmark No. 58



The Strand Theater Building, 2966 College Avenue. Anthony Bruce, 2025.

1. **Street Address:** 2966 College Avenue
   County: Alameda **City**: Berkeley **ZIP**: 94705

2. **Assessor's Parcel Number**: 052–1573–00200
   (Claremont Tract, Block E, Lot 2)
   Dimensions: 50 feet x 103 feet
   Cross Streets: Ashby Avenue and Webster Street

3. **Is property on the State Historic Resource Inventory?** Yes
   Is property on the Berkeley Urban Conservation Survey? Yes
   Form #: 12051

4. **Application for Landmark Includes**:
   a. Building(s): Yes **Garden:** No **Other Feature(s)**: No
   b. Landscape or Open Space: Yes
   c. Historic Site: No
   d. District: Yes
   e. Other: Entire property

5. **Historic Names:** Strand Theater; Elmwood Theater
   Commonly Known Name: Rialto Cinemas Elmwood; "The Elmwood"

6. **Date of Construction:** 1914 **Factual**: Yes
   Source of Information: City of Berkeley Application for Building Permit No. 3865, 20 June 1914; City of Berkeley Application for Alteration Permit No. 58738, 2 March 1946.

7. **Architect:** William Dufour, 2326 Santa Clara Avenue, Alameda

8. **Builder:** David M. Etter, 843 Laurel, Alameda

9. **Style:** Viennese Secession/Streamlined Moderne

10. **Original Owners:** Caroline Litch, Emma Klumpp, Elizabeth Etter; Beach & Krahn, lesee
    Original Use: commercial (motion picture theater)

11. **Present Owner:** Elmwood Theater Foundation
    Present Occupant: Rialto Cinemas Elmwood

12. **Present Use:** commercial (motion picture theater)
    Current Zoning: C-E **Adjacent Property Zoning:** C-E

13. **Present Condition of Property:**
    Exterior: Excellent **Interior:** unknown **Grounds:** Ø
    Has the property's exterior been altered? Yes

14. Description.

Built in 1914, this is a brick, two-story motion-picture theater with the street façade surfaced with cement plaster, painted light gray and light blue. The façade was altered partly from the original design when it was streamlined in 1947. The parapet rises in the center as a shallow chevron; side sections are treated as wide pilasters with raised geometric pendants at the top and the three sets of entry doors set back between them at the rear of the ground level forecourt.

The building has a base of maroon glazed tile which is repeated on the free-standing ticket booth in the center of the forecourt. The upper half of the booth is glass and it is topped by a robust cornice. The forecourt is paved with sun rays of alternating gold and maroon terrazzo with radiates outward from the ticket both all the way to the curb.

The inward-angled walls of the forecourt are adorned with large, glass poster cases framed in metal (two on each wall). Until recent years, a horizontal band above each case gave the name "Elmwood" proceeded by the the theater's long-time logo, a tilted crown. Service/emergency doors are discreetly set at each side of the façade.

The marquee is a curved, rounded streamlined slab supporting two modern plastic signboards, angled for wide visibility. Each is topped by neon delineating "Elmwood" in late-Art Deco lettering, a first-time visible identification amenity added sometime after the 1994 reopening. There is a distinctive center prow.

15. History.

Elizabeth T. White, the niece of Mark Ashby whose property this all was, sold Lot 2 to a mother-and-daughters investment team of Carolyn Litsch, Emma Klumpp, and Elizabeth Etter. Carolyn and her husband Frank were California pioneers who opened a general store in Shasta City. They did so well that they retired early to San Francisco, having "amassed a comfortable fortune." The women built the Strand Theater in 1914 on Lot 2.

The Strand Theater opened in December 1914, a near-pioneer business in the Elmwood District where the other buildings on the block were three houses and a wooden corner drugstore. This was one of three neighborhood theaters operated by the Beach & Krahn Amusement Company in South Berkeley and North Oakland, beginning with the storefront Lorin Theater on Adeline Street in 1908

By 1914, movie audiences—and building codes—had outgrown storefront theaters and even in a new neighborhood like the Elmwood, Beach & Krahn went straight to a large fireproof movie palace. This was the same year that the California Theater (T&D) was built downtown. The Strand is the least altered of these two oldest surviving Berkeley movie theaters.

The Strand and the T&D had both architects and opening dates in common. Alameda architect Albert W. Cornelius designed the T&D. and, although builder William Dufour is shown as the designer on the Strand's building permit, Cornelius had already designed a movie theater in Alameda that was identical, albeit larger.

The heavy stucco detailing of the Strand suggests the Viennese Secession style that John Hudson Thomas was working in locally at the time. That is what gives the stripped-down Strand something of a Zig-Zag Moderne look today. The façade originally had a heavy, dentiled and bracketed cornice below the chevron, a big rounded arch over the entrance, and ornamental escutcheons supporting an arched, carriage-entrance type marquee. The large entry arch was a trademark of movie theaters designed in the 1910s.

Beach & Krahn believed that neighborhood theaters had a responsibility to the community,

to provide clean, quality family entertainment: "Every foot of film has had personal inspection and censorship before being shown." and "You never hear a jazz tune played while real sentiment is being shown." As the neighborhood grew into greater Berkeley and Oakland, the Beach-Krahn theaters were absorbed by the Golden State chain.

The Strand closed during World War II, and reopened in 1947 after a major streamlining remodel and refurbishment by architect Alexander A. Cantin, who had designed the Orinda Theater in 1941. The theater was reborn as the "Elmwood." "Berkeley's first postwar motion picture house," the advertisements read, "a show house for outstanding foreign films." Thus, it weathered the coming of television in the 1950s, and helped set the present artistic tone of the Elmwood district.

In December 1988, tragedy struck the Elmwood when it received $160,000 worth of damage during the large fire at the next-door Scott Building. The owner of the damaged theater was tempted to sell the property to a developer. Businesses in the district suffered loss of customers without the draw of a thriving movie theater. Business owner Burl Willis rallied merchants and neighbors, and the Save the Elmwood Theatre Committee was formed about two years after the fire, which gained the support of the City. The non-profit Elmwood Theater Foundation was then created and was able to buy the property in 1992 with the help of a loan from the City. The City Council created a special assessment district around the theater to enable the paying off of the loan. The Foundation found an operator for the business, received an additional loan from the City to help cover rehabilitation costs, and the Elmwood Theater held its grand opening on October 22, 1994. The Elmwood merchants breathed a sigh of relief as their businesses returned to normal.

Today, the Elmwood is the only operating motion picture theater in Berkeley, a city that not so long ago prided itself on its large number of movie theaters,

Much of the history and description was taken from the 1981 landmark application written by Betty Marvin.

16. Significance.

The Strand/Elmwood motion picture theater is significant both architecturally and culturally. It was designed by movie theater architect, A. W. Cornelius who designed theaters in California during the 1910s. This was the period when storefront nickelodeons were giving way to substantial, fireproof, and architecturally significant theaters on par with the legitimate theaters of the day.

Cornelius designed the Strand in a mix of Classical and Viennese Secession elements. With the 1947 remodel, the theater emerged as a successful fusion of Viennese Secession and Streamline Moderne, unique in Berkeley.

Alexander A. Cantin, architect of the 1947 remodel, has long been recognized as a master of movie theater design in the era following that in which Cornelius had worked. Locally, he designed the much-beloved Orinda Theater in 1941.

The Strand was built in the Elmwood District during the first wave of development, becoming an anchor for the business district when construction resumed after World War I. When the theater was closed for several years after the 1988 fire damage, its importance as the anchor and as a major catalyst for business was apparent. The theater remains today as an important anchor and as a component of the small town "Main Street" atmosphere of the Elmwood Commercial District.

Features to Preserve.

- the façade with its Viennese Secession detailing
- the maroon glazed tile.
- the free-standing ticket booth
- the marquee.
- the terrazzo paving
- the entrance doors to the theater
- the metal-framed poster holders

17. Historic Value— City: Yes **Neighborhood:** Yes
Architectural Value— City: Yes **Neighborhood:** Yes

18. Is the property endangered? No

19. Bibliography.

Architect & Engineer, February 1915, pp 50–60.

Building Permit Application #3865, 20 June 1914; as well as alteration applications.

State Historic Resources Inventory, 1978

City of Berkeley Landmark Application, Betty Marvin, 28 September 1981.

City directories, 1900–1922.

Block books and Sanborn maps

Berkeley Courier (on Beach-Krahn), Feb. 24, Sept. 30, Oct. 7 and 14, 1922.

Berkeley Gazette, December 7 and 17, 1914; ads: Jan. 26, 1921; May 20 and June 25, 1947; Oct, 15, 1980: "The Elmwood's Theater District."

Oakland Tribune, 2 March 1990, "Reel Suspense;" 8 March 1990, "Elmwood Buyer;" 221 August 1991, "Curtain Going Up;" 9 August 1991, "Sequel for the Elmwood;"25 May 1993, "Theater Plan for Berkeley."

Daily Californian, 1 May 1991, "Berkeley Building to Remain a Movie Theater, City Rules;" 18 Dec. 1991, "Elmwood Theater to Blossom Anew;" 23 July 1993, "Abandoned Elmwood Theater Soon to Open;" 25 Oct. 1994, "Grand Opening of Elmwood Theater."

Express, 30 Sept. 1994, "The Return of the Elmwood Theater."

San Francisco Chronicle, 21 August 1991, "Berkeley Landmark to be Restored."

Berkeley Gazette, 6 July 1914, "Building Record is Big Figure."

20. Recorder Anthony Bruce for Elmwood Property Owners Association, c/o Claudia Hunka, Your Basic Bird, 2940 College Avenue, Berkeley, California 94705
September 2025

Additional Photographs.



The Strand (Elmwood). Anthony Bruce, 2020



The Strand (Elmwood). Anthony Bruce, 2025.



The Strand (Elmwood).
Anthony Bruce, 1982.



The Strand (Elmwood). Anthony Bruce, 2025.



The Strand (Elmwood). Jack Tilmany Collection.

Additional Photographs.



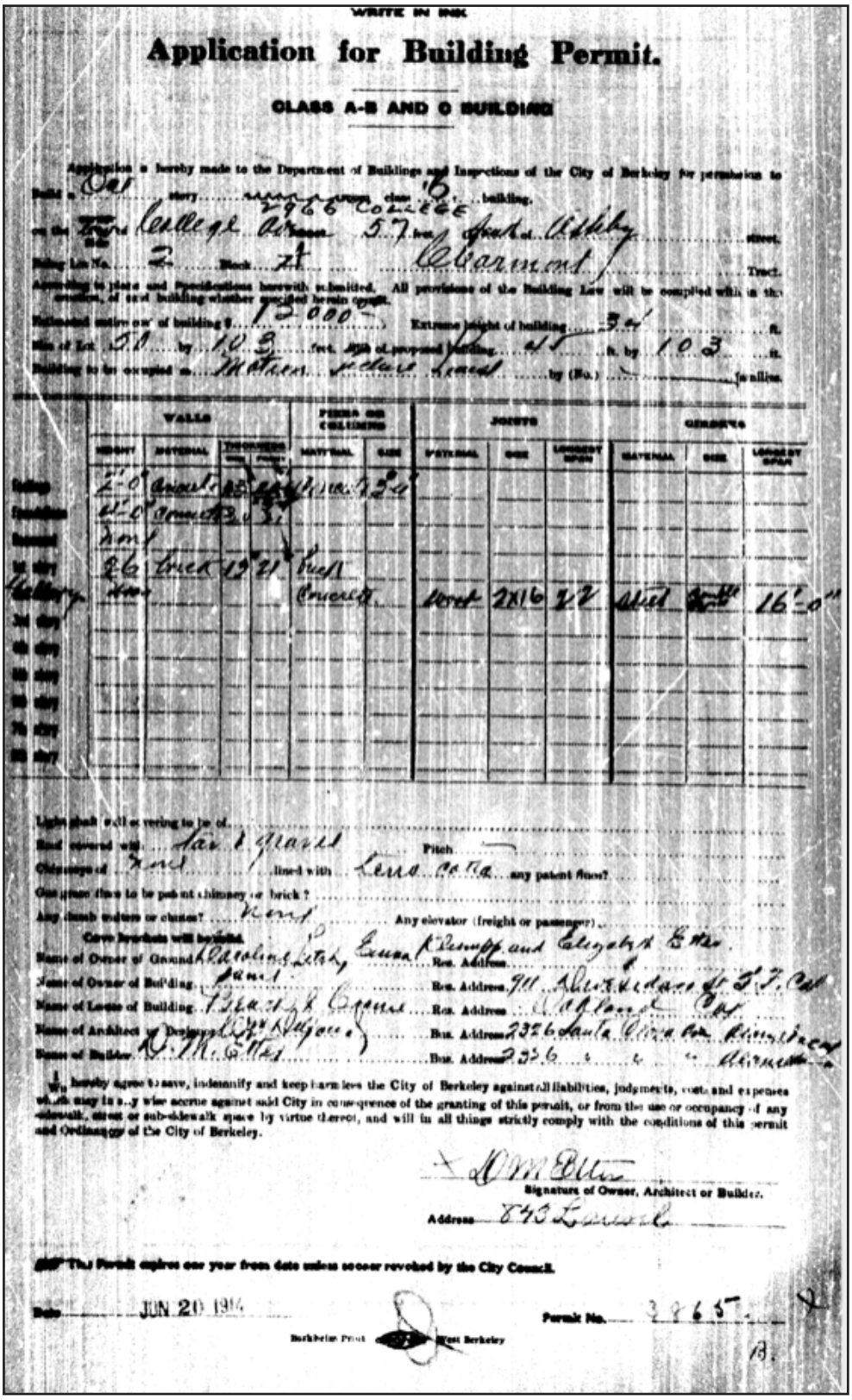
The Strand (Elmwood). Byron Bolfing, 1947, Berkeley Historical Society.



The Strand (Elmwood). Byron Bolfing, 1947, Berkeley Historical Society.



The Strand (Elmwood): ticket booth. Anthony Bruce, 2025.



WRITE IN INK

Application for Building Permit.

CLASS A-B AND C BUILDING

Application is hereby made to the Department of Buildings and Inspections of the City of Berkeley for permission to

Build a One story 2966 College class C building.

on the West side College Avenue 57 feet South of Ashby Street.

Filing Lot No. 2 Block 71 Claremont Tract.

According to plans and specifications herewith submitted. All provisions of the Building Law will be complied with in the erection, of said building whether specified herein or not.

Estimated cost of building $ 12000 Extreme height of building 30' ft.

Size of Lot 50 by 102 feet. Size of proposed building 45 ft. by 103 ft.

Building to be occupied as Motion Picture Theatre by (No.) families.

	WALLS				PIERS OR COLUMNS		JOISTS			GIRDERS		
	HEIGHT	MATERIAL	THICKNESS		MATERIAL	SIZE	MATERIAL	SIZE	LONGEST SPAN	MATERIAL	SIZE	LONGEST SPAN
Rear	2'-0	Concrete	22	22	Reinforced Concrete							
Foundation	2'-0	Concrete	22	22								
Basement	None											
1st story	26	Brick	13	21	Steel							
Gallery	None				Concrete		Wood	2X16	22	Steel		16'-0"
2nd story												
3rd story												
4th story												
5th story												
6th story												
7th story												
8th story												

Light shaft walls covering to be of

Roof covered with Tar & gravel Pitch

Chimneys of Brick lined with Terra Cotta any patent flues?

Gas grate flues to be put in chimney or brick?

Any dumb waiters or chutes? None Any elevator (freight or passenger)

Cove brackets will be build.

Name of Owner of Ground Caroline Letts Res. Address Emma R. Dempp and Elizabeth E. Mc

Name of Owner of Building Same Res. Address 911 Hyde St. San Francisco Cal.

Name of Lessee of Building Fabian & Saguna Res. Address 1441 Geary St. San Francisco Cal.

Name of Architect or Designer W. H. Dalgarno Bus. Address 2326 Santa Clara Ave. Alameda

Name of Builder W. M. Ellis Bus. Address 2326 " " Alameda

I hereby agree to save, indemnify and keep harmless the City of Berkeley against all liabilities, judgments, costs and expenses which may in any wise accrue against said City in consequence of the granting of this permit, or from the use or occupancy of any sidewalk, street or sub-sidewalk space by virtue thereof, and will in all things strictly comply with the conditions of this permit and Ordinances of the City of Berkeley.

W M Ellis
Signature of Owner, Architect or Builder.

Address 843 Emerald

This Permit expires one year from date unless sooner revoked by the City Council.

Date JUN 20 1914 Permit No. 3865

Berkeley Print West Berkeley

City of Berkeley Application for Building Permit No. 3865, 20 June 1914

CITY OF BERKELEY
Building Department

APPLICATION FOR BUILDING PERMIT
Additions, Alterations and Repairs

Application is hereby made to the Building Department of the City of Berkeley for Permission to Add to, or Alter, or Repair a

group A ; Type III ; 1 Story; Room Building

Located at College Ave - West side - South of Ashby

All provisions of the Building Code will be complied with in the erection, alteration or repairing of said building whether specified herein or not.

Estimated Cost $9000.00

Building ~~to be~~ occupied as Theatre by

WRITE PLAINLY FULL DESCRIPTION OF WORK TO BE DONE
Small sketches may be drawn on the back of this sheet

Extend North stairs to Street for exit.
New Projection Room & sprinklers
New Toilets & Rest Rooms on Mezzanine & new stairs to Mezzan
Revise platforms on rear part of Balcony
Take off exterior cornice.
Gas fired furnace to replace old.
Remove wood mainkot & see plans.

Name of Owner Golden State Theatre & Realty Co. Address 995 Market St San Francisco.
A. A. CANTIN
Name of Architect or Designer A. MacKenzie CANTIN Address 704 " " " "
Name of Engineer Address
Name of Builder Wm Cunningham Address St. Regis Hotel 4th St. " "
State License No. Pest Control License No.

We
I hereby agree to save, indemnify and keep harmless the City of Berkeley and/or its employees, against all liabilities, judgments, costs and expenses which may in any wise accrue against said City in consequence of the granting of this permit, or from the use or occupancy of any sidewalk, street or sub-sidewalk space by virtue thereof, and will in all things strictly comply with the conditions of this permit and Ordinances of the City of Berkeley.

Use District Class Ordinance No. A. A. Cantin
Signature of Owner, Agent or Builder.
Fire Zone No. 1 Address

FOR DEPARTMENT USE ONLY

2766 College
Number Street Page

Permit No. 58738
Date Issued MAR -2 1946

City of Berkeley Application for Alteration Permit No. 58738, 2 March 1946.

Planning and Development Department
Land Use Planning Division

CITY OF BERKELEY
Ordinance #4694 N.S.
LANDMARK APPLICATION

Elmwood Commercial Historic District

Property No. 12

Elmwood Village
2974 College Avenue



Elmwood Village, 2974 College Avenue. Anthony Bruce, 2025.

1. **Street Address:** 2974–2980 College Avenue
   County: Alameda **City**: Berkeley **ZIP**: 94705

2. **Assessor's Parcel Number**: 052–1573–00300
   (Dutard Property, Block A, Lot 6)
   Dimensions: 50 feet x 144.6 feet
   Cross Streets: Ashby Avenue and Webster Street

3. **Is property on the State Historic Resource Inventory?** Yes, 9 June 1978.
   Is property on the Berkeley Urban Conservation Survey? Yes
   Form #: 12052

4. **Application for Landmark Includes**:
   a. Building(s): Yes **Garden:** No **Other Feature(s)**: No
   b. Landscape or Open Space: Yes
   c. Historic Site: No
   d. District: Yes
   e. Other: Entire property

5. **Historic Names:** Elmwood Village
   Commonly Known Name: Elmwood Village

6. **Date of Construction:** 1983 **Factual**: Yes
   Source of Information: newspaper articles
7. **Architect:** Peter Gray Scott (The Ratcliff Architects)
8. **Builder:** Steven Oliver & Co., Richmond

9. **Style:** Post-Modern or New England Seaside Village

10. **Original Owners:** Steven Oliver, John Millar, and -- Komes

    Original Use: commercial (offices and shops)

11. **Present Owner:** Kazerooni Homayoon & Shoji Audrey, 2924 Russell Street 94705
    [11 condominiums]
    Present Occupant: vacant; Elmwood Copy; Montclair Optical

12. **Present Use:** residential and commercial
    Current Zoning: C-E **Adjacent Property Zoning:** C-E
13. **Present Condition of Property:**
    Exterior: Excellent **Interior:** unknown **Grounds:** Excellent
    Has the property's exterior been altered? Minimally

14. Description.

The Elmwood Village complex has the construction date of 1982, but some of the framing dates from the original structures built in 1908 and 1916. Elmwood Village is a rambling three-story wood-frame building, reminiscent in style to a New England seaside village, although it also could be considered Post-Modern. The building's clapboard exterior has been painted various shades of yellow since construction was completed in 1983.

The street façade is mostly symmetrical with a center entrance arch flanked by two shopfronts. These shopfronts echo the two shopfronts that were once in the same spots. They share the footprints and may also share the structural framing. Each has divided light windows; the shop on the left has three, while that on the right has only the larger center window. Each is shielded by a narrow roof overhang, acting a bit like an awning. Above the lefthand shop is a broad expanse of parapet. On the right, the front wall rises to two stories topped by a gable roof with the ridgeline parallel to the street. The roof is punctuated by two gabled dormer windows.

Beyond the entrance (to the depth of the two shopfronts) is a three-story section with a prominent gable-end facing the street. There is a pair of windows within the gable. A cross gable extends this section, directly behind the dormered gable, to the north edge of the property. It does not extend to the south edge.

The entrance arch leads to a high, square vestibule with doors to the two shopfronts on either side. A second arch leads into the rest of the complex. A path paved with aggregate turns to the left, and then to the right, and meanders far into the complex. Immediately after the arch there is, on the right, a stairway leading to the second floor. Straight ahead is the largest store in the complex. Windows on the south and west walls of the shop look out onto the pathway which is in the open at this point.

15. History.

In August 1906, Mrs. Elijah Dutard of San Francisco sold her property at Webster and College to Mrs. James B. (Lida) Hume, the "prominent Berkeley clubwoman," and Helen Wright of Sacramento. City Engineer W. F. McClure subdivided it into three blocks between Regent and College on the north side of Webster. The women engaged Fred E. Reed, local real estate agent, to market the lots.

There were three building lots fronting on College Avenue, and the first house to be built was the Thomas H. Nevin House designed by Clarence Casebolt Dakin in 1908. Nevin ran a meat market on Bancroft Way. In 1916, after the Strand Theater was built next door, Nevin had the family home raised and a one-story shop building with space for two shops constructed underneath. The façade of the shop building was stucco with geometric ornamentation in the loosely Viennese Secession style of the 1910s. Above, the house was set back from the street with a large rooftop garden created with plants in pots and tubs. An elaborate pergola ran along the street side of the "garden." The Nevin property was the most unusual in the Elmwood district! The Nevins lived in the house and owned the property until 1949.

In 1965, a short-lived experimental theater and performance art venue opened in the shop space. The Open Theater is now noted as the site of the first publicly advertised Big Brother and The Holding Company show. The theater closed in March 1966.

After sitting empty, Michael Liebert, who had long thought that Berkeley needed a professional resident theater company, rented the

space in early 1968. The Berkeley Repertory Theatre opened on April 24, 1968 with a production of *Woyzeck*. The group slowly built a following, eventually bought the building, and, within ten years, outgrew the space. After moving to a new theater on Addison Street in 1980, the building was again vacant.

Almost immediately, Steven Oliver, President of Oliver & Company, became interested in the property as a potential grouping of shops *a la* Walnut Square. The architectural firm, The Ratcliff Architects, was commissioned, and Peter Gray Scott of the firm was the designer of the project, known as Elmwood Village. The plan was to utilize what was on the site, at least in terms of massing and footprint.

Using the outlines—and perhaps even the framing—of the original buildings, a New England village emerged on College Avenue. It is the only three-story structure in the Elmwood commercial district, as it followed closely what was there before: a two-story house atop a one-story shops building.

In May 1983, when the Village project was on the verge of completion, the Elmwood was in the midst of a trend toward commercial condominiums, with a number of tenants on College Avenue buying their retail spaces from the building owners. The owners of the almost-finished project applied to the Planning Commission and received approval to condominiumize the eleven units of retail and office space.

Since the building opened, a copy shop has been the central anchor tenant, although the ownership has changed. The first was Berkeley's own Copymat, which had started in downtown about 1980. Currently, Elmwood Copy is in the space, overseen by Amir Iqbal.

Developer Steven Oliver was pursuing other abiding interests during the turmoil of creating Elmwood Village. Having previously little interest in art, Oliver found, on a visit to an art museum, that Modern art suddenly resonated with him. In the mid-1980s, in a bold move to counteract the commercialism of the art world, he and his wife opened their Sonoma county ranch to site-specific art that they commissioned: art that could not be bought or sold. Steven Oliver is considered an arts philanthropist and has served as chair of the board of the San Francisco Museum of Modern Art and the California College of the Arts.

16. Significance.

The Elmwood Village has architectural significance. It is the most recent building built in the Elmwood commercial district. Built during the emergence of the Post-Modern style, the Village is the most literal manifestation in Berkeley. The complex is also the only one of its kind in the Elmwood: a meandering path leading to shops and offices in what had been an older building, reworked for its new use. The idea can be traced back to San Francisco's ground-breaking Ghirardelli Square of 1964.

The Elmwood Village is also significant as a tangible manifestation of developer Steven Oliver's interest in art and architecture. Perhaps more mundane than the work at his outdoor art gallery at his Sonoma ranch, the Village exhibits his creativity in commissioning the right architect who could design a building that would be a good fit in its location in the traditional-looking Elmwood commercial district.

Features to Preserve.

• the complex is pretty much intact after forty years existence. Therefore, all features should be called out: siding, shopfronts, vestibule, arched entrance, paving, pathway, name over the arched entrance, windows, and dormers.

17. Historic Value— Neighborhood: Yes City: Yes
Architectural Value— Neighborhood: Yes City: Yes

18. Is the property endangered? No

19. Bibliography.

Contract notice for the Nevin House, *Daily Pacific Builder*, 29 September 1908.

Block books and Sanborn maps

Directories.

Urban Conservation Survey (block files), BAHA.

Ormsby Donogh Real Estate File (1939–1977), BAHA.

Tales of the Elmwood, Burl Willes, 2000.

Berkeley Tourist and Business Survey, 1924.

"A Profile of the Elmwood: Trends and Counter-Trends in a Berkeley Neighborhood Commercial District" Joanna Callenbach, Geography 181 class paper, Spring 1978.

ancestry.com

Correspondence with Carrol T. Nevin, 1981 and 1982.

"Main Street, Continued" by Betty Marvin, *Berkeley Gazette*, 17 September 1981.

"Moratorium Stalls College Ave. Project" by Liz Everette, *The Press*, 30 September 1981.

"Dismantling of Old Rep Building Draws Protest" by Frances Starn, *Berkeley Gazette*, 5 March 1982.

"Encore, Encore!" by Heidi Seney, *The Press*, 28 July 1982.

"Elmwood is Going Commercial Condo" by Miranda Ewell, *Montclarion*, 25 May 1983.

20. Recorder

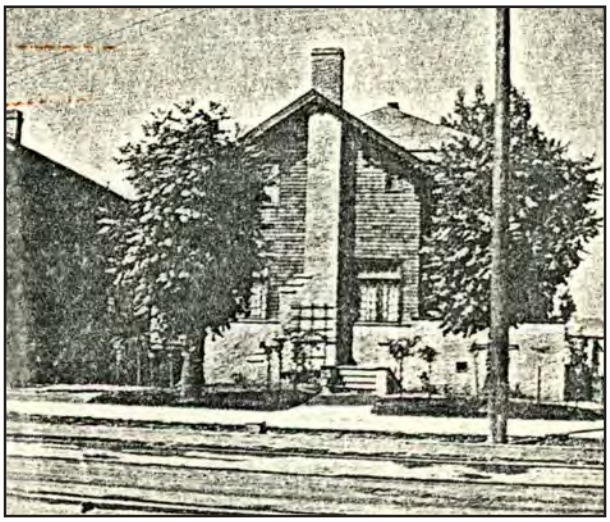
Anthony Bruce for Elmwood Property Owners Association, c/o Claudia Hunka, Your Basic Bird, 2940 College Avenue, Berkeley, California 94705

27 October 2025

Additional Photographs.



Elmwood Village. Anthony Bruce, 2025.



The Thomas Nevin House (Clarence Casebolt Dakin, 1908). The framing of the house may have survived within Elmwood Village. Courtesy of Carroll T. Nevin.



The vacant Nevin House and Nevin shopfronts after the Berkeley Repertory Theater had moved out. Anthony Bruce, 1982.



The Nevin House and Nevin shopfronts in 1949. Donogh Real Estate File, BAHA.



The Nevin House and Nevin shopfronts, showing the pergola in the Nevins' front "yard."Ormsby Donogh, 1939, Donogh Real Estate File, BAHA.



Construction, or deconstruction, beginning. Betty Marvin, 1982.

Additional Photographs.



Elmwood Village, entrance, looking southwest. Anthony Bruce, 2025.



Elmwood Village, entrance, looking northwest. Anthony Bruce, 2025.





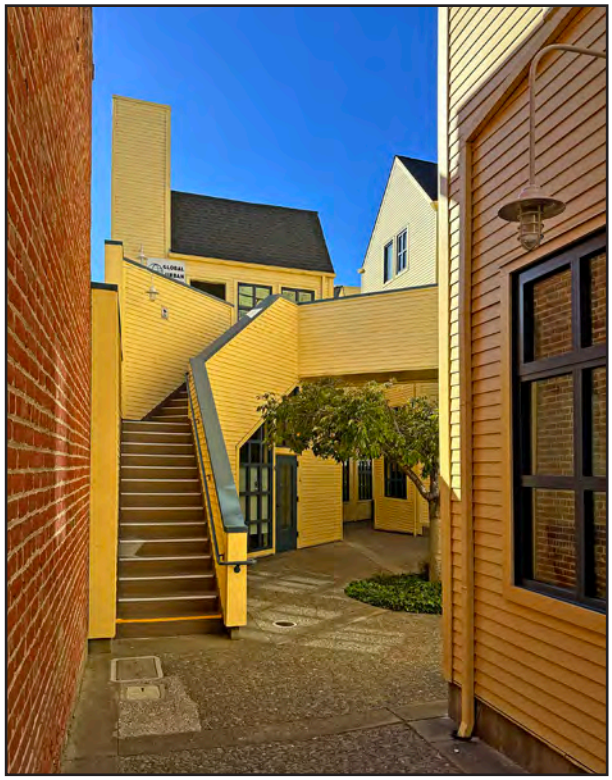
Elmwood Village developer Steve Oliver at the Berkeley Repertory Theatre site in 1981. Bob Doty photo, The Press, *30 September 1981.*

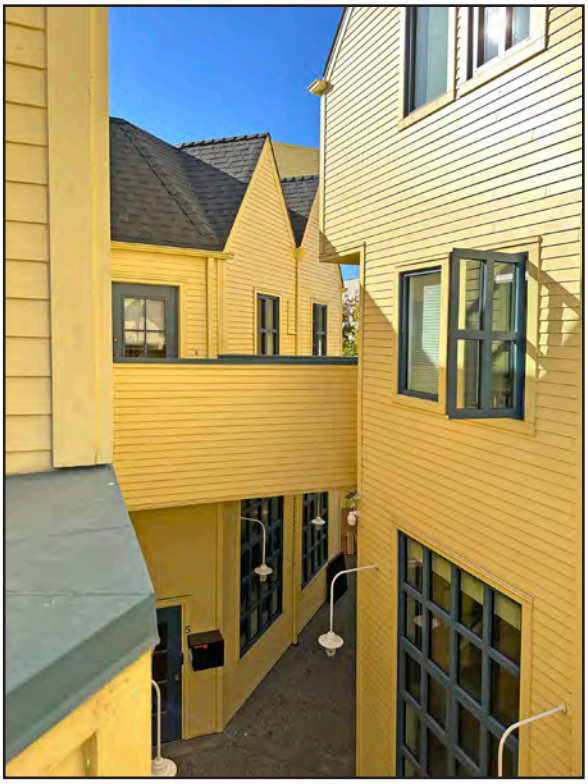


left: Dick inside the Reliable Fruit Market, 2976 College Avenue. Byron Bolfing, 1947, Berkeley Historical Society

left bottom: Elmwood Village seen from above. Found online.

Additional Photographs.







Interior vistas of Elmwood Village, 2980 College Avenue.
Anthony Bruce, 2025



Planning and Development Department
Land Use Planning Division

CITY OF BERKELEY
Ordinance #4694 N.S.
LANDMARK APPLICATION

Elmwood Commercial Historic District

Property No. 13
Sparhawk Building
2982 College Avenue



The Sparhawk Building, 2982 College Avenue. Anthony Bruce, 2025.

1. **Street Address:** 2982, 2984, 2986, 2988 College Avenue
   County: Alameda **City**: Berkeley **ZIP**: 94705

2. **Assessor's Parcel Number**: 052–1573–00401
   (Dutard Property, Block A, northern portion of Lots 4 and 5)
   Dimensions: 70 feet x 100 feet
   Cross Streets: Ashby Avenue and Webster Street

3. **Is property on the State Historic Resource Inventory?** No
   Is property on the Berkeley Urban Conservation Survey? Yes
   Form #: 12053

4. **Application for Landmark Includes**:
   a. Building(s): Yes **Garden:** No **Other Feature(s)**: No
   b. Landscape or Open Space: No
   c. Historic Site: No
   d. District: Yes
   e. Other: Entire property

5. **Historic Names:** Sparhawk Building
   Commonly Known Name: not known

6. **Date of Construction:** 1928 **Factual**: Yes
   Source of Information: City of Berkeley Application for Building Permit No. 30981, 8 August 1928

7. **Architect:** A. J. Yerrick, 5255 College Avenue, Oakland

8. **Builder:** A. J. Yerrick

9. **Style:** Storefront

10. **Original Owners:** Dr. Edward Ernest Sparhawk, Lafayette
    Original Use: commercial (4 stores)

11. **Present Owner:** Trust Wu Shu Tr Bypass Trust
    Present Occupant: House of Curries, 2984 College; vacant, 2986 College; A&A Mini Mart, 2988 College

12. **Present Use:** commercial (3 stores)
    Current Zoning: C-E **Adjacent Property Zoning:** C-E-

13. **Present Condition of Property:**
    Exterior: Good **Interior:** unknown **Grounds:** Ø
    Has the property's exterior been altered? Yes

14. Description.

Two houses dating from 1909 and 1910 were demolished in 1928 to make way for this one-story Class C building of brick construction finished in cement plaster. The façade originally featured four large Moorish arches, each defining a storefront. They contained traditional entrances, display windows, and curved transoms. All the arches were either removed, covered, or filled in during various remodelings. In recent years, the second-from-the-right arch—complete with transom—has been uncovered.

An architecturally significant remodeling of the lower two thirds of the building took place in stages between 1950 and 1957, first for Thos Tenney: Music on Records. The architect was Roger Lee. Ribbed aluminum decking was applied vertcally to the shopfronts. The interior of the Thos Tenney record store was as beautifully designed as a Mid-Century Modern residence. Not much remains of Lee's exceptional commercial design. The southernmost shopfront (which was the sophisticated Roger Lee entrance to the Inside Inn) was redone tepidly with traditional tiles. The center storefront—now vacant—retains some of the minimalist 1950s styling, as does the restaurant façade next to it.

The elaborate original 1928 frieze beneath the cornice remains intact with all its bas-relief vines and shields. Today, the Sparhawk Building is a mixture of different styles and alterations.

15. History.

In 1909, the second house facing College Avenue was built in the Dutard Property, next to the Nevin House. The owners were Anna Nivison Force, widow of Dr. Levi P. Force and herself a Berkeley clubwoman, and her son Dr. John N. Force, who joined the University staff in 1910 and became Chair of the Department of Hygiene. Anna Force died on her birthday in 1917 and the house was sold to Dr. Edward Ernest Sparhawk.

Dr. Sparhawk graduated in dentistry from Stanford in 1899. Prior to the move to Berkeley, he practiced in Mexico and Ketchikan, Alaska. He married Martha Ann Brockhurst, and their son Alvin was born in 1904. The family moved into the roomy brown-shingle house, where Dr. Sparhawk set up his dental practice.

In 1927 the Sparhawks moved to Lafayette and the same year they had their College Avenue home demolished—as well as the 1910 Harding House next door—in preparation for a commercial building to be built on the property. Dr. Sparhawk continued his practice in Oakland, and returned to Berkeley to live (3030 Benvenue) three years before his death in 1959. Dr. Sparhawk's obituary stated, "During World War II he was affiliated with the top-secret Manhattan Project and received a certificate of merit from the Secretary of War for his contributions to atomic bomb research."

The Sparhawk Building was begun in August of 1928. Its lively Mediterranean-inspired design was the work of Oakland architect Allen James Yerrick. The longest lasting business in the Sparhawk Building was the Inside Inn, which was in business by 1931, and continued to serve lunch and dinner in genteel surroundings until 1968. The next year, the site became the first location on College Avenue of the ever-popular King Yen restaurant. Two years later King Yen moved to 2984 College in the same building, and in 1990, across the street to 2995 College into a building the restaurant owners had meticulously restored.

During World War II, besides his work on the Manhattan Project, Dr. Sparhawk aided the war

effort by converting the two northernmost shop spaces into living quarters. At least three other building owners in the Elmwood did the same thing with their buildings.

Probably the most well-known business in the Sparhawk Building was Thos Tenney: Music on Records. Thomas W. Tenney and his wife Margaret and their two sons tired of the harsh winters in New England and came to California to open a phonograph record store in a college town. Berkeley was their first stop. Richard M. Hunter's record shop at 2984 College was for sale and they bought it in August 1950. Beginning with a $4,800 remodel that October, and several more alterations and expansions over the years, Tenney created a state-of-the-art record shop that exuded the good taste of its Mid-Century Modern design. The Tenneys' designer, "the brilliant young architect Roger Lee," as described by the *Berkeley Gazette* in relation to the new record store, is better known as the architect of countless livable Modern houses, but proved with the record store that he could design a commercial business with the same skill and creativity. Not only did he design the warm, wood paneled interior, but the eye-catching exterior as well. Eventually Lee redesigned all the storefronts in the building. The 1952 article in the *Gazette* went on to say that the store "has drawn comment from many parts of the nation." The Thos Tenney store remained in business until 1963 when the Tenneys left to pursue their other mutual interest: photography. Thos Tenney shared his architectural photos with the fledgling Berkeley Architectural Heritage Association, which were published in the organization's first calendar, *Heritage Houses*, in 1971.

One of the first businesses in the Sparhawk Building—in the southernmost shop which seemed to have been designed for restaurant use—was the Augusta Inn. It opened in 1929 and the proprietor was Robert A. Hawkins. At the time, the Dixie Inn in Richmond, Virginia, was owned by the fourth generation of the Hawkins family. The Augusta Inn was advertised as serving "Genuine Southern cooking prepared by experienced negro chefs who learned the art of cooking in the South. Our customers come back—that is our recommendation." Unfortunately, the Augusta Inn did not last long; it was replaced by the Inside Inn after less than two years.

The Sparhawk Building stayed in the Sparhawk family until early 1970. Over the years since the superb Modern remodeling of the shopfronts by Roger Lee, the building has suffered from lack of coordination in subsequent piecemeal alterations. At this point a restoration is due, but to which period? The original freize remains and the Moorish arches seem to remain under the stucco. But a few pieces of the Roger Lee design remain as well.

14. Significance.

The Sparhawk Building is significant as the last original building built in the Elmwood commercial district. With its completion in early 1929, the commercialization of the two blocks was complete.

The building is significant for its original romantic design, combining historical elements from different parts of Europe. The Sparhawk Building and the Wilson Building next door come closest— of all the Elmwood buildings— to evoking illustrations from storybooks, the goal of many architects of the time.

The Sparhawk Building is significant as the site of an early commercial design of renowned Mid-Century Modern architect Roger Lee.

The Sparhawk Building relates well to the other Elmwood commercial buildings in its scale.

Features to Preserve.

- the elaborate frieze and cornice
- the Moorish arches, both hidden and uncovered
- all remnants of the Roger Lee alterations from the 1950s

17. Historic Value— Neighborhood: Yes City: Yes
Architectural Value— Neighborhood: Yes City: Yes

18. Is the property endangered? No

19. Bibliography.

City of Berkeley Application for Building Permit No. 30981, 8 August 1928; as well as several other applications for alterations.

Block books and Sanborn maps

Directories.

Urban Conservation Survey (block files), BAHA.

Ormsby Donogh Real Estate File (1939–1977), BAHA.

Tales of the Elmwood, Burl Willes, 2000.

"A Profile of the Elmwood: Trends and Counter-Trends in a Berkeley Neighborhood Commercial District" Joanna Callenbach, Geography 181 class paper, Spring 1978.

ancestry.com

"Try Berkeley First—It's Home!: The Augusta Inn," *The Courier*, 1 February 1930.

Obituary for Anna Nivison Force, *San Francisco Examiner*, 31 July 1917.

"Dr. Force, U. C. Expert, Dies After Illness," *Berkeley Gazette*, 23 June 1938.

Obituary for Dr. Edward Ernest Sparhawk, *Berkeley Gazette*, 10 November 1959.

"Elmwood District Concentrates Varied Service in Small Area," *Berkeley Gazette*, 21 May 1952.

In Memoriam: Thomas Walker Tenney (1920_2012) and Margaret Whitney Klaw Tenney (1922–2011) by Will Tenney.

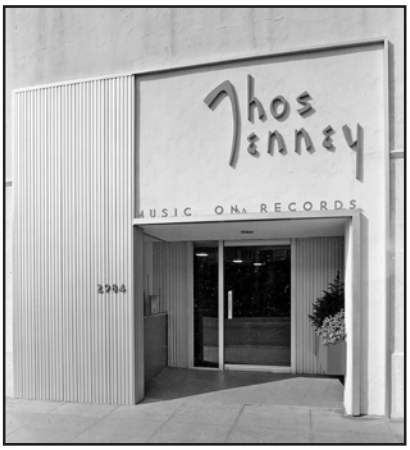
20. Recorder

Anthony Bruce for Elmwood Property Owners Association, c/o Claudia Hunka, Your Basic Bird, 2940 College Avenue, Berkeley, California 94705

29 October 2025

Additional Photographs.





above left: Sparhawk Building. Anthony Bruce, 2025



above: entrance to Thos Tenney Music on Records (Roger Lee, 1950). from the Internet.

left: Sparhawk Building, showing the Roger Lee entryways still intact. Anthony Bruce, 1982



The Sparhawk Building showing intact 1928 design. Ormsby Donogh, 1939, Donogh Real Estate File, BAHA.

Additional Photographs.



The interior of Richard M. Hunter's record shop that existed in the same space that Thos Tenney Music on Records moved into in 1950. Byron Bolfing, 1947, Berkeley Historical Society.



Partial interior view of Thos Tenney Music on Records, most likely showing the northernmost shop. Found on-line.



Robert A. Hawkins, owner of the Augusta Inn, 2988 College Avenue.

The Courier, *1 February 1930.*



Thomas W. Tenney on the right, with John T. Moon, service manager.

Berkeley Gazette, *18 November 1954*.

WRITE IN INK

Application for Building Permit.

CLASS A-B AND C BUILDING

Application is hereby made to the Department of Buildings and Inspections of the City of Berkeley for permission to

Build a 1 story 4 STORES room class C building.

on the W Side of COLLEGE AVE 55 feet N. of WEBSTER street.

Being Lot No. PORTION 4&5 Block A/1573A DUTARD PROPERTY Tract.

According to plans and Specifications herewith submitted. All provisions of the Building Law will be complied with in the erection, of said building whether specified herein or not.

Estimated entire cost of building $ 11,000.00 Extreme height of building 21 ft.

Size of Lot 70 by 100 feet. Size of proposed building 70 ft. by 70 ft.

Building to be occupied as 4 STORES by (No.) ____ families.

	WALLS			PIERS OR COLUMNS		JOISTS			GIRDERS		
	HEIGHT	MATERIAL	THICKNESS SIDE / FRONT	MATERIAL	SIZE	MATERIAL	SIZE	LONGEST SPAN	MATERIAL	SIZE	LONGEST SPAN
Footings	2 ft.	CONCRETE	2 ft / 2 ft	CONCRETE	3-9						
Foundations	2 ft.	"	17" / 17"	"	3-9						
Basement											
1st story	14 ft.	BRICK	17" / 17"								
2nd story						O.P.	2x14	18 ft			
3rd story											
4th story											
5th story											
6th story											
7th story											
8th story											

Light shaft wall covering to be of ____

Roof covered with Tar and Gravel Pitch 1/4 in TO FT.

Chimneys of Brick lined with 8x8 T.C. flue any patent flues? NO

Gas grate flues to be patent chimney or brick? ____

Any dumb waiters or chutes? ____ Any elevator (freight or passenger) ____

Cove brackets will be solid.

Name of Owner of Ground Dr. S. Eo. Sparhawk Res. Address ~~Lafayette~~ La Fayette, Cal

Name of Owner of Building " " " Res. Address " "

Name of Lessee of Building None Res. Address ____

Name of Architect or Designor A. J. Gerrick Bus. Address 5255 College Ave, Oak.

Name of Builder " Bus. Address " " " "

I We hereby agree to save, indemnify and keep harmless the City of Berkeley against all liabilities, judgments, costs and expenses which may in any wise accrue against said City in consequence of the granting of this permit, or from the use or occupancy of any sidewalk, street or subsidewalk space by virtue thereof, and will in all things strictly comply with the conditions of this permit and Ordinances of the City of Berkeley.

A. J. Gerrick.
Signature of Owner, Architect or Builder.

Address 5255 College Ave Oak.

This Permit expires one year from date unless sooner revoked by the City Council.

Date AUG -2 1928

Permit No. 30981

Borkheim Print West Berkeley

City of Berkeley Application for Building Permit No. 30981, 8 August 1928

Planning and Development Department
Land Use Planning Division

CITY OF BERKELEY
Ordinance #4694 N.S.
LANDMARK APPLICATION

Elmwood Commercial Historic District

Property No. 14

Wilson-Tulanian Building
2992 College Avenue



The Wilson-Tulanian Building, 2992 College Avenue. Anthony Bruce, 2025.

1. **Street Address:** 2992, 2996, 2998 College Avenue
   County: Alameda **City**: Berkeley **ZIP**: 94705

2. **Assessor's Parcel Number**: 052–1573–00600
   (Dutard Property, Block A, southern portion of Lot 5)
   Dimensions: 53 feet x 55 feet
   Cross Streets: Ashby Avenue and Webster Street

3. **Is property on the State Historic Resource Inventory?** No
   Is property on the Berkeley Urban Conservation Survey? Yes
   Form #: 12054

4. **Application for Landmark Includes**:
   a. Building(s): Yes **Garden:** No **Other Feature(s)**: No
   b. Landscape or Open Space: No
   c. Historic Site: No
   d. District: Yes
   e. Other: Entire property

5. **Historic Names:** Wilson-Tulanian Building
   Commonly Known Name: not known

6. **Date of Construction:** 1923 **Factual**: Yes

   Source of Information: City of Berkeley Application for Building Permit No. 13745, 27 March 1923

7. **Architect:** Hutchison & Mills, Oakland

8. **Builder:** Leslie R. Wilson

9. **Style:** Shopfront

10. **Original Owners:** Leslie R. Wilson, 2216 Blake Street
    Original Use: commercial (3 stores)

11. **Present Owner:** Rose Oriental Rugs Inc.
    Present Occupant: vacant, 2992 College; Rose Oriental Rugs, 2998 College,

12. **Present Use:** commercial (2 stores)
    Current Zoning: C-E **Adjacent Property Zoning:** C-E, R-1

13. **Present Condition of Property:**
    Exterior: Excellent **Interior:** unknown **Grounds:** Ø
    Has the property's exterior been altered? No

14. Description.

Built in 1923, this is a one-story reinforced concrete Class "C" building, constructed to contain three stores. Currently, the building is divided into two stores, but all three traditional storefronts remain. The storefronts are contained within three large, round arches facing College Avenue. There is an additional arch on the south side of the building facing Webster Street and serving as a window. Below the parapet is a running frieze in a circle motif. This is repeated at the tops of the piers between the arches, and at the same height as the base of the transoms. There are spiral columns embedded in the corners of each pier, and medallions set in the wall above and between each arch.

The building is basically unaltered, including the arched transoms divided into tall, narrow panes, and the polychrome tiles at the base of the display windows. About forty-five years ago, the building was painted in brilliant, jewel-like colors in keeping with the exotic appearance of the building and the nature of the business within. The northernmost shop features an elaborately designed back wall with a fireplace, paneling, and mezzanine above with railings, dating from 1924. Tulanian Rug Company added a similar back wall to the southernmost store in 1928, designed by A. J. Yerrick.

A billboard is attached to the Webster Street side of the building.

15. History.

The Oakland architectural firm of Hutchison & Mills (Robert A. Hutchison and Reginald L. Mills) specialized in quality store designs. An article of theirs about "the ideal shop building" appeared in the March 1924 issue of *Architect and Engineer*, illustrated with photos of their latest buildings. Berkeley is fortunate to have several of their one-story shop buildings; their Wilson-Tulanian Building has long been a popular favorite. The outer walls of a slightly smaller version of this building stand at Bancroft and Ellsworth where they will become the ground floor exterior of a new large housing building. Leslie R. Wilson and Frederick E. Romie, both builders, were the usual investors for the Hutchison & Mills buildings in both Berkeley and Oakland. Two were built in the Elmwood commercial district.

The first tenants in the building were The Old World Shop (2998) and Downings Grocery (2996). A latecomer, in 1924, was Mrs. Doris Conner of North Berkeley who opened an interior decorating business at 2992 College. She added an attractively designed open mezzanine at the rear of her shop with a fireplace as its central feature. Soon after Hachadoor Tulanian purchased the building in 1927 and moved his Oriental rug business into 2998 College, he may have been inspired by Mrs. Conner's treatment of her space and commissioned architect A. J. Yerrick to design a similar mezzanine-fireplace combination for his store.

The following history is taken from the Berkeley History Plaque affixed to the side of the building for its centennial by the Berkeley Historical Society in 2024:

"In 1922, Armenian genocide survivor Hachadoor Tulanian (1894–1965) arrived in Berkeley and opened an Oriental rug shop at 2938 College Avenue [in Bischoff Building No. 2]. In 1927 he bought the Wilson Building, which contained three small shops, and moved the rug business to the corner location, where he added a concrete floor and drain for rug washing and wooden pallets on the roof for drying. Living nearby at 6536 Benvenue Avenue, he would leave a 'back after lunch' sign on an unlocked shop door. He could regularly be seen transporting rugs tied to the running boards of his car. In 1950 Hachadoor's two sons joined the

business and it expanded into the entire building, His two grandchildren and great-granddaughter took over ownership in 1997, proudly continuing one of the Elmwood district's longest family-owned businesses.

"The building's distinctive design features oversized arched clerestory windows. It was one of the locations used in the 1993 Whoopi Goldberg film *Made in America*."

In 1943, as did other Elmwood building owners, Mr. Tulanian turned the center store into wartime housing. After his death on New Year's Eve in 1965, his wife Zabel continued coming to the shop each morning to mend rugs.

Many Berkeleyans remember that the building had been painted a shade of hospital green. That all changed in 1973, according to Heidi Seney in an article written for the *Berkeley Gazette*, when "an imaginative young painter was given free rein and the result was a carefully rendered combination of colors: yellow-ochre complemented by a bright blue for the arches over each of the entryways, and an outline of the arches in orchid.

"The colors are repeated in the running frieze with a circle motif, below the parapet, in the spiral columns between the arches, and in the tiles that form the base of the building. The building stands out in a graceful manner."

At the ceremony where the plaque was placed on the building in March 2024, the entire Tulanian family gathered for the ceremony celebrating both the building and the 100-year-old family-run business. Sadly, the third and fourth generation family members announced their retirement. The building has since been sold, and a new chapter has begun with another Oriental rug business replacing the old.

16. Significance.

The Wilson-Tulanian Building is architecturally significant for its eclectic and elaborate design and ornamentation. It is the most romantic and intriguing of all Hutchison and Mills' one-story shop building designs. It is one of the most memorable buildings in the Elmwood commercial district.

The building is significant for its commercial history. Tulanian Bros. Oriental Rugs opened in 1922 at 2938 College Avenue, owned by brothers Avedez and Hachadoor Tulanian. In 1927 Hachadoor purchased the Wilson Building and moved the business to that location, honoring the building with more than 95 years of a single family-owned business.

Features to Preserve.

- the elaborate frieze and other ornamentation
- the Moorish arches
- the tile bulkheads
- the traditional shopfronts
- the arched transoms

17. Historic Value— Neighborhood: Yes City: Yes
Architectural Value— Neighborhood: Yes City: Yes

18. Is the property endangered? No

19. Bibliography.

City of Berkeley Application for Building Permit No. 13745, 27 March 1923; as well as several other applications for alterations.

Block books and Sanborn maps

Directories.

Urban Conservation Survey (block files), BAHA.

Ormsby Donogh Real Estate File (1939–1977), BAHA.

Tales of the Elmwood, Burl Willes, 2000.

Berkeley Tourist and Business Survey, 1924.

"A Profile of the Elmwood: Trends and Counter-Trends in a Berkeley Neighborhood Commercial District" Joanna Callenbach, Geography 181 class paper, Spring 1978.

ancestry.com

"Improved Store Building Design" by R. L. Mills, *Architect and Engineer*, March 1924.

"A 60-Year Enterprise in Elmwood" by Heidi Seney for Berkeley Architectural Heritage Association, *Berkeley Gazette*, 18 April 1982.

Berkeley History Plaque, Berkeley Historical Society Plaque Committee, 2024.

"Historical Society Honors Tulanian Building & Family" by Burl Willes, *Berkeley Times*, 2024.

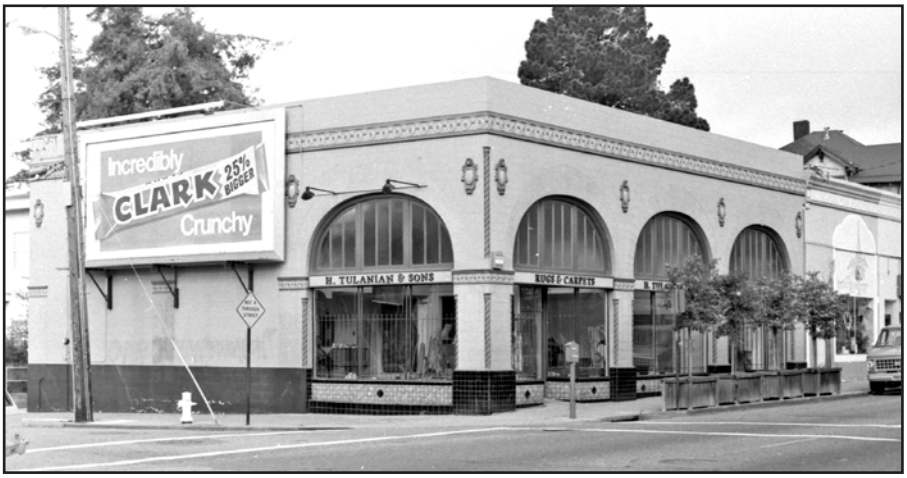
20. Recorder

Anthony Bruce for Elmwood Property Owners Association, c/o Claudia Hunka, Your Basic Bird, 2940 College Avenue, Berkeley, California 94705

30 October 2025

Additional Photographs.





The Wilson-Tulanian Building, 2992 College Avenue, when almost new. Architect & Engineer. March 1924.

The Wilson-Tulanian Building. Anthony Bruce, 1982.

The Wilson-Tulanian Building. Ormsby Donogh, 1939, Donogh Real Estate File, BAHA.



Additional Photographs.



left and below: Wilson-Tulanian Building and detail of tiled bulkhead. Anthony Bruce, 2025



Fred Jacobs in his appliance store at 2992 College Avenue, showing the fireplace and paneled over-mantel from 1924. Byron Bolfing, 1947, Berkeley Historical Society.





At the plaque unveiling, the extended Tulanian family poses with Berkeley Historical Society leaders and local officials.

Robert Kehlmann, 2024.

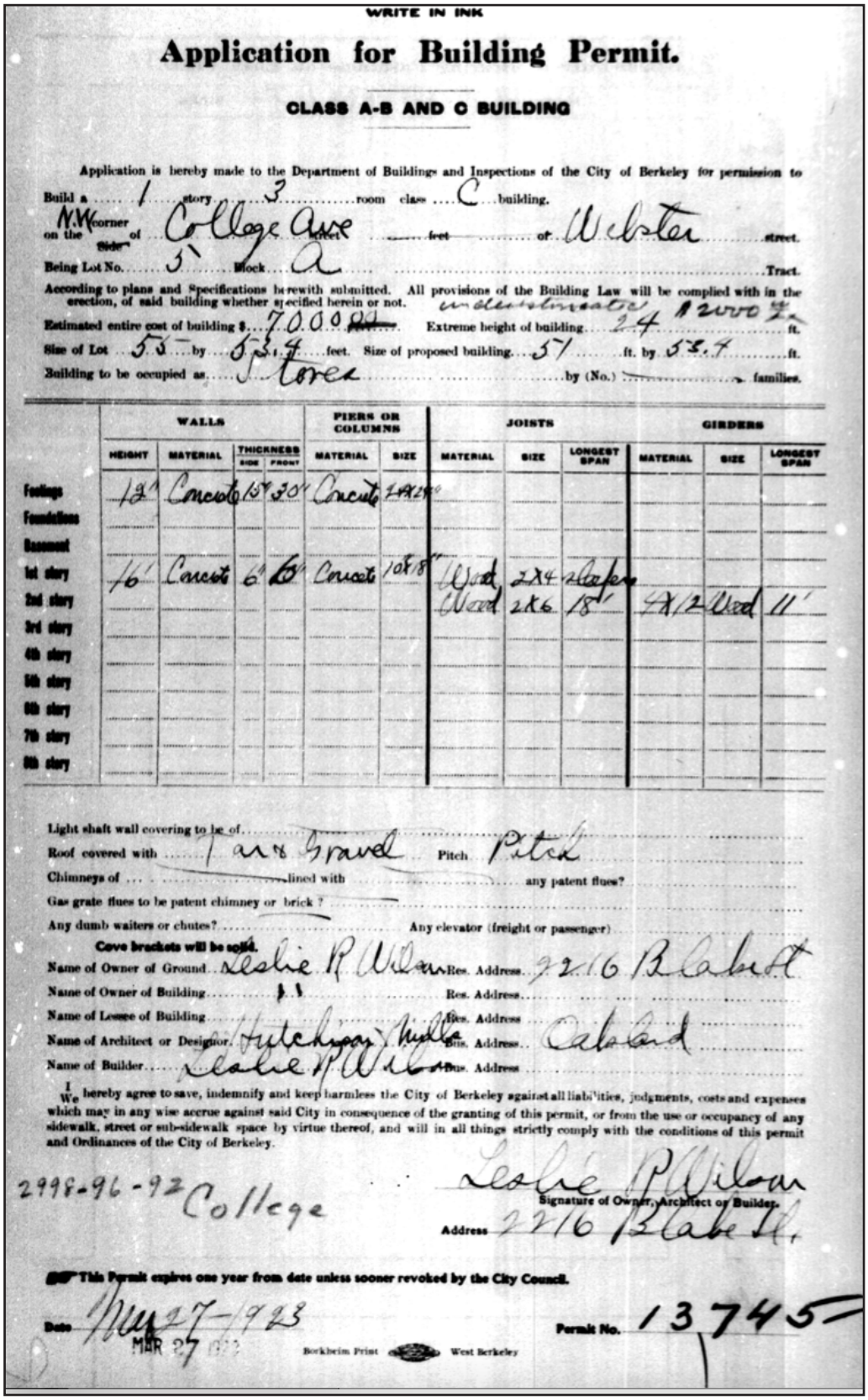
Additional Photographs.



Wilson-Tulanian Building in 1969, showing the light green paint job that it sported for many years. BAHA Archives.



Wilson-Tulanian Building in 2020, showing the polychrome paint job that it has sported since 1973. Anthony Bruce, 2020.



WRITE IN INK

Application for Building Permit.

CLASS A-B AND C BUILDING

Application is hereby made to the Department of Buildings and Inspections of the City of Berkeley for permission to

Build a 1 story 3 room class C building.

on the N.W. corner of College Ave feet of Webster street.

Being Lot No. 3 Block A Tract.

According to plans and specifications herewith submitted. All provisions of the Building Law will be complied with in the erection, of said building whether specified herein or not.

Estimated entire cost of building $ 7000.00 Extreme height of building 24 ft.

Size of Lot 55 by 55.7 feet. Size of proposed building 57 ft. by 55.7 ft.

Building to be occupied as Stores by (No.) families.

	WALLS				PIERS OR COLUMNS		JOISTS			GIRDERS		
	HEIGHT	MATERIAL	THICKNESS SIDE	THICKNESS FRONT	MATERIAL	SIZE	MATERIAL	SIZE	LONGEST SPAN	MATERIAL	SIZE	LONGEST SPAN
Footings	12'	Concrete	15"	30"	Concrete	24"x24"						
Foundations												
Basement												
1st story	16'	Concrete	6"	6"	Concrete	10"x8"	Wood	2x4	16'			
2nd story							Wood	2x6	18'	4x12	Wood	11'
3rd story												
4th story												
5th story												
6th story												
7th story												
8th story												

Light shaft wall covering to be of

Roof covered with Tar & Gravel Pitch Pitch

Chimneys of lined with any patent flues?

Gas grate flues to be patent chimney or brick?

Any dumb waiters or chutes? Any elevator (freight or passenger)

Cove brackets will be solid.

Name of Owner of Ground Leslie R. Wilson Res. Address 2216 Blake St.

Name of Owner of Building Res. Address

Name of Lessee of Building Res. Address

Name of Architect or Designer Hutchinson & Mella Bus. Address Oakland

Name of Builder Leslie R. Wilson Bus. Address

I We hereby agree to save, indemnify and keep harmless the City of Berkeley against all liabilities, judgments, costs and expenses which may in any wise accrue against said City in consequence of the granting of this permit, or from the use or occupancy of any sidewalk, street or sub-sidewalk space by virtue thereof, and will in all things strictly comply with the conditions of this permit and Ordinances of the City of Berkeley.

2998-96-92 College

Leslie R. Wilson
Signature of Owner, Architect or Builder.

Address 2216 Blake St.

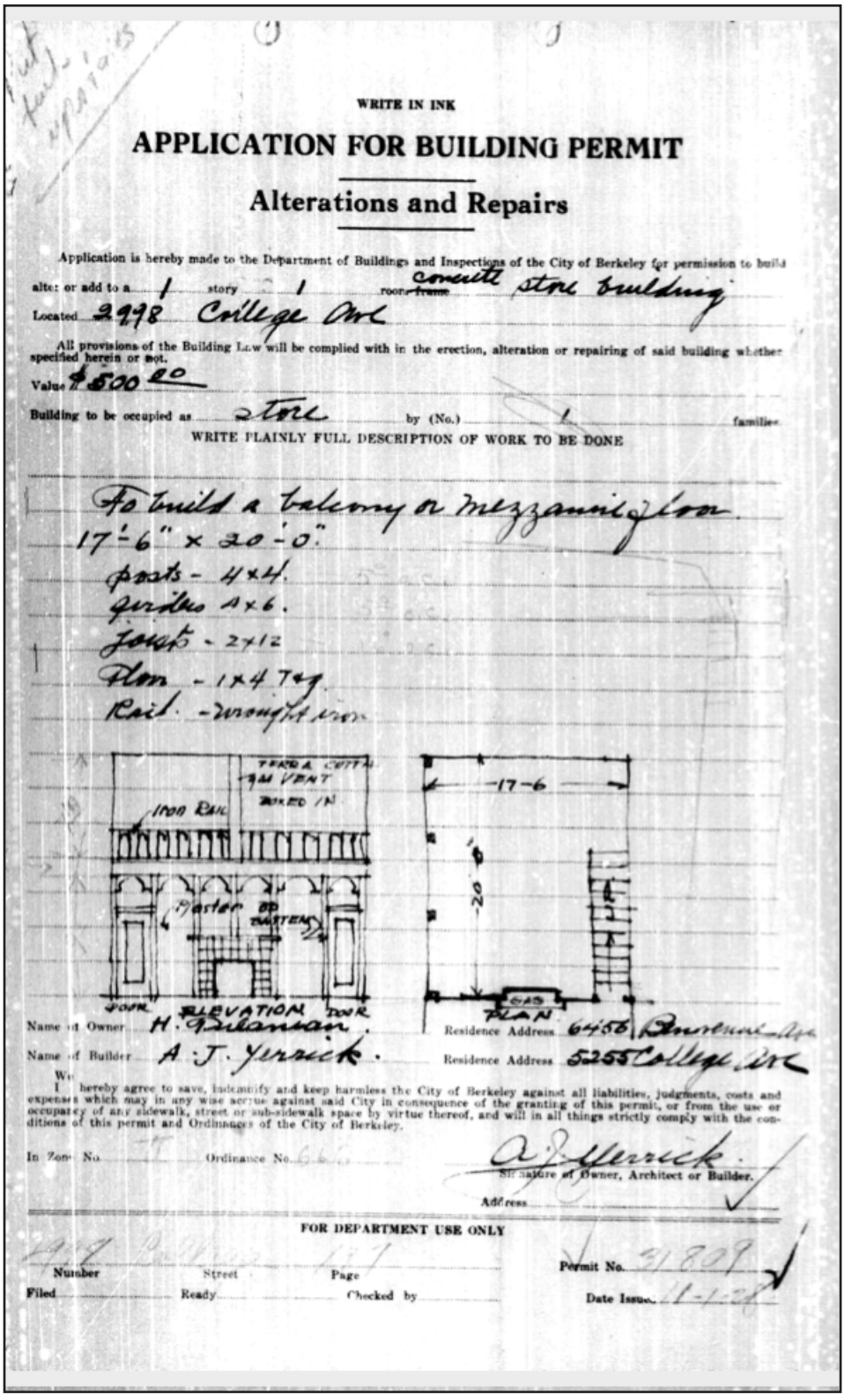
This Permit expires one year from date unless sooner revoked by the City Council.

Date Mar 27-1923 MAR 27 1923

Permit No. 13745

Berkheim Print West Berkeley

City of Berkeley Application for Building Permit No. 13745, 27 March 1923



WRITE IN INK

APPLICATION FOR BUILDING PERMIT

Alterations and Repairs

Application is hereby made to the Department of Buildings and Inspections of the City of Berkeley for permission to build alter or add to a 1 story 1 room ~~frame~~ concrete store building

Located 2998 College Ave

All provisions of the Building Law will be complied with in the erection, alteration or repairing of said building whether specified herein or not.

Value $500.00

Building to be occupied as store by (No.) 1 families

WRITE PLAINLY FULL DESCRIPTION OF WORK TO BE DONE

To build a balcony or mezzanine floor
17'-6" x 20'-0"
posts - 4x4.
girder 4x6.
Joist - 2x12
Floor - 1x4 T&G
Rail - wrought iron

Name of Owner H. Gulbranson. Residence Address 6456 Bourland Ave

Name of Builder A. J. Yerick. Residence Address 5255 College Ave

We

I hereby agree to save, indemnify and keep harmless the City of Berkeley against all liabilities, judgments, costs and expenses which may in any wise accrue against said City in consequence of the granting of this permit, or from the use or occupancy of any sidewalk, street or sub-sidewalk space by virtue thereof, and will in all things strictly comply with the conditions of this permit and Ordinances of the City of Berkeley.

In Zone No. Ordinance No.

A. J. Yerick.
Signature of Owner, Architect or Builder.

Address

FOR DEPARTMENT USE ONLY

Number Street Page Permit No. 31809

Filed Ready Checked by Date Issued 11-1-28

City of Berkeley Application for Building Permit No. 31809, 1 November 1928, showing a sketch for the gas fireplace and mezzanine.

Planning and Development Department
Land Use Planning Division

CITY OF BERKELEY
Ordinance #4694 N.S.
LANDMARK APPLICATION

Elmwood Commercial Historic District

Property No. 15

United States Post Office, Elmwood Station
2705 Webster Street



United States Post Office, Elmwood Station, 2705 Webster Street. Anthony Bruce, 2023.

1. **Street Address:** 2705 Webster Street
   County: Alameda **City**: Berkeley **ZIP**: 94705

2. **Assessor's Parcel Number**: 052–1567–00400
   (Elmwood Park Tract, Block C, Lot 23)
   Dimensions: about 55 feet x 120 feet
   Cross Streets: College Avenue and Piedmont Avenue

3. **Is property on the State Historic Resource Inventory?** No
   Is property on the Berkeley Urban Conservation Survey? Yes
   Form #: 11912

4. **Application for Landmark Includes**:
   a. Building(s): Yes **Garden:** No **Other Feature(s)**: No
   b. Landscape or Open Space: Yes
   c. Historic Site: No
   d. District: Yes
   e. Other: Entire property

5. **Historic Names:** United States Post Office, Elmwood Station
   Commonly Known Name: Elmwood Post Office

6. **Date of Construction:** 1948; 1977 **Factual**: yes
   Source of Information: City of Berkeley Application for Building Permit No. 62610, 21 January 1948; City of Berkeley Application for Building Permit No. B-011977291, 8 December 1976.

7. **Architect:** James W. Plachek, 2131 University Avenue; Bart Jones, 264 Arlington Avenue, Kensington

8. **Builder:** W. H. Livingston, 1152 Euclid Avenue; R. W. Poole, 240 Hegenberger Road, Oakland

9. **Style:** Moderne; Brutalist/Sea Ranch Rustic

10. **Original Owners:** Bernard W. White; W. R. White

    Original Use: institutional (post office)

11. **Present Owner:** White, Catherine Y Trust etal
    Present Occupant: United States Post Office

12. **Present Use:** institutional (post office)
    Current Zoning: C-E **Adjacent Property Zoning:** C-E, R-2

13. **Present Condition of Property:**
    Exterior: Excellent **Interior:** fine **Grounds:** fine
    Has the property's exterior been altered? yes and no

14. Description.

The present appearance of the Elmwood Post Office dates from 1976–77. In 1974, the service station on the corner was demolished and a major addition was built onto the existing 1948 post office building, behind to the east, that faced Webster Street. The older post office is now a rectangular two-story box of a building. Existing windows have been filled in, but an entrance remains where the original public entrance was located. The locked plain, metal door is recessed a few feet from the outer wall. The surface of the walls on either side are covered with diagonal pieces of redwood; the wall above the door slopes up and outward to meet the outer wall and is also covered with lengths of redwood.

Facing College Avenue behind a parking lot entered from Webster Street and containing eight spaces, is the 1977 addition, designed to appear as a new post office building. The older building was opened up on the west side and the interiors of the two structures are now combined.

The 1977 structure is cream-painted rough cement plaster. It consists of two blocky wings that are bridged by an expanse of glass topped with a wide section of diagonally placed pieces of redwood. At the left, a few feet away from the northern blocky wing, a stucco "fin" pierces both the diagonal redwood strips as well as the glass wall below. The redwood pieces beyond the fin are angled in the opposite direction from the rest. There are ten areas of glass, eleven counting the one beyond the fin.

There is a tall, narrow window in the west wall of the north wing. The south wing juts out at an angle similar to a ship's prow. There is no window. Instead a small plaque featuring the Post Office's logo of that era (which also appeared on a postage stamp) is attached high on the wall. Around the corner, a narrow window has been placed in a recessed slit in the wing's Webster Street façade.

There is a combination ramp and stairway leading to the raised entrance in the glass section facing the parking lot. The ramp begins at the Webster Street sidewalk and the stairway is reached from the parking lot.

The sign for the building is made from bronzed letters that are affixed to the long redwood-slat panel. Beginning in the center and leading off to the right, it reads, in three lines, "United States Post Office, Elmwood Station, Berkeley, California 94705." The lettering is difficult to see, as it is camouflaged against the weathered redwood.

The interior is exceedingly plain for a post office. The off-white walls and unfinished redwood trim are reminiscent of the interiors at Sea Ranch.

15. History.

This southeast corner of the Elmwood commercial district has seen major changes over the years. In 1909, architect Walter Ratcliff and his business partner Charles L. MacFarland built two speculative houses on the deep lot, fronting both houses on Webster Street with the addresses of 2701 and 2703 Webster. The two blocks of the district were almost completely built up with commercial buildings when the Standard Oil Company built a service station on the site of 2701 Webster in 1926. Two years later a service garage was added at the north edge of the property. The Ratcliff house survived all of this by having been moved out of the way in June, 1925. It landed on the south side of Ashby near Regent. Threatened again in 1971, the house and two others were moved, this time to an empty lot at 2929 Benvenue Avenue.

The station became an Elmwood institution.

As Joe Moore's Chevron Station in the 1950s and 1960s, a number of neighborhood kids had their first job there.

The Elmwood Station of the United States Post Office was established in 1909 as Station 8 in Rolla D. Fuller's drugstore on Ashby at College. When the post office moved into its own space on the Russell Street side of the Dondero Building in 1927, it became Elmwood Station. After twenty years it was time for a dedicated stand-alone post office building. The lot at 2703 Webster Street was leased from Bernard W. White (owner of the Topside Market who also owned several properties in the Elmwood). James W. Plachek was selected as the architect for the new building. Plachek was known for his many civic buildings, including the nearby Claremont Branch Library at Benvenue and Ashby and John Muir School at Claremont and Ashby. This post office was one of Plachek's last designs, as he died in December 1948. A building permit was taken out in January 1948 and the completed $50,000 building was dedicated on September 30, 1948. On hand were Mayor Laurence L. Cross and Postmaster Frank M. Whiting, who remarked that the Elmwood building was "the perfect station." The dedication was Whiting's last official act as he was to retire the next day.

Once again, a Ratcliff house was moved out of harm's way. To make way for the new post office, the house at 2703 Webster was moved next door to the back yard of the house at 2713 Webster. However, at a later date, *both* houses at 2713 Webster were demolished for more employee parking.

Sometime in the early 1970s the post office moved to the corner shop space in the Dondero Building, which had been vacated by Curtis & Gray men's clothing. The golden oak cabinetry and counters were set up in the shop space and a new, albeit temporary, post office was created. In July 1974 the Chevron station was demolished. The Post Office was planning a major expansion of Elmwood Station. A building permit was applied for in December 1976 and construction was begun in January 1977.

The Kensington firm Bart Jones Architects, which was established in 1973, designed the addition, which, when finished, appeared to be a completely new building. In fact, the 1948 post office is still standing. However, it was gutted, windows were closed off, what little ornament it had was removed, and the west wall was demolished to connect it with the planned addition. Customer services were moved to the addition upon completion.

The new wing looks very much of its era. It is an intriguing combination of Sea Ranch-inspired natural, weathered redwood, and blocky Brutalist forms done in stucco rather than concrete. At the same time a parking lot was constructed fronting on College Avenue, with its entrance on Webster. Short, stocky bollards of rough stucco (matching the finish on the building) along the College Avenue side of the lot were connected by wooden fence rails. Pedestrians, looking for a short-cut, continually walked over the low fence, damaging it. Finally, a high, black wrought iron fence was installed in its place.

The customer parking lot was designed for nine parking spaces, but that number was reduced to eight when a handicapped ramp entrance was introduced in 1995. The new entrance combines a ramp and steps in an eye-catching com-

16. Significance.

The Elmwood Post Office building is significant as the best example of the architectural aesthetics of the 1970s to be found in the Elmwood commercial district. It is intriguing to find the influence of the rustic Sea Ranch style used on an institutional building. The faux Brutalist style of the building proper gives it a substantial quality, complementing the lightness of

the weathered wood and the bank of windows in the center.

The Elmwood Post Office is significant in the way it helps to impart the quality of a small town "Main Street" to these two blocks of College Avenue. It serves as a place for neighbors to gather—on business—and meet for a visit: an important way to maintain a sense of community.

Features to Preserve.

- the weathered, unpainted redwood strips
- the stucco form of the 1977 addition
- the bank of windows across the front
- the metal lettering forming the name
- the design of the steps/ramp entrance
- the emblem with the Post Office logo

17. Historic Value— Neighborhood: Yes City: Yes
Architectural Value— Neighborhood: Yes City: No

18. Is the property endangered? No

19. Bibliography.

City of Berkeley Applications for Building Permits.

Block books and Sanborn maps

City directories.

Urban Conservation Survey (block files), BAHA.

Ormsby Donogh Real Estate File (1939–1977), BAHA.

Tales of the Elmwood, Burl Willes, 2000.

Berkeley Tourist and Business Survey, 1924.

"A Profile of the Elmwood: Trends and Counter-Trends in a Berkeley Neighborhood Commercial District" Joanna Callenbach, Geography 181 class paper, Spring 1978.

ancestry.com

"Berkeley Mail Receipts Grow," *San Francisco Chronicle*, 10 July 1927.

"Elmwood PO to be Dedicated," *Berkeley Gazette*, 28 September 1948.

20. Recorder

Anthony Bruce for Elmwood Property Owners Association, c/o Claudia Hunka, Your Basic Bird, 2940 College Avenue, Berkeley, California 94705

31 October 2025

Additional Photographs.



A view of main façade of the Elmwood Station, showing the expanses of glass and angled redwood strips. Viewed across the parking lot. Anthony Bruce, 2025.

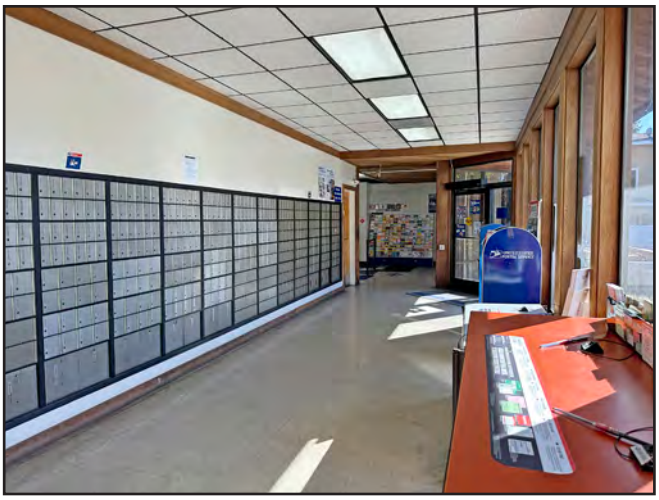


The earlier post office building on the site, now stripped, and subordinated to the 1977 addition. A photo of the building before the alterations has not been found. Anthony Bruce, 2025.

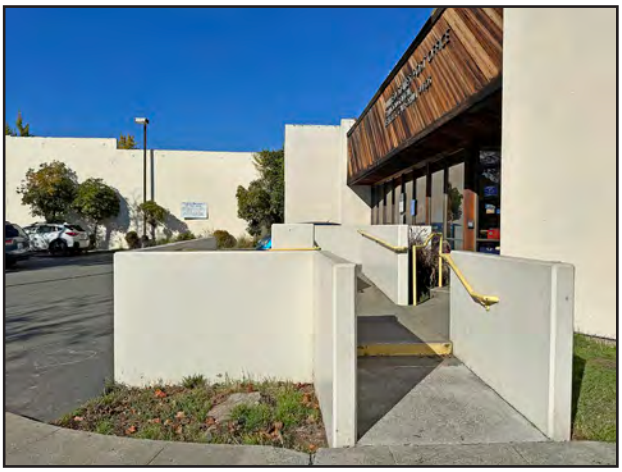
The service station that was on the corner site. The Walter Ratcliff-designed house behind was moved to build the 1940s post office and later demolished. Ormsby Donogh, 1939, Donogh Real Estate File, BAHA.



Additional Photographs.

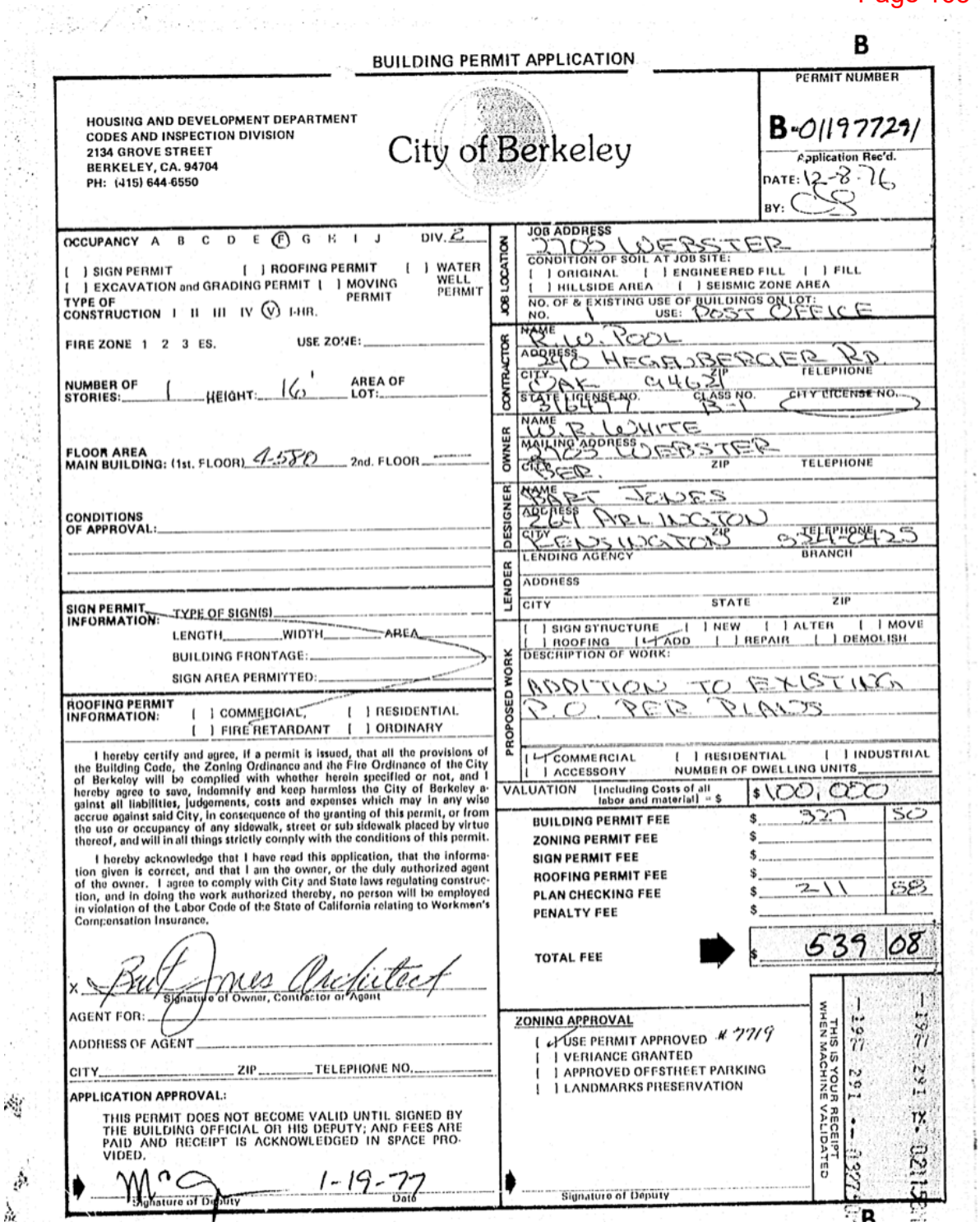


Views of the Elmwood Station Post Office.
left: customer service area.
below: signage over the entrance.
below left: the entrance ramp and steps.
bottom: general view from Webster Street.
Anthony Bruce, 2025.









B

BUILDING PERMIT APPLICATION

HOUSING AND DEVELOPMENT DEPARTMENT
CODES AND INSPECTION DIVISION
2134 GROVE STREET
BERKELEY, CA. 94704
PH: (415) 644-6550

City of Berkeley

PERMIT NUMBER
B-011977291
Application Rec'd.
DATE: 12-8-76
BY:

OCCUPANCY A B C D E (F) G H I J DIV. 2

[ ] SIGN PERMIT [ ] ROOFING PERMIT [ ] WATER WELL PERMIT
[ ] EXCAVATION and GRADING PERMIT [ ] MOVING PERMIT

TYPE OF CONSTRUCTION I II III IV (V) 1-HR.

FIRE ZONE 1 2 3 ES. USE ZONE:

NUMBER OF STORIES: 1 HEIGHT: 16' AREA OF LOT:

FLOOR AREA MAIN BUILDING: (1st. FLOOR) 4-580 2nd. FLOOR

CONDITIONS OF APPROVAL:

SIGN PERMIT INFORMATION: TYPE OF SIGN(S)
LENGTH WIDTH AREA
BUILDING FRONTAGE:
SIGN AREA PERMITTED:

ROOFING PERMIT INFORMATION: [ ] COMMERCIAL [ ] RESIDENTIAL
[ ] FIRE RETARDANT [ ] ORDINARY

I hereby certify and agree, if a permit is issued, that all the provisions of the Building Code, the Zoning Ordinance and the Fire Ordinance of the City of Berkeley will be complied with whether herein specified or not, and I hereby agree to save, indemnify and keep harmless the City of Berkeley against all liabilities, judgements, costs and expenses which may in any wise accrue against said City, in consequence of the granting of this permit, or from the use or occupancy of any sidewalk, street or sub sidewalk placed by virtue thereof, and will in all things strictly comply with the conditions of this permit.

I hereby acknowledge that I have read this application, that the information given is correct, and that I am the owner, or the duly authorized agent of the owner. I agree to comply with City and State laws regulating construction, and in doing the work authorized thereby, no person will be employed in violation of the Labor Code of the State of California relating to Workmen's Compensation Insurance.

X Bart Jones Architect
Signature of Owner, Contractor or Agent

AGENT FOR:

ADDRESS OF AGENT

CITY ZIP TELEPHONE NO.

APPLICATION APPROVAL:

THIS PERMIT DOES NOT BECOME VALID UNTIL SIGNED BY THE BUILDING OFFICIAL OR HIS DEPUTY; AND FEES ARE PAID AND RECEIPT IS ACKNOWLEDGED IN SPACE PROVIDED.

Signature of Deputy 1-19-77 Date

JOB LOCATION
JOB ADDRESS 3705 WEBSTER
CONDITION OF SOIL AT JOB SITE:
[ ] ORIGINAL [ ] ENGINEERED FILL [ ] FILL
[ ] HILLSIDE AREA [ ] SEISMIC ZONE AREA
NO. OF & EXISTING USE OF BUILDINGS ON LOT:
NO. 1 USE: POST OFFICE

CONTRACTOR
NAME R. W. POOL
ADDRESS 210 HEGENBERGER RD.
CITY OAK ZIP 94621 TELEPHONE
STATE LICENSE NO. 316497 CLASS NO. B-1 CITY LICENSE NO.

OWNER
NAME W. B. WHITE
MAILING ADDRESS 3705 WEBSTER
CITY BER. ZIP TELEPHONE

DESIGNER
NAME BART JONES
ADDRESS 2641 ARLINGTON
CITY BERKELEY ZIP TELEPHONE 843-0425

LENDING AGENCY BRANCH

LENDER
ADDRESS
CITY STATE ZIP

PROPOSED WORK
[ ] SIGN STRUCTURE [ ] NEW [ ] ALTER [ ] MOVE
[ ] ROOFING [ ] ADD [ ] REPAIR [ ] DEMOLISH
DESCRIPTION OF WORK:
ADDITION TO EXISTING P.O. PER PLANS
[ ] COMMERCIAL [ ] RESIDENTIAL [ ] INDUSTRIAL
[ ] ACCESSORY NUMBER OF DWELLING UNITS

VALUATION (Including Costs of all labor and material) = $ $100,000

BUILDING PERMIT FEE	$ 327	50
ZONING PERMIT FEE	$	
SIGN PERMIT FEE	$	
ROOFING PERMIT FEE	$	
PLAN CHECKING FEE	$ 211	58
PENALTY FEE	$	
TOTAL FEE	$ 539	08

ZONING APPROVAL
[ ] USE PERMIT APPROVED #7719
[ ] VERIANCE GRANTED
[ ] APPROVED OFFSTREET PARKING
[ ] LANDMARKS PRESERVATION

Signature of Deputy

THIS IS YOUR RECEIPT WHEN MACHINE VALIDATED

1977 291 TX 021158

B

City of Berkeley Application for Building Permit No. B-011977291, 8 December 1976.

52—1M—5-35 A3b

CITY OF BERKELEY
Bureau of Building and Inspections
APPLICATION FOR BUILDING PERMIT
Type I, II, or III Building

WRITE IN INK

Application is hereby made to the Bureau of Building and Inspections of the City of Berkeley for permission to Build a Group F Type III One Story 3 Room Building.

on the corner/side of Webster Street 70 feet East of College Avenue Street.

Being Portion of Lot No. 23 and 24 Block C Elmwood Park Tract.

According to plans and Specifications herewith submitted. All provisions of the Building Code will be complied with in the erection, of said building whether specified herein or not.

Estimated entire cost of building $ 30,000 Extreme height of building 24'-0" ft.

Size of Lot 50'-0" by 110'-0" feet. Size of proposed building 36'-0" ft. by 85'-0" ft.

Building to be occupied as a Group Post office Building, by U.S. Government

	WALLS				PIERS OR COLUMNS		JOISTS			GIRDERS		
	HEIGHT	MATERIAL	Thickness Side	Thickness Front	MATERIAL	SIZE	MATERIAL	SIZE	LONGEST SPAN	MATERIAL	SIZE	LONGEST SPAN
Footings												
Foundations	2'-0"	Reinforced Concrete	1'-6"									
Basement	Ceiling Ht.	Reinforced	0'-8"	1'-0"	Reinforced Concrete	1'-6"x1'-6"	Ceiling Joist Douglas Fir	2x8 16" cts.	19'-0"	Structural Steel	See Plans	33'-0"
1st Story	14'-6"	Concrete					Roof Joist Douglas Fir.	2x12- 24" cts.	19'-0"			
2nd Story												
3rd Story												
4th Story												
5th Story												
6th Story												
7th Story												
8th Story												

Light shaft wall covering to be of Plaster on metal lath

Roof covered with 5ply composition roofing Pitch 2'0" in 82'-0"

Chimneys of lined with Patent Flues 1 - 6"

Gas flues to be patent chimney or brick One transite water heater vent

Dumb waiters or chutes Elevator (freight or passenger)

Cove brackets will be solid.

Name of Owner of Ground B.W. White Address 2474 Prince St. Berkeley

Name of Owner of Building " " " Address " " " "

Name of Lessee of Building U.S. Government Address

Name of Architect or Designer U.W. Plachek Address 2131 University Ave., Berkeley

Name of Engineer Paul A. Swartfford Address Mercantile Bldg., Berkeley

Name of Builder W.H. Livingston Bus. Address 1152 Euclid Ave., Berkeley

State License No. 56251

I
We Hereby agree to save, indemnify and keep harmless the City of Berkeley against all liabilities, judgments, costs and expenses which may in any wise accrue against said city in consequence of the granting of this permit, or from the use or occupancy of any sidewalk, street or sub-sidewalk space by virtue thereof, and will in all things strictly comply with the conditions of this permit and Ordinances of the City of Berkeley.

Use District Class Ordinance No. W.H. Livingston
Signature of Owner, Agent or Builder.

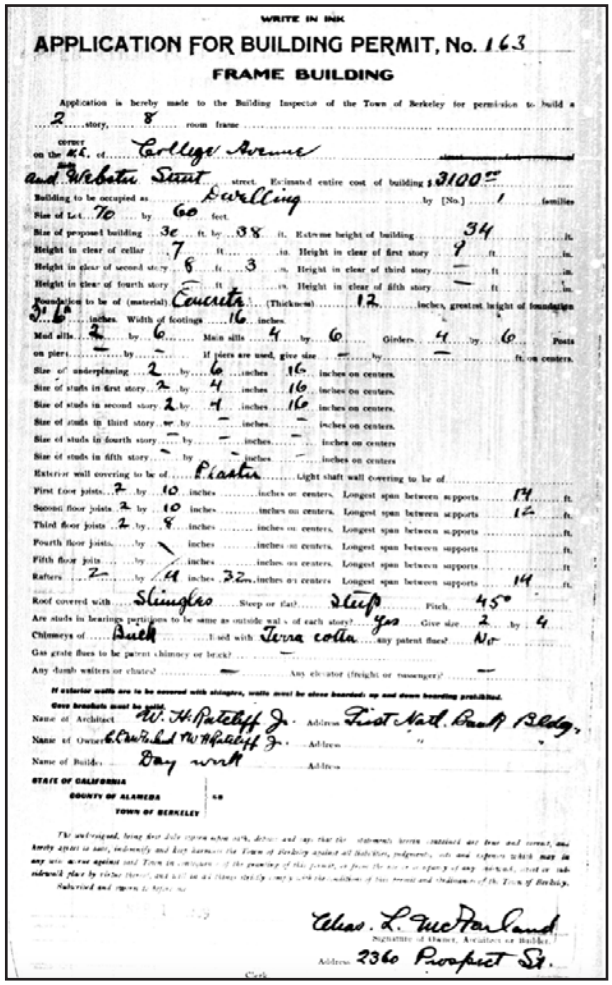
Fire Zone No. 1 5330 Address 1152 Euclid Ave, Berkeley
Berkeley 5-5250

FOR DEPARTMENT USE ONLY

2705 Webster 196 Permit No. 62610
Number Street Page

Filed 693 Ready Checked by Date Issued 1-21-48

City of Berkeley Application for Building Permit No. 62610, 21 January 1948



WRITE IN INK

APPLICATION FOR BUILDING PERMIT, No. 163

FRAME BUILDING

Application is hereby made to the Building Inspector of the Town of Berkeley for permission to build a 2 story, 8 room frame

on the E. of College Avenue and Webster Street. Estimated entire cost of building, $3100.00

Building to be occupied as Dwelling by [No.] 1 families

Size of Lot 70 by 60 feet.

Size of proposed building 36 ft. by 38 ft. Extreme height of building 34 ft.

Height in clear of cellar 7 ft. in. Height in clear of first story 9 ft. in.

Height in clear of second story 8 ft. 3 in. Height in clear of third story ft. in.

Height in clear of fourth story ft. in. Height in clear of fifth story ft. in.

Foundation to be of (material) Concrete (Thickness) 12 inches, greatest height of foundation 3 ft. 6 inches. Width of footings 16 inches.

Mud sills 2 by 6 Main sills 4 by 6 Girders 4 by 6 Posts on piers by if piers are used, give size by ft. on centers.

Size of underpinning 2 by 6 inches 16 inches on centers.

Size of studs in first story 2 by 4 inches 16 inches on centers.

Size of studs in second story 2 by 4 inches 16 inches on centers.

Size of studs in third story by inches inches on centers.

Size of studs in fourth story by inches inches on centers

Size of studs in fifth story by inches inches on centers

Exterior wall covering to be of Plaster Light shaft wall covering to be of

First floor joists 2 by 10 inches inches on centers. Longest span between supports 14 ft.

Second floor joists 2 by 10 inches inches on centers. Longest span between supports 12 ft.

Third floor joists 2 by 8 inches inches on centers. Longest span between supports ft.

Fourth floor joists by inches inches on centers. Longest span between supports ft.

Fifth floor joists by inches inches on centers. Longest span between supports ft.

Rafters 2 by 14 inches 32 inches on centers Longest span between supports 14 ft.

Roof covered with Shingles Steep or flat? Steep Pitch 45°

Are studs in bearing partitions to be same as outside walls of each story? Yes Give size 2 by 4

Chimneys of Brick lined with Terra cotta any patent flues? No

Gas grate flues to be patent chimney or brick?

Any dumb waiters or chutes? Any elevator (freight or passenger)?

If exterior walls are to be covered with shingles, walls must be above boarded; up and down boarding prohibited.

Give brackets must be used.

Name of Architect W. H. Ratcliff Jr. Address First Natl. Bank Bldg.

Name of Owner E. C. Ruland & W. H. Ratcliff Jr. Address

Name of Builder Day work Address

STATE OF CALIFORNIA
COUNTY OF ALAMEDA ss
TOWN OF BERKELEY

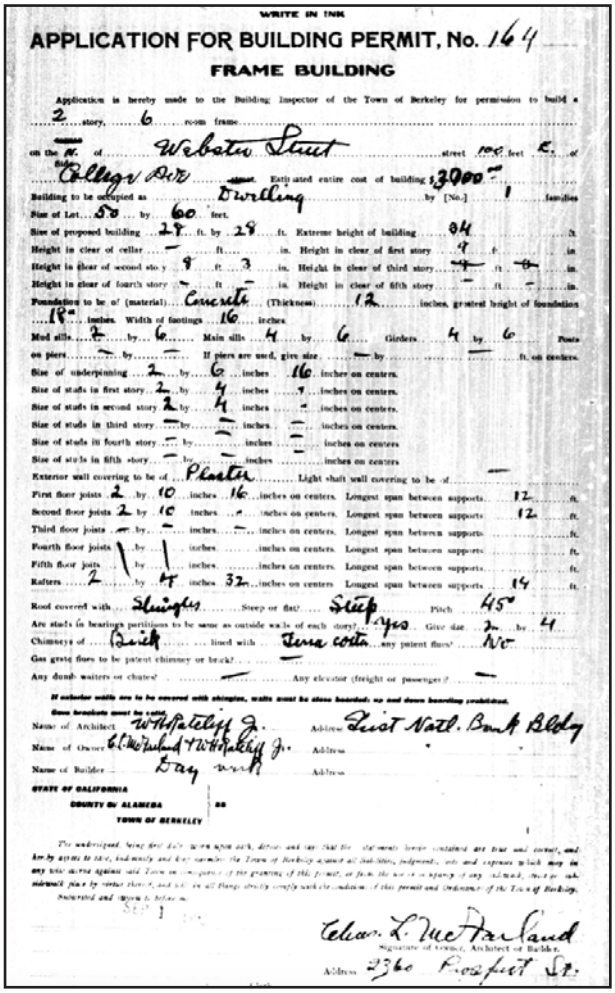
The undersigned, being first duly sworn upon oath, deposes and says that the statements herein contained are true and correct, and hereby agrees to save, indemnify and keep harmless the Town of Berkeley against all liabilities, judgments, costs and expenses which may in any way accrue against said Town in consequence of the granting of this permit, or from the use or occupancy of any railroad, street or sidewalk place by virtue thereof, and will in all things strictly comply with the conditions of this permit and Ordinances of the Town of Berkeley.

Subscribed and sworn to before me

Chas. L. McFarland
Signature of Owner, Architect or Builder.
Address 2360 Prospect St.

City

City of Berkeley Application for Building Permit No. 163, 1 September 1909.



WRITE IN INK

APPLICATION FOR BUILDING PERMIT, No. 164

FRAME BUILDING

Application is hereby made to the Building Inspector of the Town of Berkeley for permission to build a 2 story, 6 room frame

on the N. of Webster Street street 100 feet E. of College Ave. Estimated entire cost of building, $3000.00

Building to be occupied as Dwelling by [No.] 1 families

Size of Lot 50 by 60 feet.

Size of proposed building 28 ft. by 28 ft. Extreme height of building 34 ft.

Height in clear of cellar ft. in. Height in clear of first story 9 ft. in.

Height in clear of second story 9 ft. 3 in. Height in clear of third story ft. in.

Height in clear of fourth story ft. in. Height in clear of fifth story ft. in.

Foundation to be of (material) Concrete (Thickness) 12 inches, greatest height of foundation 18 inches. Width of footings 16 inches.

Mud sills 2 by 6 Main sills 4 by 6 Girders 4 by 6 Posts on piers by if piers are used, give size by ft. on centers.

Size of underpinning 2 by 6 inches 16 inches on centers.

Size of studs in first story 2 by 4 inches inches on centers.

Size of studs in second story 2 by 4 inches inches on centers.

Size of studs in third story by inches inches on centers.

Size of studs in fourth story by inches inches on centers

Size of studs in fifth story by inches inches on centers

Exterior wall covering to be of Plaster Light shaft wall covering to be of

First floor joists 2 by 10 inches 16 inches on centers. Longest span between supports 12 ft.

Second floor joists 2 by 10 inches inches on centers. Longest span between supports 12 ft.

Third floor joists by inches inches on centers. Longest span between supports ft.

Fourth floor joists by inches inches on centers. Longest span between supports ft.

Fifth floor joists by inches inches on centers. Longest span between supports ft.

Rafters 2 by 4 inches 32 inches on centers Longest span between supports 14 ft.

Roof covered with Shingles Steep or flat? Steep Pitch 45°

Are studs in bearing partitions to be same as outside walls of each story? Yes Give size 2 by 4

Chimneys of Brick lined with Terra cotta any patent flues? No

Gas grate flues to be patent chimney or brick?

Any dumb waiters or chutes? Any elevator (freight or passenger)?

If exterior walls are to be covered with shingles, walls must be above boarded; up and down boarding prohibited.

Give brackets must be used.

Name of Architect W. H. Ratcliff Jr. Address First Natl. Bank Bldg.

Name of Owner E. C. Ruland & W. H. Ratcliff Jr. Address

Name of Builder Day work Address

STATE OF CALIFORNIA
COUNTY OF ALAMEDA ss
TOWN OF BERKELEY

The undersigned, being first duly sworn upon oath, deposes and says that the statements herein contained are true and correct, and hereby agrees to save, indemnify and keep harmless the Town of Berkeley against all liabilities, judgments, costs and expenses which may in any way accrue against said Town in consequence of the granting of this permit, or from the use or occupancy of any railroad, street or sidewalk place by virtue thereof, and will in all things strictly comply with the conditions of this permit and Ordinances of the Town of Berkeley.

Subscribed and sworn to before me

Chas. L. McFarland
Signature of Owner, Architect or Builder.
Address 2360 Prospect St.

City

City of Berkeley Application for Building Permit No. 164, 1 September 1909.

Planning and Development Department
Land Use Planning Division

CITY OF BERKELEY
Ordinance #4694 N.S.
LANDMARK APPLICATION

Elmwood Commercial Historic District

Property No. 16

Midgley Building
2999 College Avenue



The Midgley Building, 2999 College Avenue. Anthony Bruce, 2025.

1. **Street Address:** 2999 College Avenue
   County: Alameda **City**: Berkeley **ZIP**: 94705

2. **Assessor's Parcel Number**: 052–1567–06301
   (Elmwood Park Tract, Block C, Lot 24)
   Dimensions: 45 feet x 120 feet
   Cross Streets: Ashby Avenue and Webster Street

3. **Is property on the State Historic Resource Inventory?** No
   Is property on the Berkeley Urban Conservation Survey? Yes
   Form #: 11913

4. **Application for Landmark Includes**:
   a. Building(s): Yes **Garden:** No **Other Feature(s)**: No
   b. Landscape or Open Space: No
   c. Historic Site: No
   d. District: Yes
   e. Other: Entire property

5. **Historic Names:** Midgley Building, Elmwood Camera
   Commonly Known Name: not known

6. **Date of Construction:** 1926 **Factual**: Yes
   Source of Information: City of Berkeley Application for Building Permit No. 24124, 17 February 1926

7. **Architect:** Van V. Midgley

8. **Builder:** Van V. Midgley

9. **Style:** Storefront

10. **Original Owners:** Van V. Midgley, 2999 College Avenue
    Original Use: commercial (2 stores)

11. **Present Owner:** JCJ9 Property Management LLC & March Earl J Tr
    Present Occupant: Picture Framing CP50 (2997 College); Cheap Pete's (2999 College)

12. **Present Use:** commercial (2 stores)
    Current Zoning: C-E **Adjacent Property Zoning:** C-E

13. **Present Condition of Property:**
    Exterior: Excellent **Interior:** unknown **Grounds:** Ø
    Has the property's exterior been altered? Yes

14. Description.

A one-story brick Class "C" building designed for two stores. Similar, but not identical to the Midgley-Jennings Building next door to the north. In 1964, the original brick façade was covered with ribbed, galvanized Robertson decking installed vertically. At the same time, the shopfronts were replaced with aluminum and glass, flush with the plane of the façade. The three brick piers were resurfaced with mosaic tile in various shades of brown. The tile has been painted over with dark charcoal gray paint and the decking with a light gray. A bit of the original brick can be seen at the south edge of the building.

15. History.

Van Vissing Midgley was from Salt Lake City. He attended the University of Utah, married Deane Adler in 1913, and then headed to Oakland in 1915 to help his father run the American Theater at 17th and San Pablo. It was the largest movie theater on the West Coast. In 1923, the three Midgley sons were involved in a big real estate transaction in downtown Oakland. Out of it came the Midgley Building, long a landmark at 15th Street and San Pablo near City Hall.

In 1924, Van Midgley left the running of the theater to his brothers Rex and Charles, and entered the real estate business as a salesman for Joseph E. Caine, a commercial real estate agent. He and Deane bought a brand-new house that year at 2950 Claremont Avenue, one of the John Hudson Thomas-designed cottages that were part of the Claremont Crescent development. Soon, he used his new expertise to invest in property on College Avenue, buying Lots 24 and 25 in Block C of Elmwood Park. Midgley and Harold P. Jennings, a colleague at the Caine office, first improved Lot 25 in 1925.

Midgley, on his own, built on Lot 24 the next year, and for a short time had his own real estate office at 2999 College Avenue. In 1929 he left real estate to enter the field of stock brokering. Despite the Crash and subsequent depression, he made a success of it. In 1946, the Midgleys moved to Piedmont. They became patrons of the arts as supporters of the San Francisco Symphony and Opera.

The new Midgley Building was similar in style to the first building next door. Both were reddish-brown pressed brick with terra cotta detailing, but arranged in a different way.

In 1932, the two stores were combined and the storefronts changed to have only one entrance. This was to accommodate August Machunze and his California Food Shop, which advertised "free delivery." He had been born in Germany and came to America with his family as a child. In 1939 he married Loretta Erskine and they built a house on West View Drive, high above Tunnel Road, where they raised three children. August Machunze died in 1952 at age forty-nine. He had run his grocery store for about ten years.

In early 1943, Bernard W. and Frances A. White, proprietors of the Topside Market, purchased the Midgley Building. The first thing they did with it was not surprising, considering that it was the middle of World War II. The entire shop space was converted to living quarters for a family.

After the war, a long tradition of a camera shop in the space began with Alpha Photo Products, which remained until about 1952. In early 1954, the space was taken by Hiram Rosenkranz, who was a photographer and had grown up in Berkeley. He later added a photograph gallery to the shop. In the early 1980s the space changed hands and became Alpha Photo Camera Shop, and in 1988, the one large shop became two again when Alpha opened a frame shop at the north end of the building. Soon, the entire camera shop had moved into the smaller

space, and a framing shop opened in the other space. Cheap Pete's Framing Shop remains in the Midgley Building today, making use of both of the two shops.

16. Significance.

The Midgley Building is significant as a contributing building in the Elmwood commercial district. Its significance would be much more than merely a contributor to the scale of the district if the 1964 façade were to be removed.

Even the 1964 remodeling, which is now sixty-one years old, would have an aesthetic significance, if it too had not been compromised.

The long-term businesses—the market, the photography shops, and the framing store—offer a cultural significance of well-regarded businesses that served the needs of the surrounding neighborhood.

Features to Preserve.

• the 1926 brick and terra cotta façade that is hidden behind a 1964 false façade.

17. Historic Value— Neighborhood: Yes City: No
Architectural Value— Neighborhood: Yes City: Yes

18. Is the property endangered? No

19. Bibliography.

City of Berkeley Application for Building Permit No. 24124, 17 February 1926; as well as several other applications for alterations.

Block books and Sanborn maps

Directories.

Urban Conservation Survey (block files), BAHA.

Ormsby Donogh Real Estate File (1939–1977), BAHA.

Tales of the Elmwood, Burl Willes, 2000.

ancestry.com

"Van Midgley Joins Blyth & Co.," *Oakland Tribune*, 21 May 1929.

"Van V. Midgley (obituary)," *Oakland Tribune*, 17 January 1978.

"In the Venerable Elmwood, Change is Now the Only Sure Thing" by Andy Whipple, *The Voice*, 25 August 1988.

Photo and caption regarding Hiram Rosenkranz, *Berkeley Gazette*, 12 May 1953.

20. Recorder

Anthony Bruce for Elmwood Property Owners Association, c/o Claudia Hunka, Your Basic Bird, 2940 College Avenue, Berkeley, California 94705

2 November 2025

Additional Photographs.

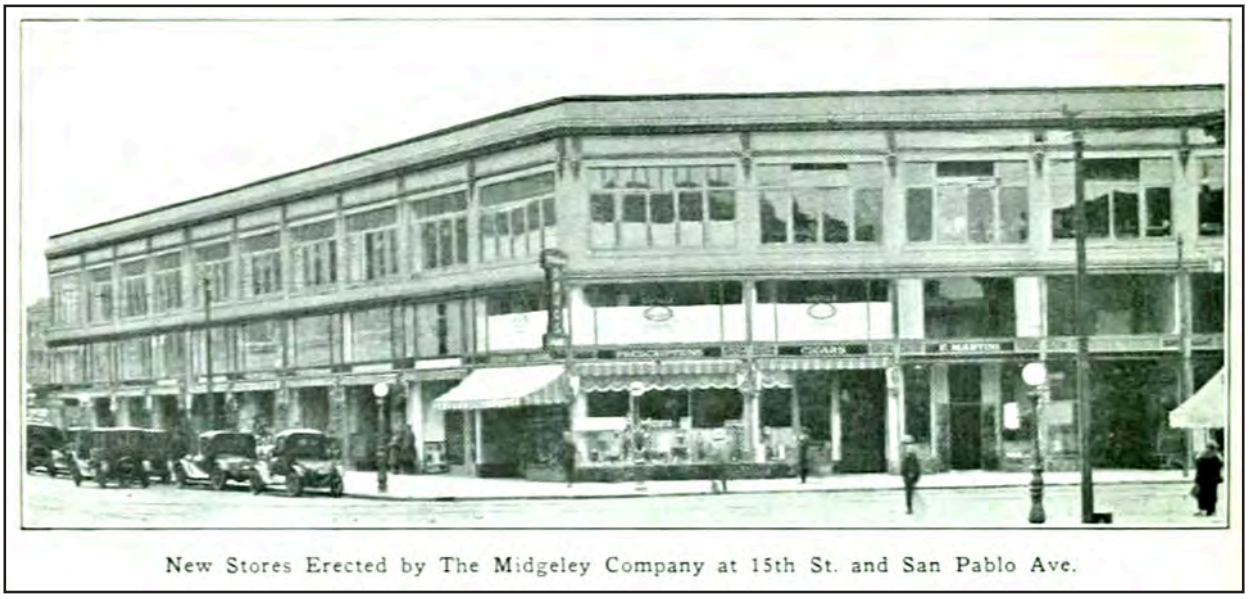


The Midgley Building, showing the mosaic tile piers and bulkhead. Anthony Bruce, 1982.



The Midgley Building, showing the original brick façade. Ormsby Donogh, 1939, Donogh Real Estate File, BAHAHA/

Additional Photographs.



New Stores Erected by The Midgeley Company at 15th St. and San Pablo Ave.

The Midgley Building in downtown Oakland (since demolished). 1924 City Directory, page 176.



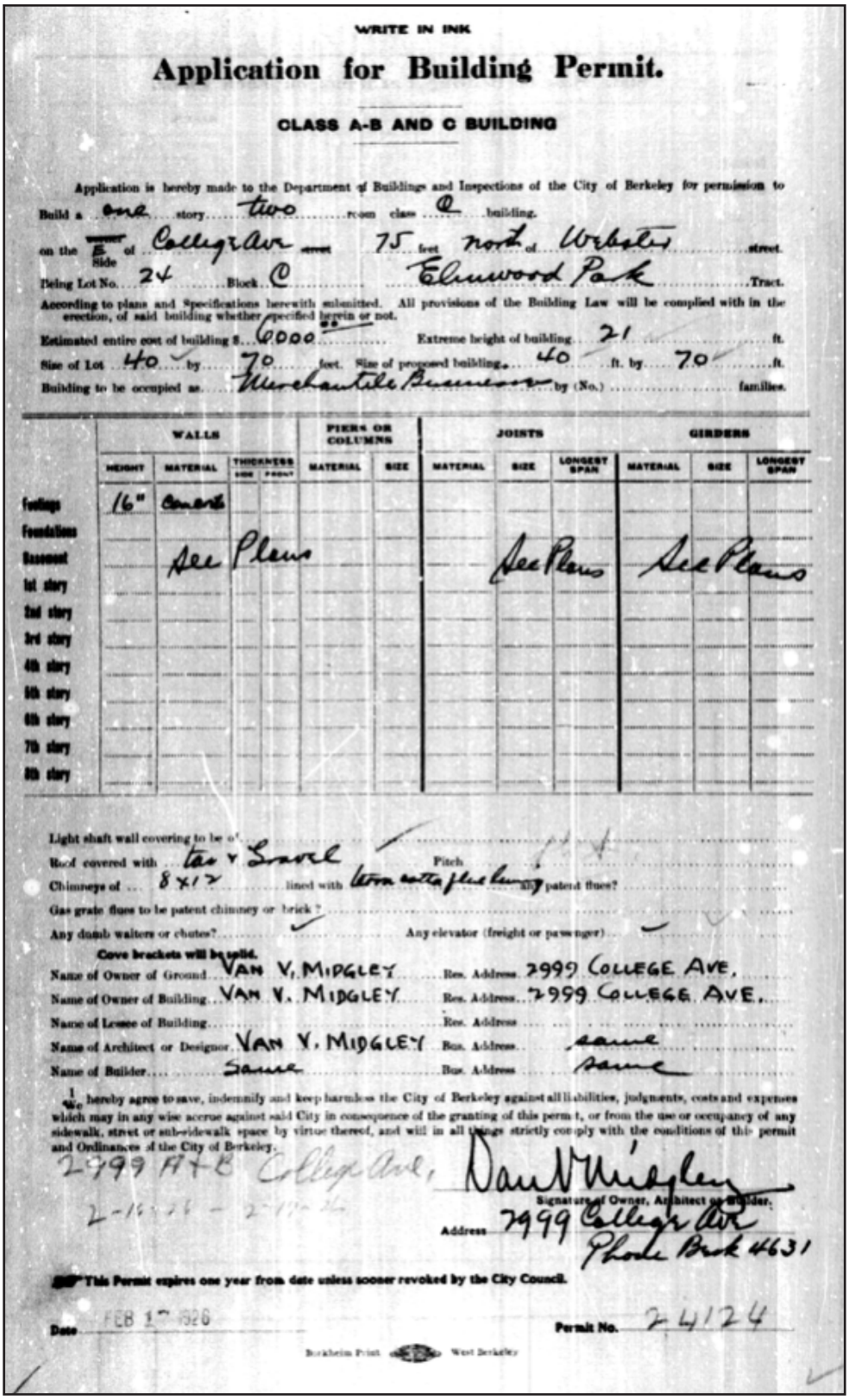
Cpl. Hiram A. Rosenkranz, right, of Berkeley, receives certificate of achievement from Maj. Gen. James M. Gavin, VII Corps commanding officer, at a ceremony in Stuttgart, Germany. Rosenkranz, son of Mrs. L. F. Rosenkranz, 3031 Fulton St., distinguished himself while serving as photo interpreter in intelligence work. He will return soon to US for release from active duty. —(U.P.) Army photo

Hiram Rosenkranz, Elmwood Camera Shop owner a few months before he opened the store.
Berkeley Gazette, *12 May 1953.*



PHOTO ART — Dave Clark's collection of 36 creative color scenes and leaf expressions are on display at the Elmwood Gallery, 2999 College Ave., through December. Also on display are eight black and white commercial prints of foods by Elmer Moss.

Berkeley Gazette,
13 December 1972.



WRITE IN INK

Application for Building Permit.

CLASS A-B AND C BUILDING

Application is hereby made to the Department of Buildings and Inspections of the City of Berkeley for permission to

Build a one story two room class C building.

on the ~~West~~ E Side of Collegeave street 75 feet north of Webster street.

Being Lot No. 24 Block C Elmwood Park Tract.

According to plans and Specifications herewith submitted. All provisions of the Building Law will be complied with in the erection, of said building whether specified herein or not.

Estimated entire cost of building $ 6000.00 Extreme height of building 21 ft.

Size of Lot 40 by 70 feet. Size of proposed building 40 ft. by 70 ft.

Building to be occupied as Merchantable Basement by (No.) families.

	WALLS			PIERS OR COLUMNS		JOISTS			GIRDERS		
	HEIGHT	MATERIAL	THICKNESS SIDE / FRONT	MATERIAL	SIZE	MATERIAL	SIZE	LONGEST SPAN	MATERIAL	SIZE	LONGEST SPAN
Footings	16"	Concrete									
Foundations											
Basement		See Plans					See Plans		See Plans		
1st story											
2nd story											
3rd story											
4th story											
5th story											
6th story											
7th story											
8th story											

Light shaft wall covering to be of

Roof covered with tar & Gravel Pitch

Chimneys of 8x12 lined with terra cotta flue lining Any patent flues?

Gas grate flues to be patent chimney or brick?

Any dumb waiters or chutes? Any elevator (freight or passenger)

Cove brackets will be valid.

Name of Owner of Ground VAN V. MIDGLEY Res. Address 2999 COLLEGE AVE,

Name of Owner of Building VAN V. MIDGLEY Res. Address 2999 COLLEGE AVE.

Name of Lessee of Building Res. Address

Name of Architect or Designer VAN V. MIDGLEY Bus. Address same

Name of Builder Same Bus. Address same

I/We hereby agree to save, indemnify and keep harmless the City of Berkeley against all liabilities, judgments, costs and expenses which may in any wise accrue against said City in consequence of the granting of this permit, or from the use or occupancy of any sidewalk, street or sub-sidewalk space by virtue thereof, and will in all things strictly comply with the conditions of this permit and Ordinances of the City of Berkeley.

2799 A+B College Ave, Dan V. Midgley

Signature of Owner, Architect or Builder.

Address 2999 College Ave Phone Berk 4631

This Permit expires one year from date unless sooner revoked by the City Council.

Date FEB 17 1926 Permit No. 24124

Berkheim Print West Berkeley

City of Berkeley Application for Building Permit No. 24124, 17 February 1926

Planning and Development Department
Land Use Planning Division

CITY OF BERKELEY
Ordinance #4694 N.S.
LANDMARK APPLICATION

Elmwood Commercial Historic District

Property No. 17

Midgley-Jennings Building
2995 College Avenue



Midgley-Jennings Building, 2995 College Avenue. Anthony Bruce, 2025.

1. **Street Address:** 2995 College Avenue
   County: Alameda **City**: Berkeley **ZIP**: 94705

2. **Assessor's Parcel Number**: 052–1567–06401
   (Elmwood Park Tract, Block C, Lot 25)
   Dimensions: 50 feet x 120 feet
   Cross Streets: Ashby Avenue and Webster Street

3. **Is property on the State Historic Resource Inventory?** No
   Is property on the Berkeley Urban Conservation Survey? Yes
   Form #: 11914

4. **Application for Landmark Includes**:
   a. Building(s): Yes **Garden:** No **Other Feature(s)**: No
   b. Landscape or Open Space: No
   c. Historic Site: No
   d. District: Yes
   e. Other: Entire property

5. **Historic Names:** Midgley-Jennings Building
   Commonly Known Name: King Yen

6. **Date of Construction:** 1925 **Factual**: Yes
   Source of Information: City of Berkeley Application for Building Permit No. 21600, 22 July 1925

7. **Architect:** Van V. Midgley (designer), 2950 Claremont Avenue

8. **Builder:** Dunnie Construction Co., 3151 Broadway, Oakland

9. **Style:** Storefront

10. **Original Owners:** Van V. Midgley and Harold P. Jennings, First National Building, Oakland
    Original Use: commercial (3 stores)

11. **Present Owner:** JLTsou LLC
    Present Occupant: King Yen (2995 College)

12. **Present Use:** commercial (1 store)
    Current Zoning: C-E **Adjacent Property Zoning:** C-E-

13. **Present Condition of Property:**
    Exterior: Excellent **Interior:** Excellent **Grounds:** Ø
    Has the property's exterior been altered? Yes

14. Description.

Built in 1925, this is a Class "C" one-story brick building designed to have three shops. It has been altered to one large store for at least sixty years. A 1964 remodel for Benson's Sporting Goods covered the upper half in ribbed, galvanized Robertson decking, installed vertically and painted blue. The four brick piers and the bulkheads were surfaced with blue and white mosaic tile. The shopfronts were all modernized.

An award-winning restoration for King Yen in 1989 revealed all the original brickwork, even on the piers. Today, the building looks much as it did when new, except for the storefronts, which were created new to accommodate restaurant use. The center entrance bay is recessed with room for a few tables for outdoor seating, The flanking bays have high bulkheads faced with glossy, celadon green square tiles. Above, four pairs of wood-frame windows can be opened in warm weather.

The façade is of warm-brown pressed brick in different shades. Bricks laid on end create rectangular panels above each shopfront bay. There is sand-colored terra cotta ornamentation, such as the building's cornice and an elaborate frieze above the transom windows. Square terra cotta tiles with an oak-leaf design in relief accentuate the piers, both in their being set between the rectangular panels above each pier and by being grouped together in threes to create pendants at the top of each pier.

The distinctive transom windows survived the 1964 remodel. Each of the three sets of transoms consists of a horizontal window in the center, divided horizontally. The center windows are flanked by two pairs of vertical windows divided artistically into small panes.

15. History.

Van Vissing Midgley was from Salt Lake City. He attended the University of Utah, married Deane Adler in 1913, and then headed to Oakland in 1915 to help his father run the American Theater at 17th and San Pablo. It was the largest movie theater on the West Coast. In 1923, the three Midgley sons were involved in a big real estate transaction in downtown Oakland. Out of it grew the Midgley Building, long a landmark at 15th Street and San Pablo near City Hall.

In 1924, Van Midgley left the running of the theater to Rex and Charles, and entered the real estate business as a salesman for Joseph E. Caine, a commercial real estate agent. He and his wife bought a brand-new house that year at 2950 Claremont Avenue, one of the John Hudson Thomas-designed cottages that were part of the Claremont Crescent development. Soon, he used his new expertise to invest in property on College Avenue, buying Lots 24 and 25 in Block C of Elmwood Park. Midgley and Harold P. Jennings, a colleague at the Caine office, first improved Lot 25 in 1925 with an attractive pressed brick shop building. Midgley, on his own, built on Lot 24 the next year, and for a short time had his own real estate office at 2999 College Avenue. In 1929 he left real estate to enter the field of stock brokering. Despite the Crash and subsequent depression, he made a success. In 1946, the Midgleys moved to Piedmont. They became patrons of the arts as supporters of the San Francisco Symphony and Opera.

The College Avenue buildings were sold soon after they were built. Over the years, the Midgley-Jennings Building has been home to two long-lived and beloved Elmwood businesses. In November 1947, Volney Benson opened Benson's Sporting Goods at 2995 College Ave-

nue, which specialized in ski, tennis, and action wear, as well as all types of sporting equipment. Mrs. Benson, "Jonsie," was buyer for the store for most of its existence. After commercial rent control (which began in the Elmwood) was abolished by the State, rents began to rise on College Avenue. Several Elmwood businesses could not afford a rent increase; Benson's was one of them. After forty-one years, Benson's Sporting Goods closed in September 1988.

The other long-time business is King Yen restaurant, which opened in the Sparhawk Building about 1969. After twenty years in that location and after Benson's had moved out, the restaurant owners took on the ambitious project of restoring the façade of the Midgley Building as the new setting for the restaurant. Fog City Architects was chosen to oversee the work. The restaurant was settled into its handsome new building by 1990. In 1991 the Berkeley Architectural Heritage Association gave King Yen a preservation award. The citation reads, "An award was given for restoring the façade by removing aluminum siding and uncovering the elaborate clerestory windows. In addition, blue 'bathroom' tile was removed, revealing the brick piers. Although the original shopfronts had been removed, new shopfronts were designed which are sensitive to the overall design of the building. The owners are also commended for the installation of quiet, unobtrusive, and well-designed signage."

In 1993, King Yen was given an award for Historic Commercial Renovation by Berkeley Design Advocates, as part of the group's first awards presentation. King Yen continues to thrive after fifty-six years.

16. Significance.

The Midgley-Jennings Building is primarily significant as an excellent example of historic preservation. Exposing the richly colored and textured façade of reddish-brown pressed brick and ornamental terra cotta that had been hidden from view for so many years added much to the traditional appearance of the Elmwood commercial district. The building continues to delight all who see it.

The Midgley-Jennings Building is significant as one of only three brick buildings in the district and one of the most distinctive designs. It was built during the second wave of construction which began in 1920, after WWI. This block of College (east side, between Ashby and Webster) was not built until then. The two Midgley buildings, along with the service station, were the last ones built on the block.

Features to Preserve.

- the terra cotta ornamentation
- the unpainted pressed-brick façade
- the four brick piers
- the transoms

17. Historic Value— Neighborhood: Yes City: Yes
Architectural Value— Neighborhood: Yes City: Yes

18. Is the property endangered? No

19. Bibliography.

City of Berkeley Application for Building Permit No. 21600, 22 July 1925; as well as several other applications for alterations.

Block books and Sanborn maps

Directories. Urban Conservation Survey (block files), BAHA.

Ormsby Donogh Real Estate File (1939–1977), BAHA.

Tales of the Elmwood, Burl Willes, 2000.

"A Profile of the Elmwood: Trends and Counter-Trends in a Berkeley Neighborhood Commercial District" Joanna Callenbach, Geography 181 class paper, Spring 1978.

ancestry.com

"Van Midgley Joins Blyth & Co.," *Oakland Tribune*, 21 May 1929.

Advertisement for opening of Benson's Sporting Goods, *Berkeley Gazette*, 7 November 1947.

"Van V. Midgley (obituary)," *Oakland Tribune*, 17 January 1978.

"Cook of the Week: Jonsie Benson" by Pauline Metza, *Berkeley Gazette*, 12 October 1982.

"In the Venerable Elmwood, Change is Now the Only Sure Thing" by Andy Whipple, *The Voice*, 25 August 1988.

"Changing Times on College Ave." by William Brand, *Oakland Tribune*, 6 September 1988.

"Elmwood Renovation Delights Merchants," by Charles Bucher, Jr., *Berkeley Voice*, 16 November 1989.

"1991 BAHA Preservation Awards," *BAHA Newsletter*, No. 74, Summer-Fall 1991.

Berkeley Design Advocates awards announcement, *Oakland Tribune*, 9 December 1993.

20. Recorder

Anthony Bruce for Elmwood Property Owners Association, c/o Claudia Hunka, Your Basic Bird, 2940 College Avenue, Berkeley, California 94705

1 November 2025

Additional Photographs.



Midgley-Jennings Building, 2995 College Avenue, as it looks today.
Anthony Bruce, 2025.



Midgley-Jennings Building, 2995 College Avenue, soon after restoration. The doors on the right were for the short-lived Elmwood Fish Market.

Anthony Bruce, 1990.



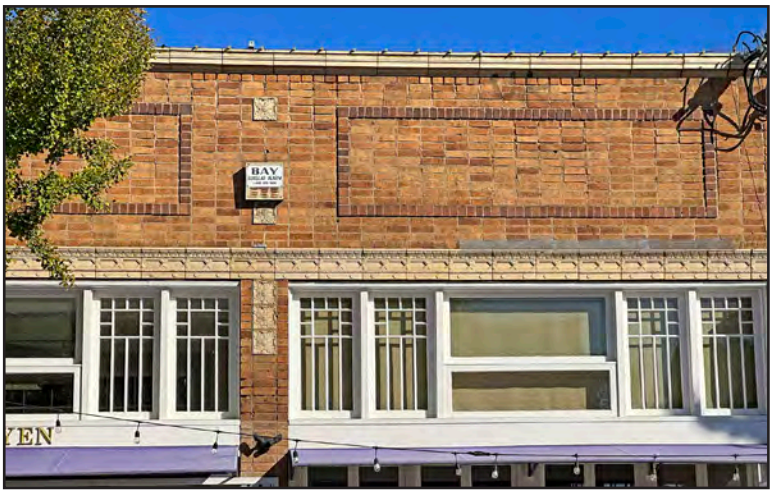
Midgley-Jennings Building, 2995 College Avenue, showing its 1964 Benson's Sporting Goods remodel.
Anthony Bruce, 1982.

Additional Photographs.



Midgley-Jennings Building, 2995 College Avenue.
Ormsby Donogh, 1939, Donogh Real Estate File, BAHA..





Midgley-Jennings Building, 2995 College Avenue. A bit of the Midgley Building shows at the right.
Ormsby Donogh, 1939, Donogh Real Estate File, BAHA..

Closeup of detail of the Midgley-Jennings Building. Anthony Bruce, 2025.

Additional Photographs.





The Midgley Building in downtown Oakland (demolished). 1924 City Directory, page 176.

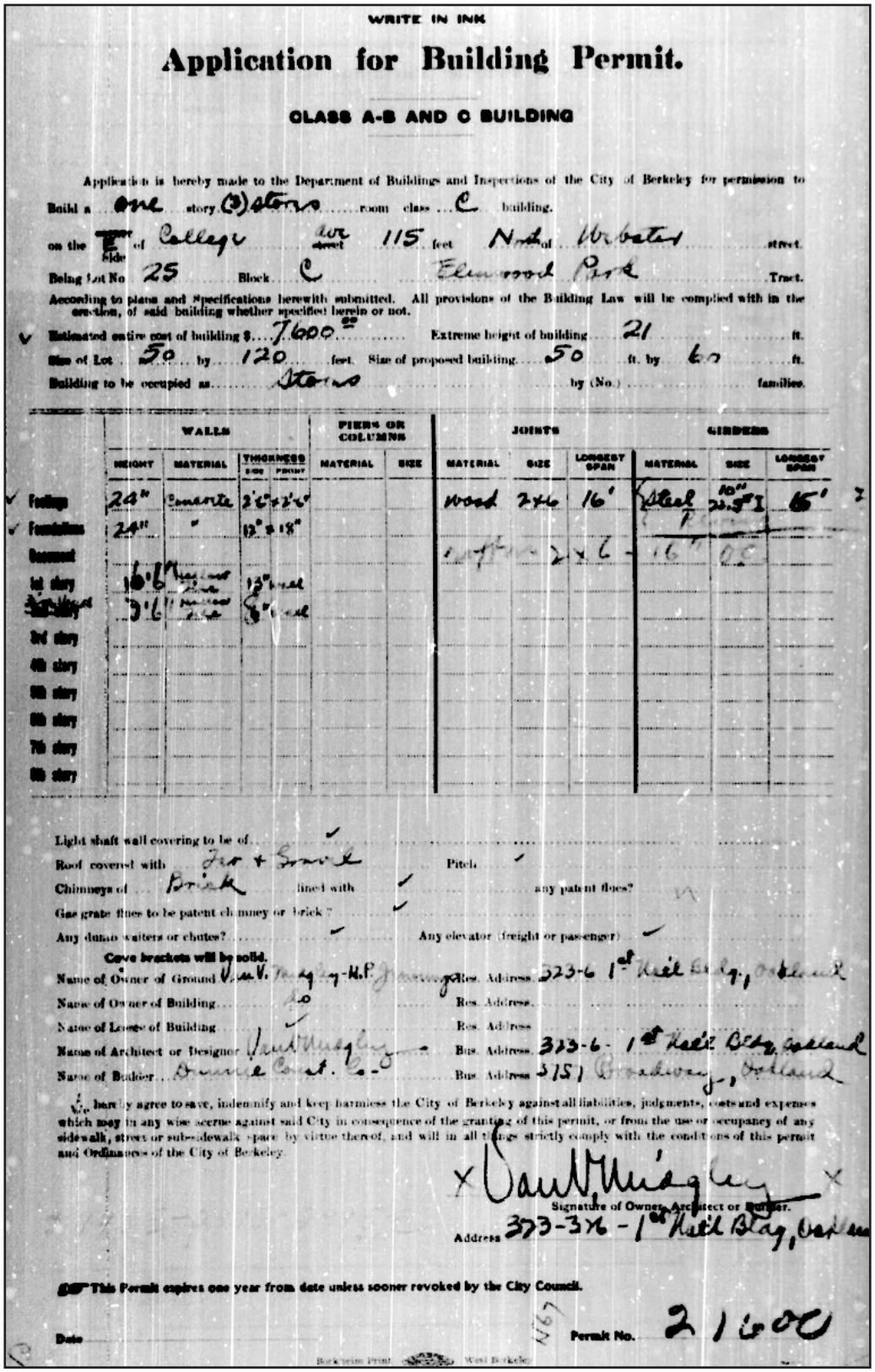
Interior of the newly opened Benson's Sporting Goods at 2997 College Avenue. Byron Bolfing, November 1947, Berkeley Historical Society.





Van Vissing Midgley in 1955.
Oakland Tribune, *17 January 1978.*

Volney Benson at Benson's Sporting Goods.
Berkeley Gazette, *24 July 1956.*



WRITE IN INK

Application for Building Permit.

CLASS A-B AND C BUILDING

Application is hereby made to the Department of Buildings and Inspections of the City of Berkeley for permission to

Build a one story (3) stores room class C building.

on the E side of College Ave street 115 feet N'th of Webster street.

Being Lot No 25 Block C Elmwood Park Tract.

According to plans and Specifications herewith submitted. All provisions of the Building Law will be complied with in the erection, of said building whether specified herein or not.

Estimated entire cost of building $ 7600.00 Extreme height of building 21 ft.

Size of Lot 50 by 120 feet. Size of proposed building 50 ft. by 60 ft.

Building to be occupied as Stores by (No.) families.

	WALLS			PIERS OR COLUMNS		JOISTS			GIRDERS		
	HEIGHT	MATERIAL	THICKNESS SIDE / FRONT	MATERIAL	SIZE	MATERIAL	SIZE	LONGEST SPAN	MATERIAL	SIZE	LONGEST SPAN
Footings	24"	Concrete	2'6"x2'6"			Wood	2x6	16'	Steel	10" 25.5# I	15'
Foundations	24"	"	12"x18"								
Basement						1 row 2x6 - 16" O.C.					
1st story	10'6"	Mixed	12" wall								
2nd story	9'6"	Mixed	8" wall								
3rd story											
4th story											
5th story											
6th story											
7th story											
8th story											

Light shaft wall covering to be of

Roof covered with Tar & Gravel Pitch

Chimneys of Brick lined with any patent flues?

Gas grate flues to be patent chimney or brick?

Any dumb waiters or chutes? Any elevator (freight or passenger)

Cove brackets will be solid.

Name of Owner of Ground V. M. [illegible] H.P. Res. Address 323-6 1st Nat'l Bldg, Oakland

Name of Owner of Building do Res. Address

Name of Lessee of Building Res. Address

Name of Architect or Designer Walter Mudgett Bus. Address 323-6 1st Nat'l Bldg, Oakland

Name of Builder Durrell Const. Co. Bus. Address 515 Broadway, Oakland

We hereby agree to save, indemnify and keep harmless the City of Berkeley against all liabilities, judgments, costs and expenses which may in any wise accrue against said City in consequence of the granting of this permit, or from the use or occupancy of any sidewalk, street or sub-sidewalk space by virtue thereof, and will in all things strictly comply with the conditions of this permit and Ordinances of the City of Berkeley.

x Walter H. Mudgett x
Signature of Owner, Architect or Builder.

Address 323-3x6 - 1st Nat'l Bldg, Oakland

This Permit expires one year from date unless sooner revoked by the City Council.

Date Permit No. 21600

Berkeley Print West Berkeley

City of Berkeley Application for Building Permit No. 21600, 22 July 1925

Planning and Development Department
Land Use Planning Division

CITY OF BERKELEY
Ordinance #4694 N.S.
LANDMARK APPLICATION

Elmwood Commercial Historic District

Property No. 18

Morris Building
2993 College Avenue



The Morris Building, 2993 College Avenue. Anthony Bruce, 2025.

1. **Street Address:** 2985, 2987, 2989, 2991, 2993 College Avenue
   County: Alameda **City**: Berkeley **ZIP**: 94705

2. **Assessor's Parcel Number**: 052–1567–06500
   (Elmwood Park Tract, Block C, Lot 26 and 5 feet of Lot 27)
   Dimensions: 60 feet x 120 feet
   Cross Streets: Ashby Avenue and Webster Street

3. **Is property on the State Historic Resource Inventory?** No
   Is property on the Berkeley Urban Conservation Survey? Yes
   Form #: 11915

4. **Application for Landmark Includes**:
   a. Building(s): Yes **Garden:** No **Other Feature(s)**: No
   b. Landscape or Open Space: No
   c. Historic Site: No
   d. District: Yes
   e. Other: Entire property

5. **Historic Names:** Morris Building
   Commonly Known Name: not known

6. **Date of Construction:** 1922 **Factual**: Yes
   Source of Information: City of Berkeley Application for Building Permits No. 11964, 6 June1922 and No. 12785, 9 October 1922.

7. **Architect:** Solomon Morris

8. **Builder:** Solomon Morris

9. **Style:** Storefront

10. **Original Owners:** Solomon Morris, 1424 Jefferson Street, Oakland
    Original Use: commercial (5 stores)

11. **Present Owner:** Di Napoli William & Harris Marc; Barrett William S & Thatcher Ellen etal; Di Napoli William W; Nishimura Jodi; Di Napoli William W [5 condominiums]

    Present Occupant: State Flour Pizza Company (2985 College); Gordo Tacos (2987 College); Crosscountry Mortgage (2989 College); vacant (2991 College); Kaokao (2993 College)

12. **Present Use:** commercial (5 stores)
    Current Zoning: C-E **Adjacent Property Zoning:** C-E

13. **Present Condition of Property:**
    Exterior: Excellent **Interior:** unknown **Grounds:** Ø
    Has the property's exterior been altered? Minimally

14. Description.

Built in 1922, this is the second of two almost identical side-by-side shop buildings. The Morris Building is a one-story wood-frame structure with a concrete-veneered front wall, designed for five shops. The northernmost shop is slightly narrower than the others; it was an addition as the building was nearing completion. The building is almost entirely intact with all five shopfronts unaltered. It features a lavish display of tile work, identical to that on the earlier Sager Building.

Each shop is framed in polychrome glazed terra cotta sections in a relief motif of flowers and vines. The three large rectangular panels above the transoms are also framed in the same tile; and it is repeated from sidewalk to cornice at each end of the building. The panels are filled with tan stucco. Originally, they featured delicate stucco relief work of an elaborate floral motif. These reliefs were still intact into the 1950s. The cornice is also made of sections of glazed terra cotta, and it projects slightly at the top of the four piers, which rest on high bases.

Large transoms contain a combination of arched, circular, square, and rectangular panes. All are intact except for the north shop's which are plan glass panes.

Each shopfront has a central recessed entry with traditional door with glass center panel. Each entry is almost a miniature arcade entrance with large plate glass display windows set in copper Kawneer framing. The bulkheads are surfaced with square tiles and mosaic tile borders. There is also mosaic tile paving in the entries. Doors are replacements. Awning boxes have been covered over.

15. History.

In April 1922, contractor Solomon Morris took out a permit to build 2979 College next door for Olive Sager. In June, he took out a permit for this building—his own—at 2993 College. In October, he took out a third permit. This was for a single shopfront addition to his building that was still under construction. The story passed down through the years was that a driveway had originally been intended for the space between the two buildings. This last shopfront is slightly narrower than the others. When construction was complete, the effect that this was one long structure instead of three was seamless.

Contractor Solomon Morris (originally, Schidkavar) was born in 1866 in either Poland or Russia. Through a circuitous route, he and his wife Anna (Annie) arrived by ship in San Francisco in 1904 with their children. They had lived in England for many years (most of their children born there) and South Africa for a few years before their arrival. They settled at first in Bakersfield where Solomon worked as a contractor. After twenty-two years of marriage, Anna and Solomon were divorced in 1910. A few years later, Solomon moved to Oakland, receiving favorable mention in the real estate pages of the *Oakland Tribune* in 1918. Son Albert was also a contractor in Oakland, and the home base in the 1920s was a house on Quigley. After the move north, Solomon early on took up residence at the respectable Hotel Savoy, 1424 Jefferson Street at 15th. In 1928, Solomon married Mrs. Rebecca Pearce of San Francisco, whom he had known for quite some time. Solomon Morris was living alone at the Hotel Commando on O'Farrell when he died in 1944 at age seventy-eight.

Solomon Morris seems to have had a lively career in Oakland, but designed and built only seven buildings in Berkeley. The College Avenue shop buildings have the most architectural distinction. Although he also built two rather intriguing "blocky" apartment houses.

With five shops in the Morris Building—and with at times, rapid turnover—one would be hard-pressed to determine the types of businesses that had been in the building over the years. The first businesses included A. K. Felk's Premier Cleaners & Dyers, Hilda Lindstrom's hat shop, S. Sasaki's Merritt Embroidery Shop, and a Marinello beauty shop.

A long-time business in the building was Martha Ann's Candies (sometimes known as Martha Ann's Nuts or Martha Ann's Nuts and Candy). It opened in 1930 by Samuel and Anna Martha Zierke, most likely with the "Martha Ann" name. By 1933 it was run by Mrs. Claudia Borklund, and she *did* call it "Martha Ann's Nut Shop." She soon opened a branch shop on Oakland's Grand Avenue. Claudia and her husband John, a carpenter, took up residence in the back of the College Avenue shop. They were not the first Elmwood merchants to live where they worked. During the 1950s and 1960s, the shop is best remembered as a quiet, elegant, and rather prim establishment. Light gray walls set off the large glass jars filled with colorful penny candy. But this was not a store for children; the older woman who emerged through the curtain from the back was anything but effusive. This was the saleslady; the owner herself remained in the back of the shop making fresh batches of candy. As Burl Willes writes in *Tales from the Elmwood*, "In 1970 Claudia Borklund, owner of Martha Ann Candies, decided it was time to retire. She had made all the candy herself behind a curtain in the back of the store, stirring the ingredients over a gas stove, then drying and cutting the sweets on marble-topped tables. Two of her customers in the 1930s were John Hadsell and his friend Jay T. Ward, who used to buy taffy and lemon drops on their way to the Saturday matinee."

In 1971 the shop changed hands. Mrs. Borklund "passed the keys" to Burl Willes who had opened his travel shop in the Dondero Building the year before. He set up Trips Out Travel in the former candy shop, creating a relaxed environment with the waiting area set up as a cozy living room with old-fashioned furniture. His knowledgeable staff had the use of an intimate garden in the back which customers could glimpse through French doors. The ever-changing display windows were memorable. From vintage movie and travel posters to antique toy trains, passersby always paused in front of Trips Out Travel. Times changed, and the popular and successful business gave way to an on-line world in 2010.

16. Significance.

The Morris Building—along with its identical neighbor the Sager Building—is significant as a unique shop building in the Elmwood commercial district. Its glazed polychrome terra cotta ornamentation is non-pareil along College Avenue, or in Berkeley for that matter.

The Morris Building is also significant for its high degree of integrity. All shopfronts are intact with original tile bulkheads. Missing are the intricate stucco relief designs that were once in the upper panels.

The building is significant for two memorable long-term businesses that served the needs of the community.

Features to Preserve.

- the terra cotta ornamentation including the glazed flower vines, the cornice, the bases of the piers
- the unpainted terra cotta façade
- the unpainted stucco upper panels
- the transoms
- the original door at 2927 College
- the mosaic tile entrance paving
- the exceptional tile bulkheads

17. Historic Value— Neighborhood: Yes City: Yes
Architectural Value— Neighborhood: Yes City: Yes

18. Is the property endangered? No

19. Bibliography.

City of Berkeley Application for Building Permit No. 12785, 9 October 1922; as well as several other applications for alterations.

Block books and Sanborn maps

Directories. Urban Conservation Survey (block files), BAHA.

Ormsby Donogh Real Estate File (1939–1977), BAHA.

Tales of the Elmwood, Burl Willes, 2000.

Berkeley Tourist and Business Survey, 1924.

"A Profile of the Elmwood: Trends and Counter-Trends in a Berkeley Neighborhood Commercial District" Joanna Callenbach, Geography 181 class paper, Spring 1978.

ancestry.com

The World of Women, No. 28, 11 February 1934.

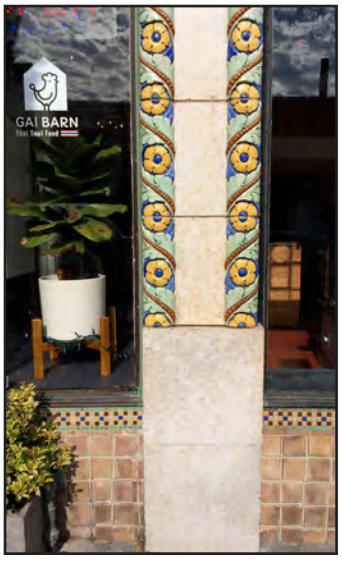
"Beauty in the Midst of Practicality" by Susan Dinkelspiel Stern for the Berkeley Architectural Heritage Association, *Berkeley Gazette*, 13 May 1982.

20. Recorder

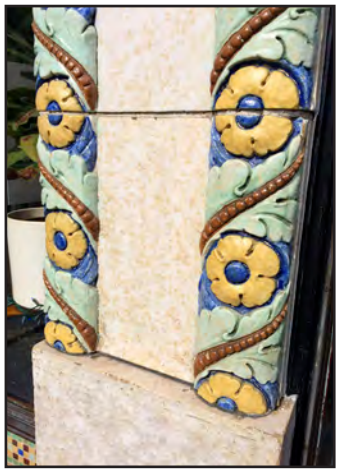
Anthony Bruce for Elmwood Property Owners Association, c/o Claudia Hunka, Your Basic Bird, 2940 College Avenue, Berkeley, California 94705

5 November 2025

Additional Photographs.



Floral glazed terra cotta, high pier base, and tile bulkhead: Morris Building. Anthony Bruce, 2025.



Closeup of the floral glazed terra cotta: Morris Building. Anthony Bruce, 2025.



Morris Building, southernmost shopfront. Anthony Bruce, 2025.



Morris Building, 2985–93 College Avenue. Note the plain stucco panels, once filled with floral relief work. Anthony Bruce, 2025.

Additional Photographs.



Ad for Martha Ann's Nuts Shop at 2987 College Avenue. The World of Women, *No. 28, 11 February 1934.*



The Morris Building; Martha Ann's Nuts & Candy at 2987 College Avenue.
Ormsby Donogh, 1939, Donogh Real Estate File, BAHA.



left and below:

The Morris Building (at the right), with Martha Ann's Candies at 2987 College Avenue in the 1950s. Showing relief panels. Donogh Real Estate File, BAHA.



Additional Photographs.



Mrs. Claudia Borklund of Martha Ann's Candies in front of her shop at 2987 College Avenue in the Morris Building.
Byron Bolfing, 1947, Berkeley Historical Society.



The shopfront at 2987 College Avenue in the Morris Building when it was home to Trips Out Travel.
Anthony Bruce, 1979.



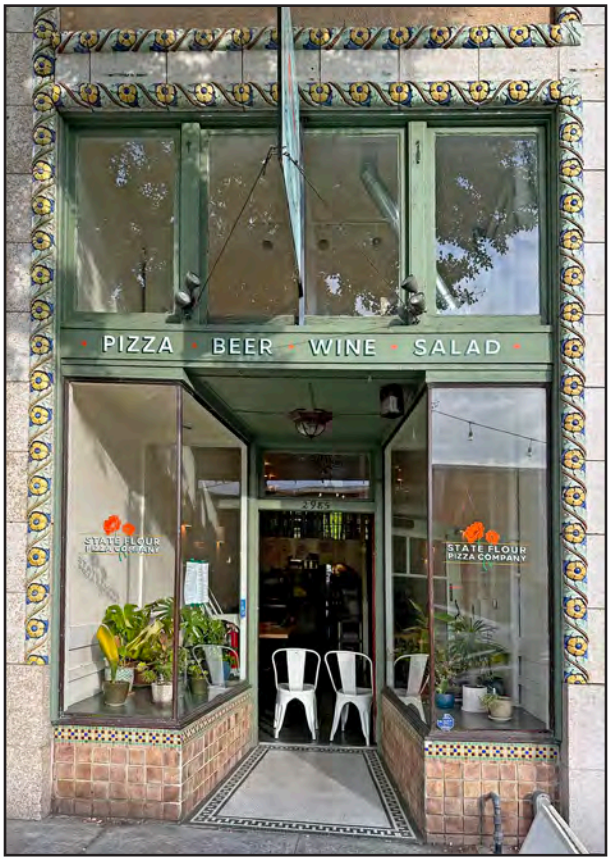
Close view of the terra cotta vines on the Morris Building.
Anthony Bruce, 2025.

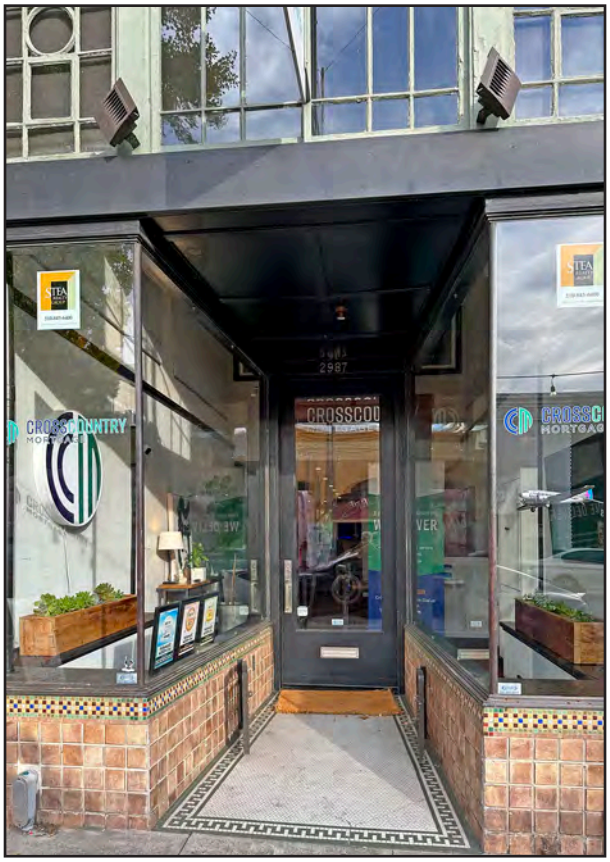


Apartment building, 2716 Haste Street, designed and built by Solomon Morris in 1921.

Ormsby Donogh, 1939, Donogh Real Estate File, BAHA.

Additional Photographs.





The five intact shopfronts in the Morris Building. Left: 2985; right: 2987. Anthony Bruce, 2025.







The five intact shopfronts in the Morris Building. Left: 2989; center: 2991; right: 2993. Anthony Bruce, 2025.

WRITE IN INK

APPLICATION FOR BUILDING PERMIT
FRAME BUILDING

Application is hereby made to the Department of Buildings and Inspections of the City of Berkeley for permission to build a one story & store room frame Buildings,
on the ~~front~~ side of College ~~street~~ ave 175 feet ~~south~~ north of Ashby street,
Being Lot No. 26 Block C, Elmwood park tract Tract
According to plans and specifications herewith submitted. All provisions of the Building Law will be complied with in the erection of said building whether specified herein or not.
Estimated entire cost of building $7,000.00
Building to be occupied as Stores by (No.) 6 families
Size of lot 55 by 190 feet.
Size of proposed buliding 50 ft. by 60 ft. Extreme height of building 30 ft.
Height in clear of cellar 16 ft. in. Height in clear of first story 16 ft. in.
Height in clear of second story — ft. — in. Height in clear of third story — ft. — in.
Foundation to be of (material) Cement (Thickness) 11 & 12 inches, greatest height of foundation 18 inches.
Width of footings 24 inches.
Mud sills 3 X 6 Main sills — X 18/12/21 Girders — X — Post
on piers — X — If piers are used give size — by — ft. on centers.
Size of underpinning — X — inches inches O. C. Size of studs in first story 2 X 6 inches 16 inches O. C.
Size of studs in second story — X — inches inches O. C. Size of studs in third story — X — inches O. C.
Exterior wall coverings to be of plaster Light shaft wall coverings to be of
All outside walls covered with shingles or plaster will be close boarded.
First floor joists cement floor inches inches on centers. Longest span between supports ft.
Second floor joists — X inches inches on centers. Longest span between supports ft.
Third floor joists — X inches inches on centers. Longest span between supports ft.
Ceiling joists 2 X 12 inches 16 inches on centers. Longest span between supports ft.
Rafters 2 X 4 inches 24 inches n centers. Longest span between supports ft.
Roof covered with gravel Steep ~~or flat?~~ Pitch 2½ in 12
Studs in bearing partitions will be same as outside walls of each story.
Chimneys of no lined with — any patent flues?
Gas grate flues to be patent chimney or brick?
Any dumb waiters or chutes? — Any elevator (freight or passenger)? —

Cove brackets will be solid.

Name of Owner of Ground J. Morris Residence Address 1424 Jefferson St
Name of Owner of Building " " Residence Address
Name of Lessee of Building — Residence Address
Name of Architect or Designer " " Residence Address
Name of Builder J. Morris Residence Address

I/We hereby agree to save, indemnify and keep harmless the City of Berkeley against all liabilities, judgments, costs and expenses which may in any wise accrue against said City in consequence of the granting of this permit, or from the use or occupancy of any sidewalk, street or sub-sidewalk space by virtue thereof, and will in all things strictly comply with the conditions of this permit and Ordinances of the City of Berkeley.

2985-87-89 Cobb

Signature of Owner, Architect or Builder.
J. Morris
Address 1424 Jefferson St

This Permit expires one year from date unless sooner revoked by the City Council.

Date JUN -6 1922 Permit No. 11964

Gillick Print.

City of Berkeley Application for Building Permit No. 11964, 6 June 1922

Application for Building Permit

ALTERATION AND REPAIRS

Application is hereby made to the Department of Buildings and Inspections of the City of Berkeley for permission to

Build, Alter, Repair to a side one story store room frame Building

Located on College ave Between Alz + Webster

All provisions of the Building Law will be complied with in the erection, alteration or repairing of said building whether specified herein or not.

Value 600 00

Building to be occupied as store by (No.) one families

WRITE PLAINLY FULL DESCRIPTION OF WORK TO BE DONE

There is be a addition on south part of lot 27 and on north part of lot 26 - Elmwood park Tract Berkeley cal. Size of Store 10 + 12 6 + 60 ft

Name of Owner J. Morris Residence Address 649 - Mariposa ave

Name of Builder [illegible] Business Address [illegible]

I/We hereby agree to save, indemnify and keep harmless the City of Berkeley against all liabilities, judgments, costs and expenses which may in any wise accrue against said City in consequence of the granting of this permit, or from the use or occupancy of any sidewalk, street or sub-sidewalk space by virtue thereof, and will in all things strictly comply with the conditions of this permit and Ordinances of the City of Berkeley.

I do solemnly swear that the above is a true and full statement of all work to be done and of the cost thereof.

J. Morris
Signature of Owner, Architect or Builder.

Address 649 - Mariposa ave

This permit expires one year from date unless sooner revoked by the City Council.

Date OCT -9 1922 Permit No. 12785

Gillis Print

City of Berkeley Application for Building Permit No. 12785, 9 October 1922

Planning and Development Department
Land Use Planning Division

CITY OF BERKELEY
Ordinance #4694 N.S.
LANDMARK APPLICATION

Elmwood Commercial Historic District

Property No. 19

Sager Building
2979 College Avenue



The Sager Building at 2979 College Avenue. Anthony Bruce, 2025.

1. **Street Address:** 2979, 2981, 2983 College Avenue
   County: Alameda **City**: Berkeley **ZIP**: 94705

2. **Assessor's Parcel Number**: 052–1567–06600
   (Elmwood Park Tract, Block C, Lot 27)
   Dimensions: 40 feet x 120 feet
   Cross Streets: Ashby Avenue and Webster Street

3. **Is property on the State Historic Resource Inventory?** No
   Is property on the Berkeley Urban Conservation Survey? Yes
   Form #: 11916

4. **Application for Landmark Includes**:
   a. Building(s): Yes **Garden:** No **Other Feature(s)**: No
   b. Landscape or Open Space: No
   c. Historic Site: No
   d. District: Yes
   e. Other: Entire property

5. **Historic Names:** Sager Building
   Commonly Known Name: not known

6. **Date of Construction:** 1922 **Factual**: Yes
   Source of Information: City of Berkeley Application for Building Permit #11631. 12 April 1922

7. **Architect:** none shown on application

8. **Builder:** Solomon Morris, 1424 Jefferson Street, Oakland

9. **Style:** Storefront

10. **Original Owners:** Olive Sager, 604-14th Street, Oakland
    Original Use: commercial (3 stores)

11. **Present Owner:** Hibbard Lisbeth A Trust
    Present Occupant: Palm (2979 College); Pretty Penny Clothing (2981 College); 100% Pure (2983 College)

12. **Present Use:** commercial (3 stores)
    Current Zoning: C-E **Adjacent Property Zoning:** C-E

13. **Present Condition of Property:**
    Exterior: Excellent **Interior:** unknown **Grounds:** Ø
    Has the property's exterior been altered? Minimally

14. Description.

Built in 1922, this is the first of two almost identical side-by-side shop buildings. The Sager Building is a one-story wood-frame structure with a concrete-veneered front wall, designed for three shops. The building is almost entirely intact except for alterations to the three shopfronts, and it features a lavish display of tile work.

Each shop is framed in polychrome glazed terra cotta sections in a relief motif of flowers and vines. The three large rectangular panels above the transoms are also framed in the same tile; and it is repeated from sidewalk to cornice at each end of the building. The panels are filled with golden-brown square tiles The cornice is also made of sections of glazed terra cotta, and it projects slightly at the top of the four piers, which rest on high bases.

Large transoms contain a combination of arched, circular, square, and rectangular panes.

The shopfronts have been changed, but appear somewhat traditional. The northernmost was redesigned in 1930 to move the entrance to the left, but it retains the original door. The two south shopfronts have white-painted grillwork to cover the entries when needed. All bulkheads have either been rebuilt or resurfaced. Awning boxes have been covered over.

15. History.

The Sager Building and the Morris Building next door are two of the most architecturally significant buildings in the Elmwood commercial district. The use of glazed polychrome terra cotta on the façades is exceptional. Sadly, the story of how these two sublime shop buildings came into being has proven somewhat elusive.

Olive May Faulkner was born in 1884 and grew up in a large family in Forbestown in the Sacramento Valley. She had always had an adventurous streak, as shown by the time, as a teenager, she and a girlfriend ran off to San Francisco to see the sights, leaving her mother frantically wondering where she was. After her father died in 1904, Olive (also known as “Ollie”) struck out to seek her fortune. By the time that she reached Butte, Montana, she may or may not have been married several times. In Butte, she had a fresh start, marrying George Peris, a saloonkeeper, originally from Austria. In October 1914, Olive returned to California for an extended stay. In June the next year, George married, which he may have assumed he could do as his marriage with Olive was a common-law marriage. Neither the law nor Olive took kindly to his re-marriage. Olive returned to Butte to discuss the situation with George; a tragic accident involving a revolver left Olive seriously injured and George dead. There was an inquest and a legal matter, complete with courtroom trial, to determine which widow was the legal widow. Olive was victorious, but as a compromise the estate was divided. Olive was beneficiary of two life insurance policies, and began running the saloon which was then hers, but which she soon found was illegal for her to enter during business hours as she was a woman. In 1917 she and her bartender Rudolph Charles *Sagar*, also of Austrian background, were married. By 1920 they were settled in the Hotel Savoy at 14th and Jefferson in Oakland, where Olive was the manager and Rudolph was the clerk. Two years later she built one of the prettiest commercial buildings on College Avenue.

It is hard to imagine Olive so suddenly deciding to invest her money (her inheritance from George Peris?) in property in Berkeley. Part of the answer may lie in the fact that Solomon Morris, the designer-builder, who built the two tiled buildings, was living at the Hotel Savoy during the time the Sagers were there. Perhaps it was his suggestion.

The handful of other buildings that Morris built in Berkeley are somewhat prosaic, and even though the Sager Building is a basic shopfront building, the way the exterior was treated shows real artistry. The materials used were of the finest quality. It may be that Olive Sager had something to say about the appearance of her investment, or Solomon Morris may have wanted to impress this exciting new client.

It would be nice to know whether Morris had already purchased the two lots on College before he met Olive, or did they buy them together? It appears that she was quite involved with the project and most likely visited the site often during construction. Her preference for tenants for the completed building was a "delicatessen or gent's furnishings." These would be in addition to her first tenant, Take Tory's College Florist.

Within a few months of the start of Olive's three-shop building in April 1922, Morris began the construction of his own building next door, with four shops. He intended to leave space for a driveway between the two, but in October 1922 he took out a third permit to fill the space in with a fifth shop. The eight shops are actually in three separate buildings, but they appear to the passerby as one long structure. There are only subtle differences between them. The Sager Building has large panels over the shopfronts that are filled with mottled brick-like tile. The Morris Building has stucco panels instead, that were originally filled with elaborate stucco reliefs of garlands and festoons. Also, the Sager Building is framed at each end by a sidewalk-to-cornice edging of the floral terra cotta. By 1923, the completed Sager and Morris buildings added an extra richness of design and color to the already attractive street.

Olive Sager divorced her husband in 1924 and left Oakland. She married again in 1928 and three years later was left a widow. She died in a hospital near Stockton in 1937 at age fifty-three.

Contractor Solomon Morris (originally, Schidkavar) was born in 1866 in either Poland or Russia. Through a circuitous route, he and his wife Anna (Annie) arrived by ship in San Francisco in 1904 with their children. They settled at first in Bakersfield where Solomon was already a contractor. After their divorce, Solomon moved to Oakland, receiving favorable mention in the real estate pages of the *Oakland Tribune* in 1918. Son Albert was also a contractor in Oakland, and the home base in the 1920s was a house on Quigley. After the move north, Solomon early on took up residence at the respectable Hotel Savoy, 1424 Jefferson Street at 15th. In 1928, Solomon married Mrs. Rebecca Pearce of San Francisco, whom he had known for quite some time. Solomon Morris was living alone at the Hotel Commando on O'Farrell when he died in 1944 at age seventy-eight.

The Sager Building remains as a lasting legacy to both Olive Sager and Solomon Morris' foresight to create a shop building that would still be a visual delight 100 years later.

16. Significance.

The Sager Building is significant for its lavish use of glazed polychrome terra cotta and tile applied in a most artistic manner. Framing the building, the upper panels, and the shopfronts themselves with a stylized flowering vine of green leaves and large yellow flowers with blue centers created a building both beautiful and fanciful.

The Sager Building is significant as one of the most creative buildings by Oakland designer-builder Solomon Morris; a design that has most certainly stood the test of time.

As with several of the shops in the Elmwood district, the Sager Building was affected by World War II. The shop at 2979 was changed to living quarters by then-owner Gwynn Officer, architect and real estate agent.

Features to Preserve.

- the terra cotta ornamentation including the glazed flower vines, the cornice, the bases of the piers
- the unpainted terra cotta façade
- the tiles set in the upper panels
- the transoms
- the original door at 2927 College
- the mosaic tile entrance to 2927 College dating from 1930

17. Historic Value— Neighborhood: Yes City: Yes
Architectural Value— Neighborhood: Yes City: Yes

18. Is the property endangered? No

19. Bibliography.

City of Berkeley Application for Building Permit No. 11631. 12 April 1922; as well as several other applications for alterations.

Block books and Sanborn maps

Directories. Urban Conservation Survey (block files), BAHA.

Ormsby Donogh Real Estate File (1939–1977), BAHA.

Tales of the Elmwood, Burl Willes, 2000.

"A Profile of the Elmwood: Trends and Counter-Trends in a Berkeley Neighborhood Commercial District" Joanna Callenbach, Geography 181 class paper, Spring 1978.

ancestry.com

"Located the Missing Girls," *Sacramento Bee*, 6 May 1902.

"A Tragic Ending of Long Romance," *The Butte Miner*, 18 July 1915.

"Peris Inquest Looms up in a Lurid Manner." *The Butte Miner*, 20 July 1915.

"Injured Woman Gets Peris' Insurance," *The Butte Miner*, 21 July 1915.

"Woman Owner of Saloon is Fined," *The Butte Miner*, 30 March 1916.

"Wow! Look!—HOMES," *Oakland Tribune*, 5 May 1918.

"Beauty in the Midst of Practicality" by Susan Dinkelspiel Stern for the Berkeley Architectural Heritage Association, *Berkeley Gazette*, 13 May 1982.

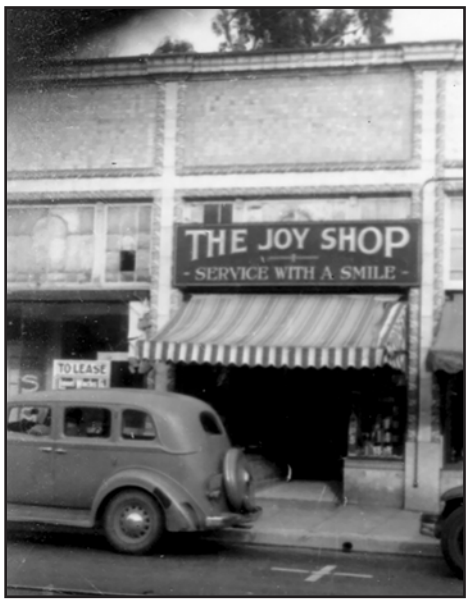
20. Recorder

Anthony Bruce for Elmwood Property Owners Association, c/o Claudia Hunka, Your Basic Bird, 2940 College Avenue, Berkeley, California 94705

4 November 2025

Additional Photographs.





above and right: The Sager Building, showing that the two lefthand shopfronts had already been altered.
Ormsby Donogh, 1939, Donogh Real Estate File, BAHA.



left and below:

The three shopfronts of the Sager Building (at the left), 2979 College Avenue, taken in the 1950s.
Donogh Real Estate File, BAHA.



Additional Photographs.



Mosaic tile entry paving at 2979 College Avenue in the Sager Building. It dates from a 1930 alteration to the shopfront.

Anthony Bruce, 2025.



Apartment building, 2716 Haste Street, designed and built by Solomon Morris in 1921.

Ormsby Donogh, 1939, Donogh Real Estate File, BAHA.



Sager Building, detail. Anthony Bruce, 2025.



Olive May Faulkner Peris Sager at about age eighteen. Found online.



George Peris, Olive's husband, whose estate may have provided financing for the Sager Building. Butte Miner, *18 July 1915.*

WRITE IN INK

APPLICATION FOR BUILDING PERMIT
FRAME BUILDING

Application is hereby made to the Department of Buildings and Inspections of the City of Berkeley for permission to build a one story 3 Stores room frame Building on the East Side of College ave street feet of street.

Being Lot No. 17 & 27 Block C, Elmwood Park Tract

According to plans and Specifications herewith submitted. All provisions of the Building Law will be complied with in the erection of said building whether specified herein or not.

Estimated entire cost of Building $7000.00

Building to be occupied as Stores by (No.) 3 Stores families

Size of Lot 145 by feet.

Size of proposed building 40 ft. by 60 ft. Extreme height of building 30 ft.

Height in clear of cellar 16 ft. in. Height in clear of first story 16 ft. in.

Height in clear of second story — ft. in. Height in clear of third story — ft. in

Foundation to be of (material) concrete (Thickness) 12 inches, greatest height of foundation 16 inches.

Width of footings 24 inches.

Mud sills 3 X 6 Main sills 8 X — Girders 6 X 14 Post on piers 6 X 6 If piers are used give size 18 x 18 by 15 ft. on centers.

Size of underpinning — X — inches — inches O. C. Size of studs in first story 2 X 6 inches 16 inches O. C.

Size of studs in second story — X — inches — inches O. C. Size of studs in third story — X — inches O. C.

Exterior wall coverings to be of plaster Light shaft wall coverings to be of —

All outside walls covered with shingles or plaster will be close boarded.

First floor joists cement inches — inches on centers Longest span between supports 13' 5" ft.

Second floor joists — X — inches — inches on centers Longest span between supports — ft.

Third floor joists — X — inches — inches on centers Longest span between supports — ft.

Ceiling Joists 2 X 12 inches 16 inches on centers Longest span between supports 13' 5" ft.

Rafters 2 X 6 inches 24 inches in centers Longest span between supports 13' 5" ft.

Roof covered with gravel Steep or flat? flat Pitch —

Studs in bearing partitions will be same as outside walls of each story.

Chimneys of no lined with — any patent flues? —

Gas grate flues to be patent chimney or brick? —

Any dumb waiters or chutes? — Any elevator (freight or passenger)? —

Cove brackets will be solid.

Name of Owner of Ground Aline Sager Residence Address 604 - 14 th St Oakland

Name of Owner of Building " " Residence Address —

Name of Lessee of Building — Residence Address —

Name of Architect or Designor — Residence Address —

Name of Builder J. Morris — Residence Address 1424 - Jefferson St

I We hereby agree to save, indemnify and keep harmless the City of Berkeley against all liabilities, judgments, costs and expenses which may in any wise accrue against said City in consequence of the granting of this permit, or from the use or occupancy of any sidewalk, street or sub-sidewalk space by virtue thereof, and will in all things strictly comply with the conditions of this permit and Ordinances of the City of Berkeley.

2973-75-79
College Ave.

J. Morris
Signature of Owner, Architect or Builder.

Address 1424 Jefferson St

This Permit expires one year from date unless sooner revoked by the City Council.

Date APR 12 1922 Permit No. 11631

City of Berkeley Application for Building Permit No. 11631. 12 April 1922

Planning and Development Department
Land Use Planning Division

CITY OF BERKELEY
Ordinance #4694 N.S.
LANDMARK APPLICATION

Elmwood Commercial Historic District

Property No. 20

Dray Building
2973 College Avenue



The Dray Building, 2973 College Avenue. Anthony Bruce, 2025.

1. **Street Address:** 2973, 2975, 2977 College Avenue
   County: Alameda **City**: Berkeley **ZIP**: 94705

2. **Assessor's Parcel Number**: 052–1567–06700
   (Elmwood Park Tract, Block C, approximately the southern third of Lots 1 and 2)
   Dimensions: 45 feet x 120 feet
   Cross Streets: Ashby Avenue and Webster Street

3. **Is property on the State Historic Resource Inventory?** No
   Is property on the Berkeley Urban Conservation Survey? Yes
   Form #: 11917

4. **Application for Landmark Includes**:
   a. Building(s): Yes **Garden:** No **Other Feature(s)**: No
   b. Landscape or Open Space: No
   c. Historic Site: No
   d. District: Yes
   e. Other: Entire property

5. **Historic Names:** Dray Building
   Commonly Known Name: not known

6. **Date of Construction:** 1922 **Factual**: Yes
   Source of Information: City of Berkeley Application for Building Permit No. 12006, 12 June 1922

7. **Architect:** none listed on the application

8. **Builder:** H. C. Pfrang, 5659 Ocean View Drive, Oakland

9. **Style:** storefront

10. **Original Owners:** Lester R. Dray, 545-53rd Street, Oakland
    Original Use: commercial (2 stores)

11. **Present Owner:** College Avenue Building LLC
    Present Occupant: Versailles (2973 College); Humbowl (2975 College); Manpuku (2977 College)

12. **Present Use:** commercial (3 stores)
    Current Zoning: C-E **Adjacent Property Zoning:** C-E

13. **Present Condition of Property:**
    Exterior: Excellent **Interior:** unknown **Grounds:** Ø
    Has the property's exterior been altered? Yes

14. Description.

A one-story building with cement plaster exterior. The decorative tile-roof overhang beneath the parapet wall with its narrow cornice and the cast-concrete medallions (removed) on the piers suggest the Spanish Colonial Revival style of the 1920s. Storefronts and transoms (except for the southernmost) have been altered. 1940s tile bulkheads were damaged in the 1970s when rough wooden lath was nailed into them, in a purposely uneven way, to evoke the Hippie rustic aesthetic. All bulkheads now have the same celadon-green traditonal tile. The two lefthand shopfronts have black aluminum doors. In 1938, the righthand shopfront was altered from a center entrance to a side entrance.

The building is divided into three storefronts. The 1939 photograph shows only two. The building permit application does not specify whether two or three stores were intended.

15. History.

The Dray Building's real claim to fame is that it was the site of the legendary Botts Ice Cream for fifty years and that it housed an early West Coast Piggly Wiggly groceteria.

The Dray Building was built in 1922 by Lester Robert Dray of Oakland. Dray had a varied career. When he was eighteen in 1906, he worked for the Denison News Company, located at the Oakland Pier. The company published postcards and souvenir items. Their employees worked at news stands and sold items on the local trains. While still in the employ of Denison, he married Dorothea Amorsen in about 1912. They lived on 53rd Street, raised two children, and owned a Chevrolet by 1919. When he built the College Avenue building, Dray was the manager of a grocery store. He seems to have also been involved in real estate ventures. He didn't own the building for more than a few years after building it.

A first tenant in the Dray Building was a Piggly Wiggly store at 2973. The company had been on the West Coast only since 1921. Piggly Wiggly was "invented" in 1916 by Clarence Saunders in Memphis, Tennessee, as the first self-service grocery store. Saunders patented his idea in 1917 and began issuing franchises. The Piggly Wiggly in the Dray Building was opened in the first year of the company's expansion to the West Coast. The company has had many slogans over the years: the one on this store was "All Over the World." In order to accommodate a large grocery store, the two northern spaces were combined into one (or perhaps built that way for the tenant).

In May 1938, Mrs. Kimi Tory remodeled the shop at 2977, moving the center entrance to the left. She then moved the College Florist ("Fresh Cut Flowers, Potted Plants"), that the Tory family had started, to that location. It had been in the Sager Building since 1922. After February 1942 the florist had new ownership.

A bridal shop opened in the space at 2977 College around 1947, but closed soon after. In May 1948, John M. and Margaret Turner Botts spent $2000 on alterations to the bridal shop in preparation for the opening of Botts Ice Cream. Margaret Botts was a San Francisco native and "Jack" Botts was from Fremont. He was a stock broker as well as a bond specialist for the U. S. Treasury Department. In 1946, he decided to retire from that way of life and start his own business. Little did the Botts' know that their shop would become one of the most iconic businesses in the history of the Elmwood district. A purist and traditionalist, Mr. Botts wanted to make ice cream the best possible way, using real fruit instead of syrups and starting with a higher than required butterfat base. In a newspaper interview he stated that "ice cream making was a skill that benefited from close attention." Botts Ice Cream opened in 1948 and remained under the Botts' ownership until 1970. John Miner Botts died in 1979.

In about 1977, Scott Whidden, a high school student, got a part-time job at Botts making ice cream. He soon became as intrigued with making the finest ice cream as Mr. Botts had been, and in May 1979 he was given the position as manager by the absentee owner. In 1981, the young Whidden, with two partners, purchased the business, and ran it successfully through good times and bad. Sadly, about fifty years since it first opened, Botts closed. Scott Whidden remains the owner of Fenton's Creamery in Oakland.

16. Significance.

The Dray Building is significant as a contributing building in the Elmwood commercial district. Its one-story height and its three traditional shopfronts help create the overall character of the street. With its tile-roof overhang, it is also one of the few 1920s buildings with a nod to the popular Spanish Colonial Revival style of the period.

The Dray Building is significant for its connection with the beginning of self-service grocery stores on the West Coast. One of the earliest Piggly Wiggly stores (created in Tennessee in 1916) on the West Coast and the second one in Berkeley, opened in the Dray Building on September 23, 1922.

The Dray Building is most significant as the location of one of the most popular ice cream shops in the East Bay. Botts Ice Cream opened in 1948 and remained in business for about fifty years. During its peak, the store had eight branches and 600 wholesale customers. Both the original owner, John Botts, and the last owner, Scott Whidden, felt compelled to make the very finest ice cream to offer the public. The response was overwhelming, and Botts lives on in the collective memory all its past customers.

Features to Preserve.

- the tile roof overhang (below the parapet)
- the transoms at 2977 College

17. Historic Value— Neighborhood: Yes City: Yes

Architectural Value— Neighborhood: Yes City: No

18. Is the property endangered? No

19. Bibliography.

City of Berkeley Application for Building Permit No. 12006, 12 June 1922; as well as several other applications for alterations.

Block books and Sanborn maps

Directories.

Urban Conservation Survey (block files), BAHA.

Ormsby Donogh Real Estate File (1939–1977), BAHA.

Tales of the Elmwood, Burl Willes, 2000.

"A Profile of the Elmwood: Trends and Counter-Trends in a Berkeley Neighborhood Commercial

District" Joanna Callenbach, Geography 181 class paper, Spring 1978.

ancestry.com

Wikipedia.

Piggly Wiggly advertisement, *Oakland Tribune*, 22 September 1922.

"Week's Permits Total $21,347," *Berkeley Gazette*, 18 May 1948.

"Elmwood District Expands," *Berkeley Gazette*, 11 May 1949.

Lester R. Dray obituary, *Oakland Tribune*, 13 July 1960.

John Botts obituary, *Berkeley Gazette*, 11 April 1979.

"Pure Botts: Young Man Keeps Tradition Alive" by Don McCormack, *Independent & Gazette*, 16 April 1981.

"Botts' 21-Year-Old Owner: Just a Kid with Good Taste" by Andrew Ross, *San Francisco Examiner*, 6 October 1982.

"Ice Cream Parlor Whips up Rent Control Controversy" by Kathy O'Toole, *Oakland Tribune*, 17 November 1985.

"Elmwood Residents Battle Botts' Owner over Zoning Law" by Roya Camp, *The Voice*, 22 October 1987.

"Rent Rise Endangers Elmwood Ice Cream" by Marc Breindel, 23 November 1995.

"Bott's in Limbo; New Applicant Misses ZAB Hearing" by Sheila Holderness, 1 February 1996

"Botts Ice Cream to Serve Kids" by Marc Abbott, 12 March 1998.

20. Recorder

Anthony Bruce for Elmwood Property Owners Association, c/o Claudia Hunka, Your Basic Bird, 2940 College Avenue, Berkeley, California 94705

10 November 2025

Additional Photographs.



The Dray Building. Anthony Bruce, 2025.



The Dray Building, showing the Botts Ice Cream sign. Anthony Bruce, 1982.



The Dray Building, showing only two shopfronts: the double space for lease and the College Florist. Ormsby Donogh, 1939, Donogh Real Estate File, BAHA.

Additional Photographs.



Superior Fabrics at 2973 College Avenue.
Byron Bolfing, 1947, Berkeley Historical Society.



Interior of Botts Ice Cream at 2977 College Avenue, showing the iconic wallpaper and rubber plant. The wallpaper was installed about 1953 and is remembered by customers along with the ice cream.
Betty Marvin, 1983.



Scott Whidden serving customers at Botts Ice Cream, 2977 College Avenue.
Michael Russell, 1981,
Independent & Gazette.

Additional Photographs.



Margaret Turner Botts.
Berkeley Daily Gazette, *28 September 1956.*



Margaret Turner (Botts), on the left, and her two sisters. 1926.



PIGGLY WIGGLY
All Over the World

Opens Saturday, Sept. 23rd

REMEMBER THE PLACE, 2973 COLLEGE AVENUE, NEAR ASHBY

OPPOSITE STRAND THEATER

A CARNATION FREE TO EACH VISITOR

This store is opened at the earnest solicitation of the people living in this section of the city. Let this be your store — Pay us a visit, and for so doing you will be handed a carnation.

This store will be the neighborhood pantry, where you can come and select with your own hands what you want. Over 2000 commodities of the best-known brands of Groceries, together with a full line of Fresh Fruits and Vegetables, always on hand.

PIGGLY WIGGLY All Over the World

A Million Satisfied Housekeepers Visit PIGGLY WIGGLY Stores Daily, Where They Get the Lowest Prices, Not on One or Two Items, But on All Items

Mrs. Housekeeper, You Are the Boss of Piggly Wiggly Stores

PIGGLY WIGGLY has been a big success under your management. It is here to serve you.

Examine the List Below and You Will Find a Very High Quality of Goods Quoted at Extremely Low Prices

IVORY SOAP— Large bar	11c	ARMOUR'S BACON— Half-pound smoth	25c
IVORY SOAP— Small bar	6½c	SHRIMP— Bonna Chef	10c
SLICED PINEAPPLE— No. 2½ Libby	30c	OYSTERS— Mac Lan	13c
EGG SALT— New pack Del Monte	5c	CRAB MEAT— Half pound, Blue Pag	43c
ROYAL ANN CHERRIES— No. 2½ Del Monte	33c	CREAM OF WHEAT— Per package	20c
ROYAL ANN CHERRIES— No. 1 Del Monte	20c	H-O OATS— Per package	12½c
RED RASPBERRIES— No. 2 Del Monte	25c	SHREDDED WHEAT— Per package	9½c
TALL MILK— Smart Gold	8c	GRAPE NUTS— Per package	15c
INSTANT POSTUM— Large can	33c	CARNATION MUSH— Large package	25c
MAGNOLIA HAMS— Per pound	30c	FLAPJACK PANCAKE FLOUR— Large Albers	25c
PEACOCK BUCKWHEAT FLOUR—Large package			25c

The Above Prices Apply to All Eastbay Piggly Wiggly Stores

STORE LOCATIONS THIS UNIT

2973 COLLEGE AVENUE, NEAR ASHBY

Grand opening advertisement for Piggly Wiggly at 2973 College Avenue.

Oakland Tribune, *22 September 1922.*

WRITE IN INK

APPLICATION FOR BUILDING PERMIT
FRAME BUILDING

Application is hereby made to the Department of Buildings and Inspections of the City of Berkeley for permission to build a 1 story Store room frame Building on the E side of College Ave street 75 feet S. of Ashby street, being Lot No. Block Tract

According to plans and specifications herewith submitted. All provisions of the Building Law will be complied with in the erection of said building whether specified herein or not.

Estimated entire cost of building $8000.00

Building to be occupied as Store by Mdse families

Size of lot 45 by 110 feet.

Size of proposed building 45 ft. by 80 ft. Extreme height of building 15 ft. — in.

Height in clear of cellar — ft. — in. Height in clear of first story 12 ft. — in.

Height in clear of second story ft. in. Height in clear of third story ft. in.

Foundation to be of (material) Concrete (Thickness) 12 11 inches, greatest height of foundation 1 2 inches.

Width of footings 16 inches.

Mud sills 2 x 6 Main sills X Girders X Post on piers If piers are used give size 18 x 18" by ft. on centers.

Size of underpinning 2 x 6 inches 16 inches O. C. Size of studs in first story X inches inches O. C.

Size of studs in second story X inches inches O. C. Size of studs in third story X inches O. C.

Exterior wall coverings to be of Plaster Light shaft wall coverings to be of

All outside walls covered with shingles or plaster will be close boarded. Frame Columns

First floor joists 2 x 4 Clear inches on centers. Longest span between supports ft.

Second floor joists X inches inches on centers. Longest span between supports ft.

Third floor joists X inches inches on centers. Longest span between supports ft.

Ceiling joists 2 x 12 inches 16 inches on centers. Longest span between supports 22-6 ft.

Rafters 2 x 6 inches 30 inches on centers. Longest span between supports ft.

Roof covered with 4 Ply Comp Slope of roof Pitch

Studs in bearing partitions will be same as outside walls of each story.

Chimneys of lined with any patent flues?

Gas grate flues to be patent chimney or brick?

Any dumb waiters or chutes? no Any elevator (freight or passenger)? no

Core brackets will be solid.

Name of Owner of Ground L. R. Gray Residence Address 545 - 53rd St Oakland

Name of Owner of Building Residence Address

Name of Lessee of Building Residence Address

Name of Architect or Designer Residence Address

Name of Builder W. C. Young Residence Address 5659 Ocean View Ave Oakland

I We hereby agree to save, indemnify and keep harmless the City of Berkeley against all liabilities, judgments, costs and expenses which may in any wise accrue against said City in consequence of the granting of this permit, or from the use or occupancy of any sidewalk, street or sub-sidewalk space by virtue thereof, and will in all things strictly comply with the conditions of this permit and Ordinances of the City of Berkeley.

2972 - 2977 College Ave. W. C. Young
Signature of Owner, Architect or Builder

Address

This Permit expires one year from date unless sooner revoked by the City Council.

Date JUN 12 1922 Permit No. 12006

Gillick Print.

City of Berkeley Application for Building Permit No. 12006, 12 June 1922

Planning and Development Department
Land Use Planning Division

CITY OF BERKELEY
Ordinance #4694 N.S.
LANDMARK APPLICATION

Elmwood Commercial Historic District

Property No. 21

Romie Building
2961 College Avenue



The Romie Building, 2961 College Avenue. Anthony Bruce, 2025.

1. **Street Address:** 2961, 2963, 2965, 2967, 2969 College Avenue
   County: Alameda **City**: Berkeley **ZIP**: 94705

2. **Assessor's Parcel Number**: 052–1567–06800
   (Elmwood Park Tract, Block C, Lot 1)
   Dimensions: 75 feet x 75 feet
   Cross Streets: Ashby Avenue and Webster Street

3. **Is property on the State Historic Resource Inventory?** No
   Is property on the Berkeley Urban Conservation Survey? Yes
   Form #: 11918

4. **Application for Landmark Includes**:
   a. Building(s): Yes **Garden:** No **Other Feature(s)**: No
   b. Landscape or Open Space: No
   c. Historic Site: No
   d. District: Yes
   e. Other: Entire property

5. **Historic Names:** Romie Building
   Commonly Known Name: not known

6. **Date of Construction:** 1921–22 **Factual**: Yes
   Source of Information: City of Berkeley Application for Building Permit No. 11027, 7 December, 1921

7. **Architect:** Hutchison & Mills, Oakland

8. **Builder:** Leslie R. Wilson, 2216 Blake Street

9. **Style:** Storefront

10. **Original Owners:** Frederick E. Romie, 418 Newton Avenue, Oakland
    Original Use: commercial (5 stores)

11. **Present Owner:** Kidson Jeremy M etal
    Present Occupant: Golden Gate Sotheby's (2961 College); Miharu Ice Cream (2965 College); vacant (2967 College); J. Brooker Studio (2669 College)

12. **Present Use:** commercial (4 stores)
    Current Zoning: C-E **Adjacent Property Zoning:** C-E

13. **Present Condition of Property:**
    Exterior: Excellent **Interior:** unknown **Grounds:** Ø
    Has the property's exterior been altered? Yes

14. Description.

A one-story, wood-frame structure with cement plaster exterior containing five shopfronts. It was originally designed in ornate Gothic style with a row of finials atop the parapet, engaged Gothic columns between the shops, and a frieze above the transoms of applied columns and Gothic arches. The ornamentation was removed in 1951. The engaged columns remain, but without their capitals, and the outline of the frieze is visible in the stucco. The many-paned transoms with colored glass have also survived. Each transom was divided into three sections by turned wood pieces until a recent alteration replaced them with flat wood dividers.

The northernmost shopfront has been altered most extensively. Its bulkhead had been resurfaced with exceptional black-and-white tile which survived until 1977. At that time, for a new bank tenant, the shopfront below transom level was pushed back into the building, creating a covered entry plaza. This configuration has survived through subsequent tenants. The building is currently painted dark charcoal gray.

15. History.

In 1922, the Berkeley Bank of Savings and Trust Company and the First National Bank of Berkeley were purchased by the Mercantile Trust Company. One of the first moves of the new company was to establish two additional branch banks besides the already existing South Berkeley and Telegraph branches.

For their fourth location, the just-completed Romie Building in the rapidly growing Elmwood district in the heart of "a thickly populated residential area" was chosen for the new bank. Here, a new concept in banking was undertaken: that of a "residential bank." Residents who worked in San Francisco were able to make deposits in that city and have the amounts transferred to the Elmwood branch where they could be drawn for household needs.

Much attention was focused on the decor, which was intended to appeal to the artistic sense of the customers. Walls were "finished in soft tones of green, with the woodwork in ivory." The bank also included features "which will prove of interest to women," especially the lounge, which would be a "rest-room and meeting place for the women of the district, which the bank plans to serve." Already, with the opening of the branch bank, officials were contemplating a building solely for banking purposes. In 1922 the corner of Webster was under consideration (where the Tulanian building now stands). By 1923, the bank had purchased instead the northeast corner of College and Ashby for the new building.

This attractively appointed bank was housed in a double shopfront in the Romie Building. The Gothic-inspired structure was built by Berkeley plumber-turned-contractor Leslie R. Wilson and Oakland real estate developer and contractor Frederick E. Romie, who were responsible for a number of small-scale commercial buildings in outlying business districts. For this building (and their others), they commissioned the Oakland architectural firm of (Robert A.) Hutchison and (Reginald L.) Mills.

The Romie Building, begun in late 1921, is a good example of the architects' use of historical detail; to create a distinctive building, which contributes to the character of the surroundings. The Gothic flavor was achieved through such surface ornamentation as a frieze of Gothic arches running along the top third of the building, and polygonal columns dividing the building into five shopfronts. The row of finials of uneven height rising above the cornice gave the building an especially "spikey" Gothic silhouette against the sky. Tile-covered bulkheads and multi-paned transoms above the awning box were standard at the time.

Over the years the individual shopfronts in the Romie Building have been remodeled, and, in 1951, the Gothic ornamentation was removed and transoms covered with signs or awnings. All that remains to suggest the architectural style of the original design are the Gothic columns (with their capitals removed) and a rough outline in the stucco of the frieze of applied arches.

Frederick Ernest Romie was often involved in building ventures with contractor Leslie Ramsey Wilson and architects Hutchison & Mills. Romie was also a building contractor and was in the real estate investment business as well, although he started out as a draftsman and designer. The Romie family had been in California since about 1840, having come from Germany by way of Mexico, and settling in Monterey. Frederick's uncle had owned the Paraiso Springs resort near Soledad, which he left to Frederick and his brother Karl. Being yet minors, their father sold the resort soon after. After a problematic first marriage, Romie married Doris Rose Wilson, sister of Leslie Wilson. They had one son, Frederick, Jr., and they settled in North Berkeley in 1926.

Before the ivory paint was even dry on the bank's woodwork, F. E. Romie sold the property to Charles C. Dorsch, owner of the Dorsch Glove House in downtown Oakland and a real estate investor. Dorsch was ecstatic about his purchase, saying, "I bought this property because I see a tremendous future for the east bay. It happens that this particular district where this property is located is one of the fastest growing districts in Berkeley. The stores are occupied and bring a good return on the investment."

The original stores included the Quality Bakery in the corner space. It was run by Maud Lachmund and Paul McLaughlin, who was manager of the Hotel Harrison in Oakland. Maud was the wife of sculptor Otto Lachmund. At the time of the bakery, the Lachmunds lived at 2646 Russell, one of the apartment buildings built by John Bischoff in 1921. The Quality Bakery had a short lifespan of only a year or two.

The other original business that Charles Dorsch got with the purchase of the Romie Building was the Pon Honor Groceteria, which, like the bank, had two shopfronts. C. A. McAllister and George E. Archambeault were friends since they attended school together in Modesto. They opened a successful small grocery in Ceres and two years later arrived in Oakland to repeat their success. With World War I, the partners sensed a need for economy on the part of customers and so changed the business model of their grocery. It became a "cash and carry" store, meaning neither credit nor deliver service was offered. They were able to keep prices down. The store was an instant success and by 1922 there were fifteen Pon Honors in the East Bay. The store in the Romie Building was No. 12. Archambeault explained the philosophy, "We selected the name of 'Pon Honor' because it would describe our way of doing business, namely, strictly on an honor basis. We stand on our honor to give the best goods for the least money. We also put our customers on their honor by letting them wait on themselves." It was said that merchants always welcomed a Pon Honor store because it meant better business for the district as a whole. The Elmwood district had a Piggly Wiggly and a Pon Honor right next door to each, two pioneering businesses that paved the way for modern supermarkets.

Other businesses of note that were located in the Romie Building included a Safeway supermarket, which used the two spaces that had originally been taken up by the bank. Safeway was in that space beginning in 1939. Strangely, the large building at Russell and College that had been a Piggly Wiggly when built in 1932 was also a functioning Safeway at the same time as this smaller store.

In 1929, the corner space was remodeled into one of seven Margaret Burnham's Cottage Candies shops in Oakland and Berkeley. The

stand-alone shop at 4632 Telegraph in Oakland was later home to Hooper's Chocolates. The distinctive, vertically set, black and white tile bulkheads were a Margaret Burnham signature; the tiles remained in place until 1977.

In 1932, the former bank space was remodeled by Charles Dorsch to accommodate the chain store, Public Food Stores. The exterior was altered to create one central entrance and the very colorful orange and black tile bulkheads (seen in the 1947 photo) were probably created at that time. Orange and black tile had been used by Pon Honor to distinguish their stores; in 1928 Pon Honor was sold to Public Food Stores, Inc. of San Francisco.

In 1944, Frank Gallardo's upholstery business took over the supermarket space. The business later moved to 2642 Ashby in 1950 and was run by Frank's son Jim Gallardo until 1997.

In 1977, a branch of City Federal Savings moved into the Romie Building in the corner space, and once again a banking institution was established in the building. City Federal Savings was established in Oakland in 1980 as a minority savings and loan. Architect Ted Moulton proposed a remodeling for the branch that uncovered the amber-hued transoms, accentuated the columns through a new paint scheme, and created a plaza-like entrance, thus returning to College Avenue some of its old elegance.

Two other businesses of note were La Floreria, a florist that was in the corner shop for many years, and Jeremy Kidson's innovative "horizontal department store" that was planned to fill the five shopfronts but ran afoul of the Elmwood's quota system.

The Romie Building was the first built on this block of College, and naturally the corner lot was chosen for this venture. With the Romie Building, this central intersection of the Elmwood district was anchored on three corners. It would be four more years before the present Wells Fargo building would complete the job of creating a prosperous-looking "four corners."

End note: In 1915 architect Walter Parker applied for a permit for a $35,000 three-story apartment building with stores on the ground floor for this corner, which was not built.

16. Significance.

The Romie Building is significant as an example of the quality shop buildings built in Oakland and Berkeley by architects Hutchison & Mills and builder Leslie R. Wilson. Much of its ornament has been lost, but enough of the design remains to give the building distinction.

The one-story building is significant as a contributer to the scale of the Elmwood commercial district.

The Romie Building is significant for the early local chain stores that were located here: Margaret Burnham Cottage Candies (founded in 1922), Pon Honor (founded in 1918), and Public Food Stores, Inc. (founded in 1920).

Features to Preserve.

- the engaged columns between the shopfronts
- the small-paned transoms
- the traditional shopfronts

17. Historic Value— Neighborhood: Yes City: Yes

Architectural Value— Neighborhood: Yes City: No

18. Is the property endangered? No

19. Bibliography.

City of Berkeley Application for Building Permit No. 11027, 7 December, 1921; as well as several other applications for alterations.

Block books and Sanborn maps

Directories.

Urban Conservation Survey (block files), BAHA.

Ormsby Donogh Real Estate File (1939–1977), BAHA.

Tales of the Elmwood, Burl Willes, 2000.

"A Profile of the Elmwood: Trends and Counter-Trends in a Berkeley Neighborhood Commercial District" Joanna Callenbach, Geography 181 class paper, Spring 1978.

ancestry.com

Wikipedia.

"Wife's Kisses Not Voluntary: Frederick Romie, Seeking Divorce, Tells of Spouse's Indifference," *Oakland Tribune*, 28 October 1913.

Pon Honor opening of store no. 12 advertisement, *Oakland Tribune*, 10 March 1922.

"Dorsch Proves Faith in City," *Oakland Post Enquirer*, 25 March 1922.

"Mercantile Trust Co. Branch Opened," *The Courier*, 29 April 1922.

"Grocers Prove Honesty Pays in Business," *Oakland Post Enquirer*, 11 August 1922.

"Improved Store Building Design" by R. L. Mills, *Architect & Engineer*, March 1924.

"Dorsch on Staff of E. B. Field Co," *Oakland Tribune*, 13 May 1924.

"Curious Path to Success by Minority S&L" by Roger Rapoport, *San Francisco Chronicle*, 28 April 1978.

"An Old Building that Introduced a New Concept" by Anthony Bruce for the Berkeley Architectural Heritage Association, *Berkeley Gazette*, 11 February 1982.

20. Recorder

Anthony Bruce for Elmwood Property Owners Association, c/o Claudia Hunka, Your Basic Bird, 2940 College Avenue, Berkeley, California 94705

12 November 2025

Additional Photographs.



The Romie Building. Anthony Bruce, 2025.



The Romie Building. Anthony Bruce, 1982.



The Romie Building. Anthony Bruce, 2025.



The Romie Building. Anthony Bruce, 2025.



The Romie Building when new, showing extensive Gothic ornamentation. Original shops were the Quality Bakery, Pon Honor Market, and the new Elmwood Branch of the Mercantile Trust Company. From Architect & Engineer, *March 1924.*

Additional Photographs.



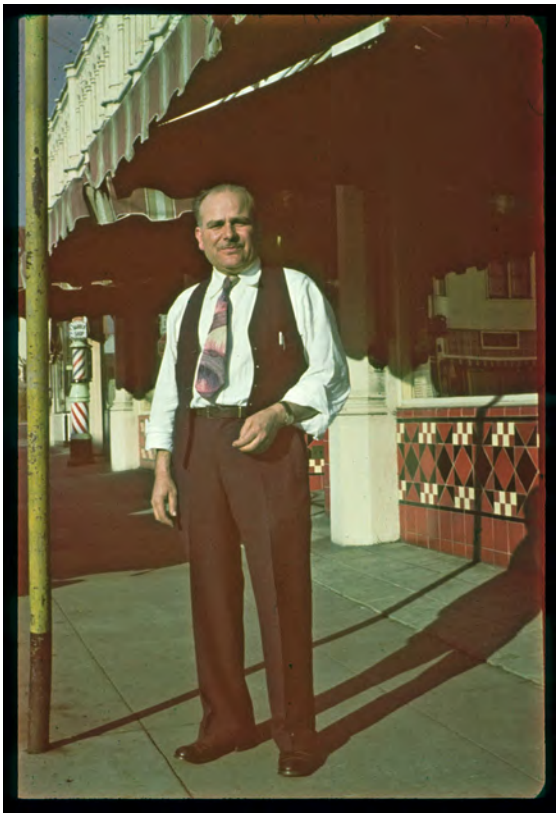
The Romie Building, showing corner shopfront in the 1940s/1950s with its "Margaret Burnham" tile bulkhead. Donogh Real Estate File, BAHA.

below: The Romie Building and Frank Gallardo of Frank N. Gallardo Upholstering Co., 2967 College, showing colorful tile likely installed by Public Food Stores. Byron Bolfing, 1947, Berkeley Historical Society..

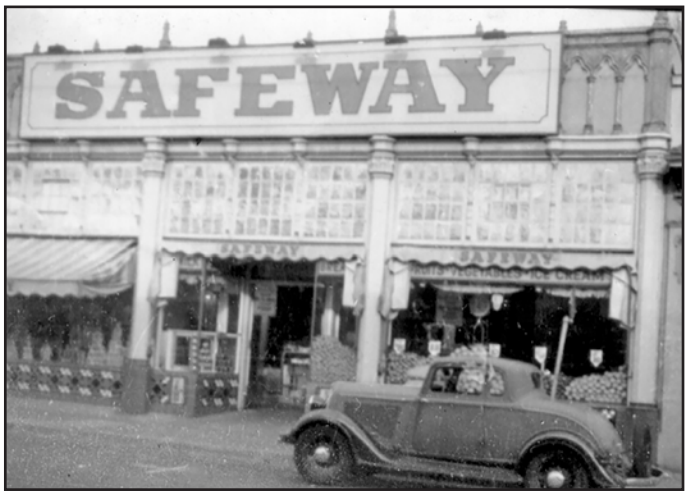


The Romie Building. Paul Cornelius of Paul's Coiffeurs, showing closeup of the "Burnham" tile.

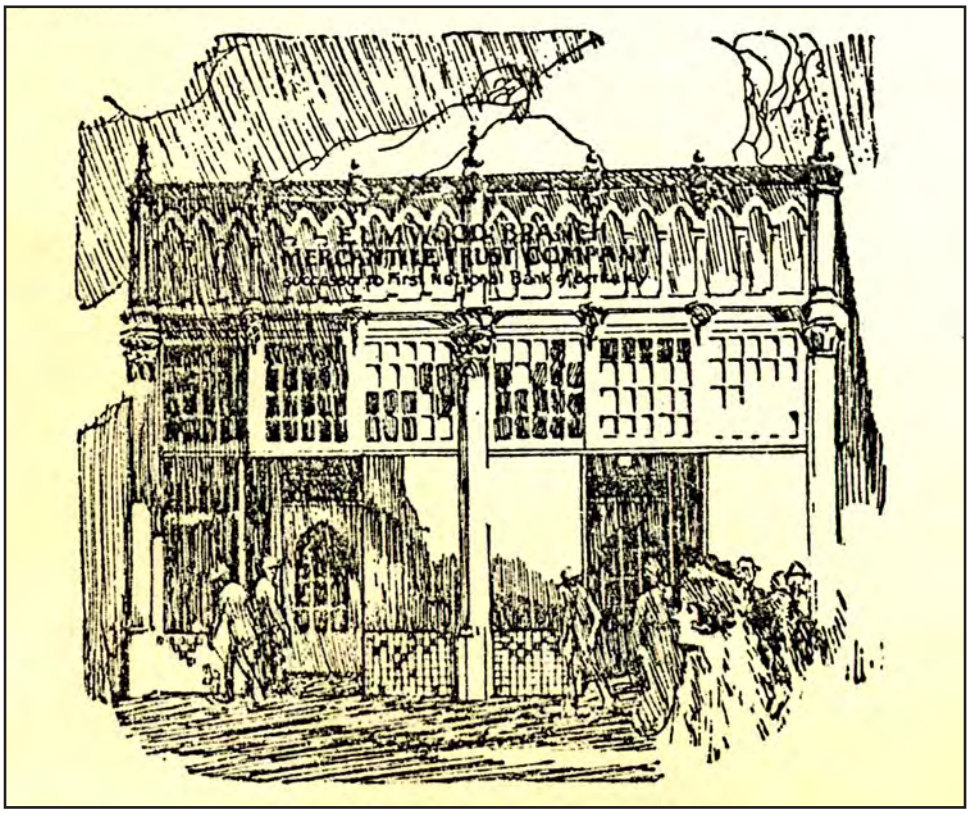
Byron Bolfing, 1947, Berkeley Historical Society..



The Romie Building, showing Safeway as the tenant in the southernmost three shopfronts. Ormsby Donogh, 1939, Donogh Real Estate File, BAHA.



Additional Photographs.



Sketch of the Mercantile Trust Company branch in the Romie Building. The Courier, *29 April 1922.*



Leslie R. Wilson, contractor for the Romie Building. Found online.



C. A. McAllister, co-founder of the Pon Honor chain. Oakland Post Enquirer, *11 August 1922.*



George Archambeault, co-founder of the Pon Honor chain. Oakland Post Enquirer, *11 August 1922.*



Charles C. Dorsch, second owner of the Romie Building. Oakland Post Enquirer, *25 March 1922.*



Leonor Godinez-Castillo, manager of City Federal Savings in the Romie Building. San Francisco Chronicle, *28 April 1978*.

Additional Photographs.



Architect Ted Moulton's rendering of the proposed remodeling for City Federal Savings, June 1977. BAHA archives.



PON HONOR

WE SPLIT THE NICKEL

WE ANNOUNCE THE

Opening of STORE No. 12

On College Ave. at Ashby.

Fresh Large White Eggs 25c

PON HONOR BUTTER
It has an incomparable flavor. Is always fresh and tasty.
1-lb. Carton (in ¼s) . . . 41c
2-lb. Carton (in ½s) . . . 81c

KELLOGG'S CORN FLAKES 8½c
CREAM OF WHEAT, a package 20c
QUAKER OATS, small 12½c

SPERRY FLOUR
Flour is going higher.
5-pound sack 27c
10-pound sack 51c
25-pound sack $1.15
50-pound sack $2.25

Creme Oil Soap . . 7c

COFFEE QUALITY

The Kind You're Proud to Serve, in Sealed Cartons.
1 lb. . . . 35c
2½ lbs. 85c

Libby's Apricots, No. 2½ 24c
Del Monte Melba Peaches 27c
Del Monte Sliced Pineapple, No. 2½ 28c
Oxford Maine Corn 13c
Pure Corn 20c
Rhuan Jar Olives, 7-oz. . . 23c
Rhuan Jar Olives, 15-oz. 46c
Sun's Desserts 10c
Jello 9c
Leslie Shaker Salt 10c

Lux 9c
Old Dutch . . 10c
S.O.S. Cleanser . 25c
Steel Wool 12c
Mazola Oil, pints . . . 28c
Mazola Oil, quarts . . . 50c

SNOWDRIFT
Pan up to sanitary cans
1 lb. . . . 21c
2 lbs. . . . 41c

WESSON Oil
Pt. Can 25c
Qt. Can 48c
½ Gal. 90c
1 Gal. $1.65

UPTOWN STORES
40 Grand Ave. . . . . No. 5
Back of the Broadway Bank
OAKLAND STORES
3801 Piedmont . . . . . No. 1
3401 Grove St. . . . . No. 2
4108 Grove St. . . . . No. 7
1338 Telegraph . . . . . No. 8
4016 College Ave. . . . . No. 11
330 14th Street . . . . . No. 6
Under Maple Hall
HAYWARD STORE
554 Main St. . . . . No. 3
SAN LEANDRO STORE
1318 10th St. . . . . No. 4
BERKELEY STORE
University and Grove . . . No. 9
BRIARMOUR STORE
Euclid and E. 14th Sts. . . . No. 10
STORE UNDER CONSTRUCTION
No. 12 at Telegraph and 36th Street



Margaret Burnham's Cottage Candies

—ANNOUNCING—

THE OPENING OF COTTAGE NO. 8

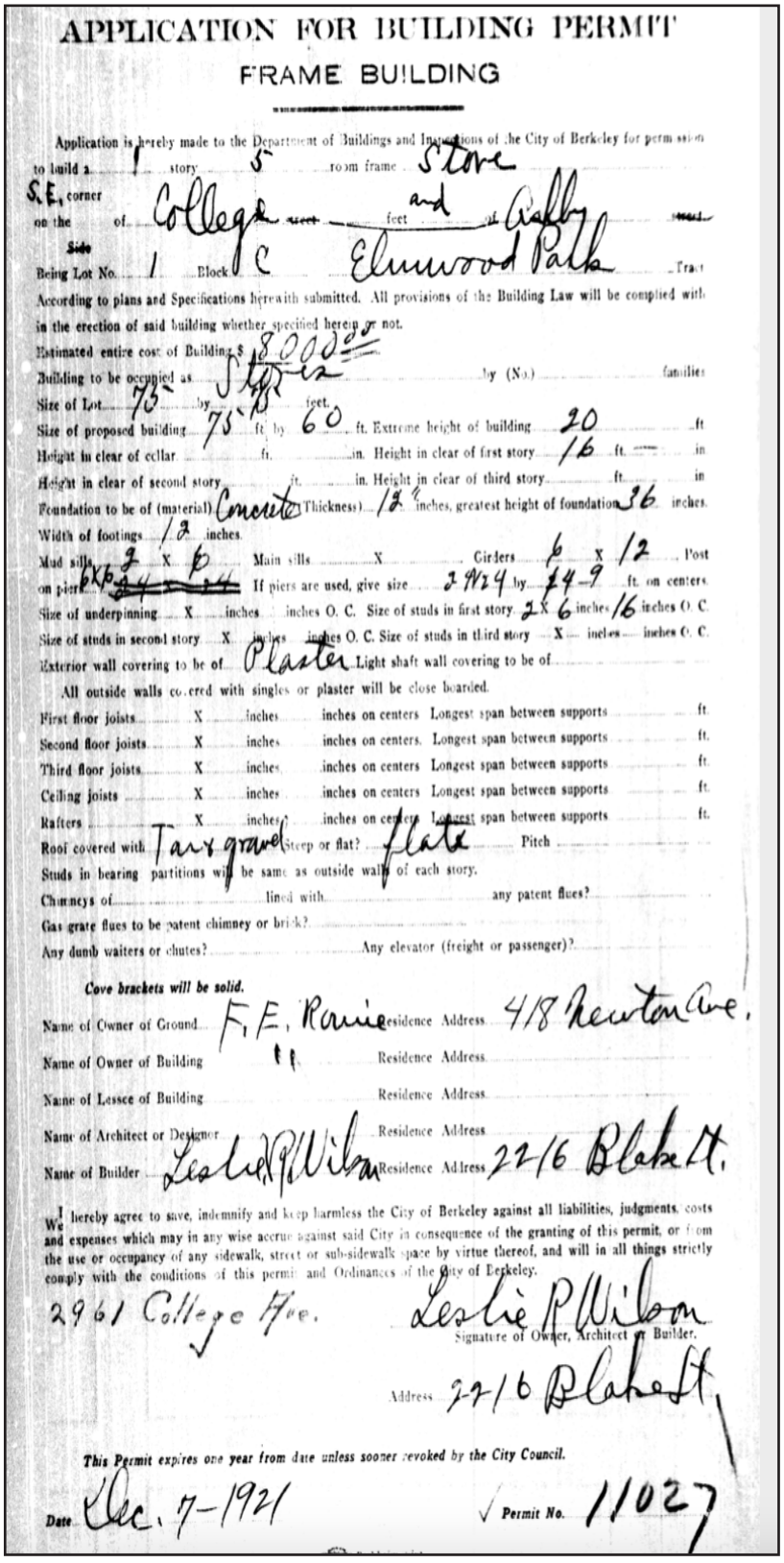
AT

Ashby-College Avenue Berkeley

The same strict observance of our motto: "Quality, Freshness, Cleanliness, Reasonable Price, Courteous Service," will be upheld in this, our new Cottage, as in all other cottages located at

Cottage No. 1 — 3800 Piedmont Ave.
Cottage No. 2 — 2356 Telegraph Ave.
Cottage No. 3 — 1303 Polk St., S. F.
Cottage No. 4 — 445 14th Street
Cottage No. 5 — 2201 Shattuck Ave.
Cottage No. 6 — 463 Geary St., S. F.
COTTAGE NO. 7 — 3249 Grand Ave.
COTTAGE NO. 8 — Cor. Ashby and College Ave.

Pon Honor and Margaret Burnham advertisements announcing the opening of their stores in the Romie Building. Oakland Tribune, *10 March 1922 and 2 February 1928.*



APPLICATION FOR BUILDING PERMIT

FRAME BUILDING

Application is hereby made to the Department of Buildings and Inspections of the City of Berkeley for permission to build a 1 story 5 room frame Store

S.E. corner on the of College and Ashby

Side feet

Being Lot No. 1 Block C Elmwood Park Tract

According to plans and Specifications herewith submitted. All provisions of the Building Law will be complied with in the erection of said building whether specified herein or not.

Estimated entire cost of Building $ 8000.00

Building to be occupied as Stores by (No.) families

Size of Lot 75' by 75'-6" feet.

Size of proposed building 75'-6" ft. by 60 ft. Extreme height of building 20 ft

Height in clear of cellar ft. in. Height in clear of first story 16 ft. in

Height in clear of second story ft. in. Height in clear of third story ft. in

Foundation to be of (material) Concrete (Thickness) 12" inches, greatest height of foundation 36 inches.

Width of footings 12 inches.

Mud sills 2 X 6 Main sills X Girders 6 X 12 Post on piers 6x6 24 24 If piers are used, give size 24x24 by 14-9 ft. on centers

Size of underpinning X inches inches O. C. Size of studs in first story 2 X 6 inches 16 inches O. C.

Size of studs in second story X inches inches O. C. Size of studs in third story X inches inches O. C.

Exterior wall covering to be of Plaster Light shaft wall covering to be of

All outside walls covered with singles or plaster will be close boarded.

First floor joists X inches inches on centers Longest span between supports ft.

Second floor joists X inches inches on centers. Longest span between supports ft.

Third floor joists X inches inches on centers Longest span between supports ft.

Ceiling joists X inches inches on centers Longest span between supports ft.

Rafters X inches inches on centers Longest span between supports ft.

Roof covered with Tar & gravel (Steep or flat?) flat Pitch

Studs in bearing partitions will be same as outside walls of each story.

Chimneys of lined with any patent flues?

Gas grate flues to be patent chimney or brick?

Any dumb waiters or chutes? Any elevator (freight or passenger)?

Cove brackets will be solid.

Name of Owner of Ground F. E. Ravie Residence Address 418 Newton Ave.

Name of Owner of Building " " Residence Address

Name of Lessee of Building Residence Address

Name of Architect or Designer Residence Address

Name of Builder Leslie P. Wilson Residence Address 2216 Blake St.

We I hereby agree to save, indemnify and keep harmless the City of Berkeley against all liabilities, judgments, costs and expenses which may in any wise accrue against said City in consequence of the granting of this permit, or from the use or occupancy of any sidewalk, street or sub-sidewalk space by virtue thereof, and will in all things strictly comply with the conditions of this permit and Ordinances of the City of Berkeley.

2961 College Ave. Leslie P. Wilson

Signature of Owner, Architect or Builder.

Address 2216 Blake St.

This Permit expires one year from date unless sooner revoked by the City Council.

Date Dec. 7-1921 Permit No. 11027

City of Berkeley Application for Building Permit No. 11027, 7 December, 1921

Planning and Development Department
Land Use Planning Division

CITY OF BERKELEY
Ordinance #4694 N.S.
LANDMARK APPLICATION

Elmwood Commercial Historic District

Property No. 22

two small parkways and two stone pillars adjoining 2959 & 2961 College Avenue



"Elmwood Park entrance" the north parkway, NE corner College and Ashby avenues. Anthony Bruce, 2025.

1. **Street Address:** NE and SE corners College and Ashby avenues
   County: Alameda **City**: Berkeley **ZIP**: 94705

2. **Assessor's Parcel Number**: 052–1567
   (Elmwood Park Tract, Block A southern 15 feet of Lots 1 and 2 and Block C, northern 15 feet of Lots 1 and 2)
   Dimensions:15 feet x 113 feet; 15 feet x about 85 feet
   Cross Streets: Russell Street and Webster Street

3. **Is property on the State Historic Resource Inventory?** No
   Is property on the Berkeley Urban Conservation Survey? Yes
   Form #: Ø

4. **Application for Landmark Includes**:
   a. Building(s): No **Garden:** Yes **Other Feature(s)**: stone pillars and remaining stone base of third pillar
   b. Landscape or Open Space: Yes
   c. Historic Site: No
   d. District: Yes
   e. Other: Entire property

5. **Historic Names:** Elmwood Park entrance; Elmwood Parkways
   Commonly Known Name: not known

6. **Date of Construction:** 1905–06 **Factual**: Yes
   Source of Information: date of Elmwood Park subdivision map
7. **Architect:** unknown
8. **Builder:** unknown

9. **Style:** rustic

10. **Original Owners:** Breed & Bancroft, Inc. (a corporation)
    Original Use: advertising and enticement (for Elmwood Park subdivision)

11. **Present Owner:** City of Berkeley
    Present Occupant: Ø

12. **Present Use:** park ("planted median")
    Current Zoning: C-E **Adjacent Property Zoning:** C-E-
13. **Present Condition of Property:**
    Exterior: Ø **Interior:** Ø **Grounds:** Excellent
    Has the property's exterior been altered? Ø

1. Description.

The North Park.

The small, parked area south of the bank building has been owned by the City of Berkeley since at least 1927. It is maintained as a public landscaped enhancement. On either side of Ashby were the four sandstone entry pillars to the new (1905) Elmwood Park subdivision. This park contains the base of one of the two smaller secondary pillars. The pillar itself disappeared sometime after 1950. One of the large pillars survives in the sidewalk next to the park. “Elmwood Park” is carved in the stone.

Due to the re-subdivision of the original lots on the north side of Ashby, this park extends farther east than the south park, and the landscaping is somewhat different as this area receives sun all day. The landscaped area is separated from the sidewalk by a high, narrow concrete curb, The space is mostly taken up with a lush, green lawn. There is a flower bed at the east (mostly agapanthus) and a low-growing flowering plant and fortnight lilies at the west end. Low shrubs are planted along the wall of the bank, with four roof-high evergreen trees set between the bank’s windows. There was at least one more evergreen, but some have been removed). This lawn contains a caged utility access.

The South Park.

The small, parked area north of the Romie Building has been owned by the City of Berkeley since at least 1927. It is maintained as a public landscaped enhancement. This park contains one of the two smaller secondary pillars. It is set on a flat concrete base in a gravel covered section. To the east is a lawn. A curving and angled curb-like concrete edging defines the lawn and gravel area.

A line of small plants define the south edge of the park in front of the side window of the Romie Building at College Avenue. A hedge continues this line to the eastern edge of the park. There is one break in the hedge where an emergency mezzanine stairway exit impinges on the park.

A tree, growing behind the hedge, shades the eastern section of park. There are two utility access points in the lawn near the sidewalk; one is contained in a wire cage.

15. History.

That the two parklike amenities at College and Ashby exist in the Elmwood commercial district today is due to the real estate development firm of Breed & Bancroft, Inc. 1060 Broadway (Arthur H. Breed, President; Harlow P. Bancroft, Secretary) which bought the Macdonough Estate in November 1905, and to the foresight of the City of Berkeley, which preserved these two narrow strips of land as public open space.

The Elmwood Park tract, which originally comprised the two blocks on the east side of College Avenue between Russell and Webster, and eastward to just beyond Piedmont Avenue, was laid out by Town Engineer Wilbur F. McClure in 1905; the Town Trustees approved the streets on December 11, 1905; and the subdivision map for Elmwood Park was filed with the county the same day. An advertising brochure states, “Elmwood Park, comprising the property formerly owned by the Macdonough Estate. The cream of Berkeley residence property, now placed on the market by the owners Breed & Bancroft.” It was noted that a branch real estate office was on the property. The owners of Elmwood Park placed a deed restriction on sold lots that prohibited saloons, but they did not prohibit commercial buildings in this supposed residential subdivision. Thus, the way was paved for the Elmwood commercial district, at

least on the east side of College Avenue.

As is often the case with subdivisions, especially if they are in the middle of open land, as was Elmwood Park, in order to give the tract visibility and to make it more enticing to prospective buyers, a monumental entrance was erected. Sandstone pillars were constructed on either side of Ashby (then Elmwood Avenue). They consisted of two large pillars with the name of the subdivision carved into the stone and two smaller auxiliary pillars, placed so as to form an arc,

At some point, as was customary, the developers would have deeded the narrow strips of land with the pillars to the City, however, in this case it seems not to have happened. In 1922 the City attempted to zone a fifteen-foot width along Ashby as park zones. Property owners on the north sued the City and won. The land on the north changed hands the next year, the bank building was competed in 1926, and in 1927 the City at last acquired the land, both on the north and south sides of Ashby. Fred Romie must have accepted the park zoning on the north fifteen feet of his property, as his building, begun in 1921, preserved that width as open space.

It is not known when the City first thought of these two strips as possible parks. Even before the City owned these two parks, the 1924–25 Annual Report mentions that the "Elmwood Court parkways," along with other listed parks and parkways, had "all received their usual care and maintenance." Over the years, the City has continued to maintain the land as parked areas for the enjoyment of all.

Today, two intact pillars remain. The southernmost of the two large ones is missing and only the base remains of the northernmost small pillar (still there in a 1950 photo). By the end of the 20th Century, the two remaining pillars were in sad shape, especially the southernmost. Mortar was missing, stones had fallen away, the stone sphere on top was broken, and graffiti had been sprayed on the pillar. In 1996, with a suggestion by Councilmember Polly Armstrong to neighbor Doris Nassiry, a group was formed—Pillars of Our Community—to restore the pillars. The group received a $3,500 grant from the City and raised the remaining funds from neighbors and merchants. The south pillar was disassembled, a secure foundation created, and finally put back together under the guidance of stonemason Ben Epperly. The north pillar also received some care during the process. When all was finished, a public dedication occurred on December 10, 2002 where Doris Nassiry's dedication and perseverance was acknowledged.

16. Significance.

The Elmwood Parkways and pillars are significant as a bit of landscaped open space in the center of a bustling two-block commercial district. The parkways add greenery and serenity to this very urban center, as do the ginkgo trees that were much later planted along the two blocks of College Avenue. Each has received a different landscape treatment based on their location, the type of building adjoining the space, and the different lengths of the two parkways.

The Elmwood Pillars are significant as a tangible piece of history, hearkening back to the time when the district was open land and monumental pillars were needed to help define the area of a new subdivision. Made of light-colored sandstone, the pillars are of architectural interest in the rusticity of the stone that was chosen. The chiseled spheres, and the incised lettering on the larger pillar, add to their monumental appearance and the association with past times. Different in style and materials from other subdivision markers found throughout Berkeley, they resemble most closely the pillars of Fairview Park, just over the line in Oakland.

Features to Preserve.

- the two sandstone columns and the base of the third
- the curbing surrounding the north parkway
- the lawns

17. Historic Value— Neighborhood: Yes City: Yes
Architectural Value— Neighborhood: Yes City: Yes

18. Is the property endangered? No

19. Bibliography.

Block books and Sanborn maps

Urban Conservation Survey (block files), BAHA.

Tales of the Elmwood, Burl Willes, 2000.

Annual Report for 1924–1925, City of Berkeley.

Elmwood Park advertising brochure, Breed & Bancroft, Inc., 1905

Advertisement for Elm Terrace, Mason-McDuffie Co., *Berkeley Gazette*, 21 November 1905.

Advertisement for Elm Terrace, Mason-McDuffie Co., *Berkeley Gazette*, 23 November 1905.

"Big Realty Transfer Recorded," *Oakland Enquirer*, 7 December 1905.

"Trustees Do Much Business," *Berkeley Gazette*, 12 December 1905.

Advertisement for Elmwood Park, E. L. Coryell Co., *Berkeley Gazette*, 13 December 1905.

Advertisement for Elmwood Park, Breed & Bancroft, *Berkeley Gazette*, 12 June 1906.

"Elmwood Park Map," *Berkeley Gazette*, 9 October 1906.

"Doctor Wins Suit to Prevent Zoning," *Oakland Tribune*, 22 September 1922.

Elmwood Park, tour guide, Berkeley Architectural Heritage Association, 2015.

20. Recorder

Anthony Bruce for Elmwood Property Owners Association, c/o Claudia Hunka, Your Basic Bird, 2940 College Avenue, Berkeley, California 94705

15 November 2025

Additional Photographs.



The north park, College & Ashby. Anthony Bruce, 2025.



The north parkway, looking west toward College Avenue. Anthony Bruce, 2025.



Base of the missing small pillar. Anthony Bruce, 2014.



The north parkway, viewed from College Avenue. Anthony Bruce, 2025.



The large pillar, with the parkway behind. Anthony Bruce, 2025.

Additional Photographs.



The north parkway in about 1952, showing both pillars still in place. Berkeley Architectural Heritage Association.



The two parkways in relation to the College and Ashby intersection, looking east. Anthony Bruce, 2025.



The newly built pillars at the entrance to the Breed & Bancroft development, Elmwood Park. This view is of the future site of the north parkway.

Louis L. Stein Collection, Berkeley Historical Society.

Additional Photographs.



"Elmwood Park entrance," south parkway, SE College and Ashby Avenues. Anthony Bruce, 2025.

Additional Photographs.



The south parkway at Ashby and College, looking west. Anthony Bruce, 2025.



The south parkway at Ashby and College, looking southeast from the corner. Anthony Bruce, 2025.



The south parkway at Ashby and College, showing the smaller of the two stone pillars (and the only one remaining of the two). Looking northwest. Anthony Bruce, 2025.

Additional Photographs.





The south pillar before restoration was begun.





above and below: North and south pillars undergoing restoration.



LOTS
IN THE FAMOUS
MACDONOUGH TRACT
RE-NAMED
ELM TERRACE
ARE NOW OFFERED TO PURCHASERS

ELM TERRACE
ELM TERRACE
ELM TERRACE
ELM TERRACE
ELM TERRACE

MASON-McDUFFIE COMPANY
SHATTUCK AT CENTER

Newspaper advertisement for Elmwood Park, then called Elm Terrace. Berkeley Gazette, *23 November 1905.*



Doris Nassiry flanked by stonemasons at the dedication ceremony. Virginia Abascal, 10 December 2002.

Planning and Development Department
Land Use Planning Division

CITY OF BERKELEY
Ordinance #4694 N.S.
LANDMARK APPLICATION

Elmwood Commercial Historic District

Property No. 23

Mercantile Trust Company Bank Building
2959 College Avenue

City of Berkeley Landmark No. 55



The Mercantile Trust Company Bank Building, 2959 College Avenue. Anthony Bruce, 2020.

1. **Street Address:** 2959 College Avenue
   County: Alameda **City**: Berkeley **ZIP**: 94705

2. **Assessor's Parcel Number**: 052–1567–01700
   (Elmwood Park Tract, Block A, Lot: southern portion of Lots 1 & 2)
   Dimensions: 70 feet x 115 feet
   Cross Streets: Ashby Avenue and Russell Street

3. **Is property on the State Historic Resource Inventory?** Yes, 1977
   Is property on the Berkeley Urban Conservation Survey? Yes
   Form #: 11870

4. **Application for Landmark Includes**:
   a. Building(s): Yes **Garden:** No **Other Feature(s)**: No
   b. Landscape or Open Space: No
   c. Historic Site: No
   d. District: Yes
   e. Other: Entire property

5. **Historic Names:** Mercantile Trust Company Building; American Trust Company Building
   Commonly Known Name: Wells Fargo

6. **Date of Construction:** 1925 **Factual**: Yes
   Source of Information: City of Berkeley Application for Building Permit No. 21017, 8 June 1925

7. **Architect:** Walter H. Ratcliff, Jr., First National Bank Building, Berkeley

8. **Builder:** Carroll Reginald Collupy, 464 California Street, San Frncisco

9. **Style:** California Mission

10. **Original Owners:** Mercantile Trust Company of California, 464 California Street, San Francisco

    Original Use: commercial (bank)

11. **Present Owner:** ATC Building Company
    Present Occupant: Wells Fargo Bank

12. **Present Use:** commercial (bank)

    Current Zoning: C-E **Adjacent Property Zoning:** R-

13. **Present Condition of Property:**
    Exterior: Excellent **Interior:** good **Grounds:** Ø
    Has the property's exterior been altered? Yes

14. Description.

Built in 1925, this is a rectangular one-and-one-half story reinforced concrete bank building. It was surfaced in Alhambra Mission Stucco by plastering contractor Arthur Sayer, who gave it a finish akin to the handwork seen on the missions. The entrance on the narrower College Avenue façade is in the center of three tall arches which spring from two columns of polished red Missouri granite with elaborate Corinthian capitals. The two flanking arches contain the last two of eight original exquisitely mullioned windows, and these have been compromised by the insertion of automatic teller machines. The center arch is taller following the peak of the red tile roof. The bank's name is lettered in the gable end with red plastic letters.

The Ashby Avenue side is 107 feet long, and set back about fifteen feet from the sidewalk. There are six tall arched windows on this side, the same height as the two in front. There is one arched window (slightly smaller) centered on the rear wall. The bank's windows were possibly the most beautiful in Berkeley, but tragically they were replaced with bronzed anodized aluminum because operable windows were desired. The tragedy is, a number of years later, air conditioning was thought to be better. So the windows were no longer opened and large ductwork was run through the banking hall, hiding some of the ceiling beams and necessitating the removal of one of three large Ansel Adams photographs.

The arches, the tile roof, and the open, "hand-crafted" ceiling make the building reminiscent of California missions, both inside and out. This is a building of utmost simplicity and integrity of design proportions.

The open, skylight-lit interior features a ceiling of open trusswork. The beams, as well as the entire dark wood ceiling, are stencilled with designs that appear to be stylized California poppies. A mezzanine at the back has a turned wood railing. The polished tile floor has been resurfaced, chandeliers long ago replaced with fluorescent lights, and the original white polished marble and gilt teller cages were replaced with pseudo-Victorian dark wood teller cages in 1979.

There is an adobe-like chimney rising from the roof near the rear of the building.

15. History.

The Mercantile Trust Company (merged with the American Bank into the American Trust Company the following year) built this branch bank in 1925. It had been operating in the neighborhood since 1923 under the management of T. M. Robinson, Jr., The branch bank was a typical development of the prosperous 1920s, as commercial attention began to shift from older downtown centers to neighborhood "strips" along transit routes. A bank building historically gave the area an architectural focus and stimulated commercial growth around it, This bank remains the finest building in the Elmwood shopping district, Berkeley's best preserved neighborhood business district. It was sited significantly next to the fine stone gate posts of the Elmwood residential district and next to an existing landscaped plot.

The *Berkeley Daily Gazette* described the building on opening day, December 19, 1925. Here are some excerpts: "Striking in its combination of the utilitarian and the aesthetic, the spacious banking room evoked many expressions of admiration from the visitors. Modified Spanish might be taken as the term best fitting to describe the building. Adorning the rear wall are two mounted buffalo heads, while another one, said to be the largest in the country, looks out from above the front wall, high above the entrance. On the north side wall is an elk head

and a caribou head. These would all seem to be an entirely new decorative feature for a banking-room. The stencil painted ceiling with carved wooden beams are also a departure from the old customs in bank architecture.

"The floor of the lobby is of Italian tile of brick-like texture fitting in well with the general Spanish motif. The entire work [teller cages] separating the lobby and the working space is of light Tennessee marble [this work was removed in 1979]."

One hundred years of unchanged ownership and use are reflected in the excellent physical condition of the building. It is a fine example of the work of Walter Ratcliff, leader of Berkeley's building boom in the 1920s, outstanding exponent of the Spanish Colonial style, City Architect from 1913, and founder of a three-generation architectural firm in Berkeley.

Much of the history and description were taken from the 1982 landmark application written by Betty Marvin and Brian Horrigan.

16. Significance.

The Mercantile Trust Company Bank Building remains the finest building in the Elmwood shopping district, which is Berkeley's best preserved neighborhood shopping district. The bank is also one of the finest examples of Walter Ratcliff's work in Berkeley.

Walter Ratcliff was an important and prolific architect in Berkeley. He designed attractive, livable residences throughout his long career (1906–1949). As City Architect, beginning in 1913, he designed schools, fire stations, and other City buildings. He also designed some of the most significant commercial buildings in Berkeley. Not only did he design the Elmwood branch of the Mercantile Trust Company, but also the bank's main office within his Chamber of Commerce Building at Shattuck and Center.

The bank was built in the Elmwood District during the second wave of development, becoming a second anchor for the business district, after the Strand Theater, when construction resumed after World War I. The bank remains today as an important visual and commercial anchor and as a component of the small town "Main Street" atmosphere of the Elmwood Commercial District.

Features to Preserve.

- the façade with its "jazz" plastering and ten arched windows
- the tile roof
- the polished red Missouri granite columns and their Corinthian capitals
- the entrance and the carved lintel
- the remaining turned mullions in the front arched windows
- the small windows with their iron grilles.

17. Historic Value— **City:** Yes **Neighborhood:** Yes
Architectural Value— **City:** Yes **Neighborhood:** Yes

18. Is the property endangered? No

19. Bibliography.

Building Permit Application #21017, 20 June 1927; as well as several alteration applications.

State Historic Resources Inventory, 1977 by Brian Horrigan.

City of Berkeley Landmark Application, Betty Marvin and Brian Horrigan, 8 January 1982.

Block books and Sanborn maps.

Urban Conservation Survey (block files), BAHA.

Ormsby Donogh Real Estate File (1939–1977), BAHA.

Tales of the Elmwood, Burl Willes, 2000.

"Mercantile Bank Opens Handsome Elmwood Branch," *Berkeley Daily Gazette,* 19 December 1925.

Architect & Engineer, April 1927, page 30.

"Elmwood: Flavor of 1920s Remains" by Brian Horrigan, *Berkeley Gazette*, May 25, 1977.

"It's Now Elmwood Landmark" by Heidi Seney, *The Press*, 26 May 1982.

20. Recorder

Anthony Bruce for Elmwood Property Owners Association, c/o Claudia Hunka, Your Basic Bird, 2940 College Avenue, Berkeley, California 94705
September 2025

Additional Photographs.



Mercantile Trust Company. Anthony Bruce, 2021.



Mercantile Trust Company. Anthony Bruce, 2025.



Mercantile Trust Company. Anthony Bruce, 2025.



Mercantile Trust Company, side view from Ashby Avenue. Anthony Bruce, 2025.



Mercantile Trust Company. in its setting on College Avenue. Anthony Bruce, 2025.

Additional Photographs.



Mercantile Trust Company. Ormsby Donogh, 1939, Donogh Real Estate File, BAHA.

Mercantile Trust Company. Anthony Bruce, c. 2023.





Mercantile Trust Company, showing both College Avenue and Ashby Avenue frontages. Anthony Bruce, 1982.

Additional Photographs.



Mercantile Trust Company, rear of building showing chimney and solitary arched window.
Anthony Bruce, 2025.



Mercantile Trust Company, detail of granite column base.
Anthony Bruce, 2025.



Mercantile Trust Company, showing Corinthian capital, the carved lintel, and a bit of the turned and carved original mullions.
Anthony Bruce, 2025.

Additional Photographs.



Mercantile Trust Company Building, Detail showing the ornate lintel over the entrance. Anthony Bruce, 2025.

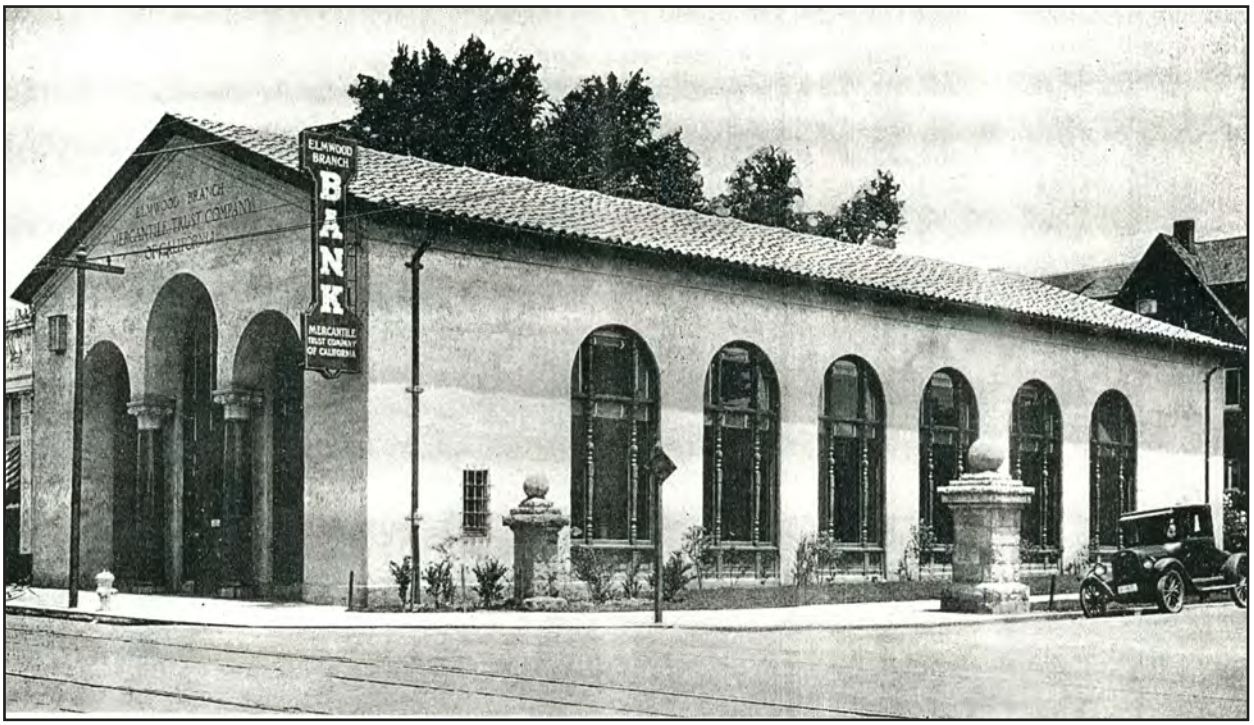


Mercantile Trust Company Building, Detail showing an iron grille over a small window on the south side of the building. Anthony Bruce, 2020..



Mercantile Trust Company Building, College Avenue façade.
Byron Bolfing, November 1947, Berkeley Historical Society.

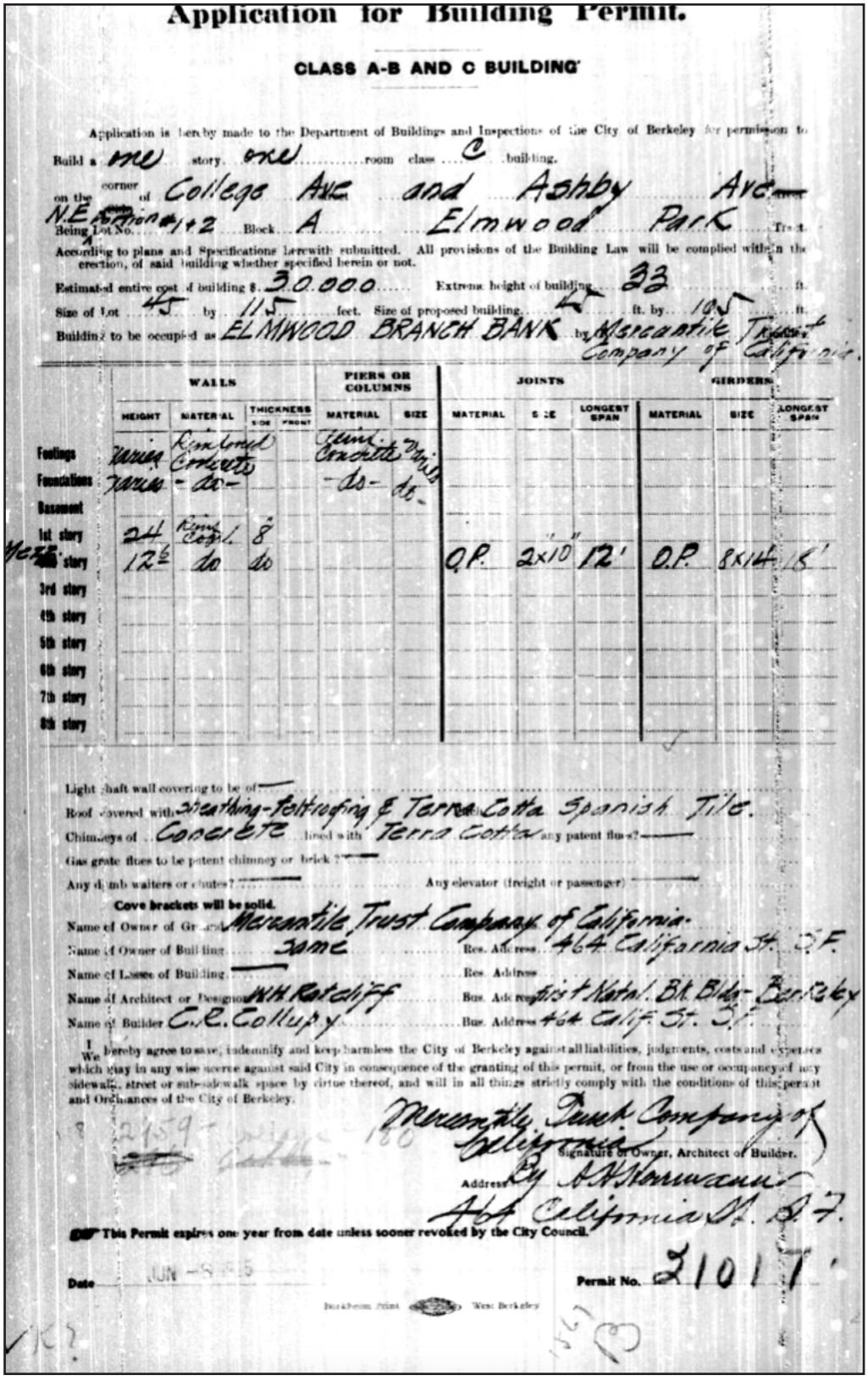
Additional Photographs.



Two similar photos of the bank building, but taken a few years apart. This is the earlier view. The shrubs in the park are newly planted, and the name at the bottom of the blade sign is Mercantile Trust Company. Lettering incised into the stucco within the gable read, "Elmwood Branch, Mercantile Trust Company of California." Architect & Engineer, *April 1927*..



This picture was taken a few years later when the bank was American Trust Company. The shrubs have grown, and the name at the bottom of the blade sign has already been scraped off. The lettering incised into the stucco was not plastered over until 1936. Ratcliff Architect Archives.



Application for Building Permit.

CLASS A-B AND C BUILDING

Application is hereby made to the Department of Buildings and Inspections of the City of Berkeley for permission to

Build a new story one room class C building.

on the corner of College Ave and Ashby Ave street

N.E. quarter of Section 1/2 Block A Elmwood Park Tract

Being Lot No. 1

According to plans and Specifications herewith submitted. All provisions of the Building Law will be complied with in the erection, of said building whether specified herein or not.

Estimated entire cost of building $ 30.000 Extreme height of building 22 ft.

Size of Lot 45 by 115 feet. Size of proposed building 45 ft. by 105 ft.

Building to be occupied as ELMWOOD BRANCH BANK by Mercantile Trust Company of California.

	WALLS			PIERS OR COLUMNS		JOISTS			GIRDERS		
	HEIGHT	MATERIAL	THICKNESS SIDE / FRONT	MATERIAL	SIZE	MATERIAL	SIZE	LONGEST SPAN	MATERIAL	SIZE	LONGEST SPAN
Footings	Varies	Reinforced Concrete		Reinforced Concrete	Various						
Foundations	Varies	- do -		- do -	do						
Basement											
1st story	24	Reinf. Conc.	8								
2nd story	12½	do	do			O.P.	2x10"	12'	O.P.	8x14	18'
3rd story											
4th story											
5th story											
6th story											
7th story											
8th story											

Light shaft wall covering to be of —

Roof covered with Weathering-Roofing & Terra Cotta Spanish Tile.

Chimneys of Concrete lined with Terra Cotta any patent flues? —

Gas grate flues to be patent chimney or brick? —

Any dumb waiters or chutes? — Any elevator (freight or passenger) —

Cove brackets will be solid.

Name of Owner of Ground Mercantile Trust Company of California.

Name of Owner of Building same Res. Address 464 California St. S.F.

Name of Lessee of Building — Res. Address

Name of Architect or Designer W.H. Ratcliff Bus. Address First Natnl. Bk. Bldg. Berkeley

Name of Builder C.R. Colluppy Bus. Address 464 Calif. St. S.F.

I We hereby agree to save, indemnify and keep harmless the City of Berkeley against all liabilities, judgments, costs and expenses which may in any wise accrue against said City in consequence of the granting of this permit, or from the use or occupancy of any sidewalk, street or sub-sidewalk space by virtue thereof, and will in all things strictly comply with the conditions of this permit and Ordinances of the City of Berkeley.

Mercantile Trust Company of California.
By A.A. Norwood
Signature of Owner, Architect or Builder.

Address 464 California St. S.F.

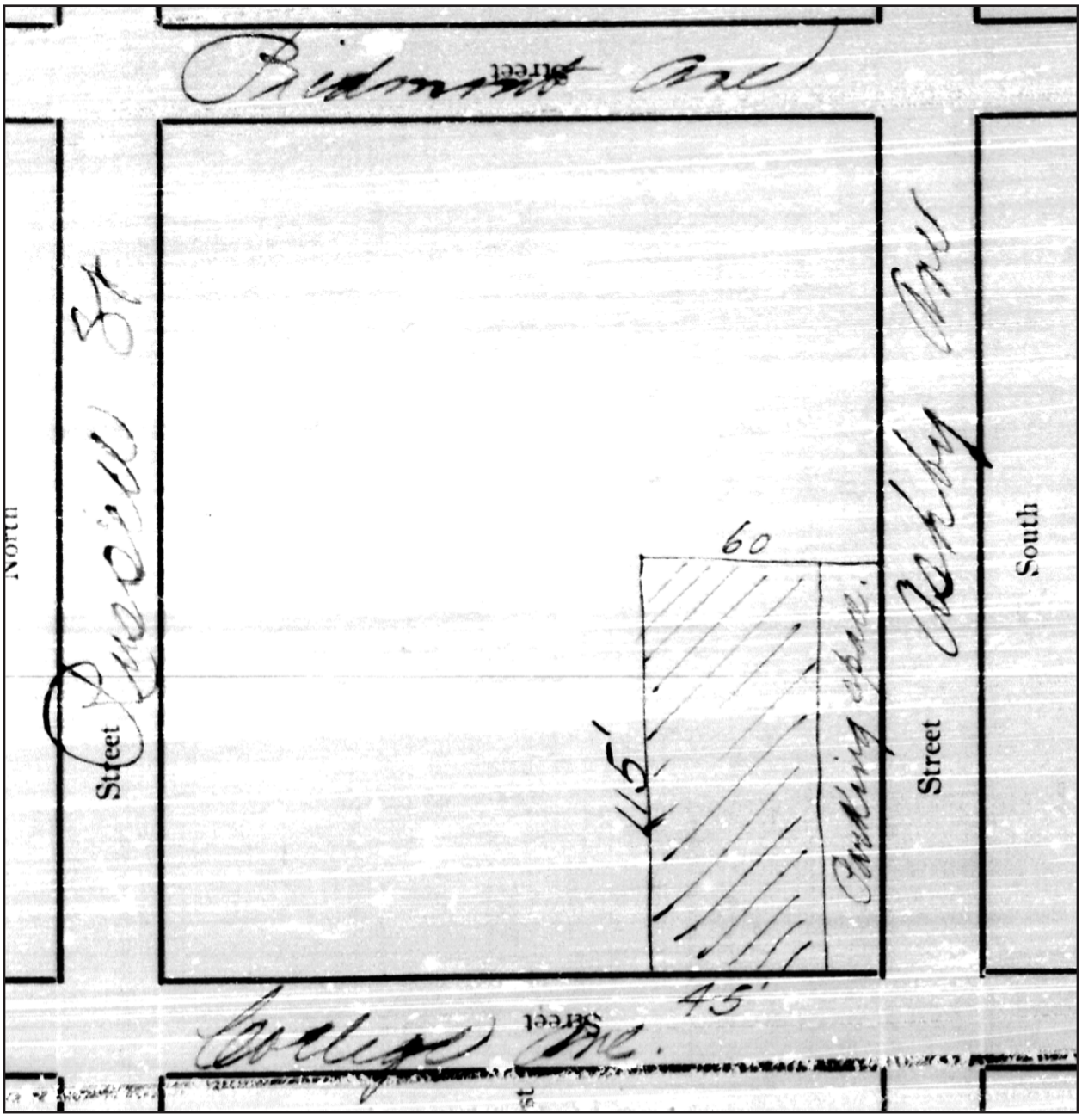
This Permit expires one year from date unless sooner revoked by the City Council.

Date JUN - 8 1925

Permit No. 21017

Berkeley Print — West Berkeley

City of Berkeley Application for Building Permit No. 21017, 8 June 1925



Plot Plan, showing parked area, from City of Berkeley Application for Building Permit No. 21017, 8 June 1925

Planning and Development Department
Land Use Planning Division

CITY OF BERKELEY
Ordinance #4694 N.S.
LANDMARK APPLICATION

Elmwood Commercial Historic District

Property No. 24

Wells Fargo Bank Parking Lot
2959 College Avenue (2711 Ashby Avenue)



Wells Fargo Bank parking lot, Ashby Avenue at Ashby Place. Anthony Bruce, 2025.

1. **Street Address:** 2959 College Avenue (formerly 2711 Ashby Avenue)
   County: Alameda **City**: Berkeley **ZIP**: 94705

2. **Assessor's Parcel Number**: 052–1567–01600
   (Elmwood Park Tract, Block A, Lot 3)
   Dimensions: approx. 35 feet x 100 feet
   Cross Streets: Ashby Place and College Avenue

3. **Is property on the State Historic Resource Inventory?** No
   Is property on the Berkeley Urban Conservation Survey? Yes
   Form #: 11868

4. **Application for Landmark Includes**:
   a. Building(s): No **Garden:** Yes **Other Feature(s)**: No
   b. Landscape or Open Space: Yes
   c. Historic Site: No
   d. District: Yes
   e. Other: Entire property

5. **Historic Names:** Wells Fargo Bank Parking Lot
   Commonly Known Name: Wells Fargo Bank Parking Lot

6. **Date of Construction:** 1964–65 **Factual**: Yes
   Source of Information: dated photographs

7. **Architect:** unknown

8. **Builder:** unknown

9. **Style:** Parking Lot

10. **Original Owners:** Wells Fargo Bank
    Original Use: private customer parking lot

11. **Present Owner:** ATC Building Company
    Present Occupant: Wells Fargo Bank

12. **Present Use:** private customer parking lot

    Current Zoning: C-E **Adjacent Property Zoning:** R-2A

13. **Present Condition of Property:**
    Exterior: Ø **Interior:** Ø **Grounds:** Excellent
    Has the property's exterior been altered? Minimally

14. Description.

Opened in 1965, the Wells Fargo Bank parking lot includes ten private parking spots for bank customers. An ivy-covered fence surrounds the lot, except where there is automobile ingress and egress. The driveway on Ashby Place is the entrance. The driveway opening onto Ashby, just behind the bank, is the exit. Both entrance and exit also serve the merchants whose businesses back onto the alley that runs behind the buildings on this side of College.

There is lush landscaping fronting the lot along Ashby. Included is a lawn, tortured junipers, and a hedge rounding the corner to Ashby Place. This area is the same width as the park next to the bank and appears as an extension of it, but this section is privately owned.

Since the opening of the parking lot, a ramp has been installed that wends its way through the landscaping, from Ashby to the parking lot.

15. History.

The Wells Fargo Bank determined that a dedicated parking lot for bank customers would be a worthwhile addition to the bank. On July 1, 1964 the bank purchased the lot behind the bank at 2711 Ashby Avenue. In order to create a parking lot, the three-story, brown-shingle Sarah Reamer House needed to be demolished. Mrs. Reamer, a wealthy Oakland pioneer and one of the most prominent clubwomen in California, commissioned San Francisco architect Moses J. Lyon to design her house in 1908. She died in 1910 and it was converted to six apartments for a new owner by architect Clara Burnett in 1915.

In the design of the new lot, thought went into shielding the parked cars from passersby. A redwood-slat fence surrounded the lot, except where there was automobile ingress or egress, and landscaping was designed to catch the eye. The focal point was to be an Italian stone pine, planted in 1965 as a seedling. It eventually grew so big that it was cut down a few years ago. Two tall trellises were designed for the back wall of the bank upon which vines were trained. The trellises have been removed. The remaining landscaping still creates a parklike effect along Ashby and seems to blend with the City park along the side of the bank.

After the parking lot opened in February 1965, Mr. and Mrs. Ralph J. Gleason wrote a letter to the *Berkeley Gazette*. Ralph Gleason was the *San Francisco Chronicle*'s jazz critic; they lived nearby at 2835 Ashby. They wrote:

"In this bleak era of pre-stressed concrete monstrosities and flimsy cracker-boxes, we feel any sincere aesthetic attempt should be encouraged and any successful one should be applauded. We would like to commend the Wells Fargo Bank for making their new parking lot at the Elmwood Branch into an area of which the neighborhood can be proud. The trees, shrubs, and grass (brought in in rolls and laid down like a carpet) are lovely and take up space that might have been paved over and used for parking—incredible! The redwood fence might have been link-chain metal. Someone with a sense of responsibility for good design must have been consulted. How encouraging!"

With the enormous increase in traffic in the past sixty years, the Wells Fargo parking lot is even more of a convenience for bank customers today.

16. Significance.

The significance of the Wells Fargo Bank parking lot is its landscaping. The redwood fence and shrubbery hide the parked cars from the street. The general impression of the landscaping is that it is a continuation of the City park next to the bank. It helps to create a lush entrance to the Elmwood commercial district for anyone traveling from the east.

Features to Preserve.

- the lawn
- the amount of landscaped area

17. Historic Value— Neighborhood: Yes City: No
Architectural Value— Neighborhood: Yes City: No

18. Is the property endangered? No

19. Bibliography.

Block books and Sanborn maps

Directories.

Urban Conservation Survey (block files), BAHA.

Ormsby Donogh Real Estate File (1939–1977), BAHA.

Tales of the Elmwood, Burl Willes, 2000.

"A Profile of the Elmwood: Trends and Counter-Trends in a Berkeley Neighborhood Commercial District" Joanna Callenbach, Geography 181 class paper, Spring 1978.

ancestry.com

Wikipedia.

Photo and caption regarding new parking lot," *Berkeley Gazette*, 26 February 1965.

Letters to the editor, *Berkeley Gazette*, 26 February 1965.

20. Recorder

Anthony Bruce for Elmwood Property Owners Association, c/o Claudia Hunka, Your Basic Bird, 2940 College Avenue, Berkeley, California 94705

13 November 2025

Additional Photographs.



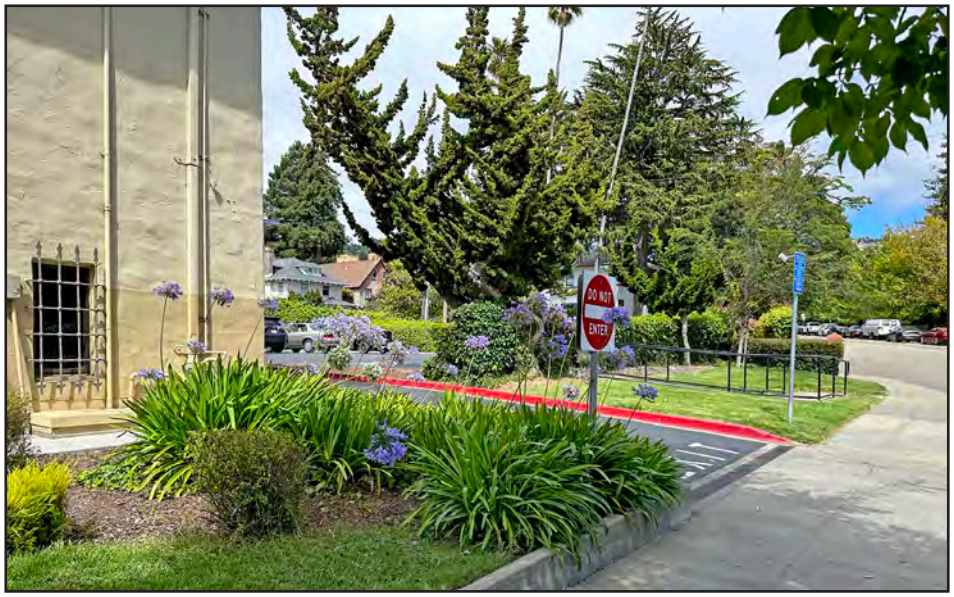
Parking lot at right and landscaping at left. Anthony Bruce, 2025.



Parking lot entrance on Ashby Place. Anthony Bruce, 2025.



Landscaping on Ashby Avenue with the addition of a wheelchair ramp to the parking lot. Anthony Bruce, 2025.



Exit from parking lot onto Ashby Avenue. North park in foreground; parking lot landscaping beyond the driveway. Anthony Bruce, 2025.

Additional Photographs.





New parking lot and new landscaping, taken in June 1965. Two vertical wooden screens were attached to rear wall of the bank at that time. Photo: BAHA Archives.

Another view of the parking lot and landscaping. from June 1965 Oregon grape was planted along the fence and on the edge of the lawn on Ashby Place side. The Italian stone pine in the lawn grew large and was removed a few years ago, Photo: BAHA Archives.



The Mrs. Sarah E. Reamer House (Moses J. Lyon, 1908), 2711 Ashby Avenue.

Ormsby Donogh, 1939, Donogh Real Estate File, BAHA.

Additional Photographs.



Grand opening of the Wells Fargo Bank Parking Lot in February 1965, with Jim Pappas, owner of the Star Grocery, poised to be the first customer with one of the red-orange Star delivery trucks. Left to right: John Pillsbury, manager of the bank, Byron Bolfing, owner of Elmwood Hardware, Gerald Farrell, president of the Elmwood Merchants Association, and Harry Pennell, vice-president and district manager for Wells Fargo Bank.

John Pillsbury Collection.



The version of the above photo that was published in the Berkeley Gazette *on February 26, 1965.*

Planning and Development Department
Land Use Planning Division

CITY OF BERKELEY
Ordinance #4694 N.S.
LANDMARK APPLICATION

Elmwood Commercial Historic District

Property No. 25

Stover Building
2947 College Avenue

City of Berkeley Landmark No. 288



The Stover Building, 2947 College Avenue. Anthony Bruce, 2025.

1. **Street Address:** 2947, 2949, 2951, 2953 College Avenue
   County: Alameda **City**: Berkeley **ZIP**: 94705

2. **Assessor's Parcel Number**: 052–1567–01800
   (Elmwood Park Tract, Block A, Lot: northern portion of Lots 1 & 2)
   Dimensions: 70 feet x 115 feet
   Cross Streets: Ashby Avenue and Russell Street

3. **Is property on the State Historic Resource Inventory?** No
   Is property on the Berkeley Urban Conservation Survey? Yes
   Form #: 11870

4. **Application for Landmark Includes**:
   a. Building(s): Yes **Garden:** No **Other Feature(s)**: No
   b. Landscape or Open Space: No
   c. Historic Site: No
   d. District: Yes
   e. Other: Entire property

5. **Historic Names:** Stover Building; Bolfings
   Commonly Known Name: unknown

6. **Date of Construction:** 1923 **Factual**: Yes

   Source of Information: City of Berkeley Application for Building Permit No. 14598, 30 July 1923

7. **Architect:** William H. Weeks, 369 Pine Street, San Francisco

8. **Builder:** E. L. Younger, 328 Porter Building, Woodland

9. **Style:** Adamesque Storefront

10. **Original Owners:** Mrs. Annie E. Stover, San Luis Obispo
    Original Use: commercial (4 stores)

11. **Present Owner:** BEH Building LLC
    Present Occupant: Elmwood Stationery (2947 College); Wine Shop (1949 College); Martial Arts (2951 College); Brows by the Bay (2953 College)

12. **Present Use:** commercial (4 stores)
    Current Zoning: C-E **Adjacent Property Zoning:** C-E

13. **Present Condition of Property:**
    Exterior: Excellent **Interior:** unknown **Grounds:** Ø
    Has the property's exterior been altered? Yes

14. Description.

Built in 1923, this is a one-story reinforced concrete structure with a cement plaster exterior painted cream and tan with olive green transom frames. Piers at each end of the building are in the form of pilasters with capitals. The pilasters are decorated with Robert Adams Georgian style *bas relief* ornamentation: urns, festoons, cornucopia, and leaves and flowers. A frieze runs the length of the building above the transoms. The frieze consists of plain horizontal panels separated by small vertical panels of Robert Adams decoration. The cornice originally was topped with terra cotta or cast-concrete Classical cresting, which may have been removed in the c. 1960 modernization of the façade.

The building originally contained three full shops and one shallow storefront at the south end. In about 1960, the hardware store (which had been there since the beginning) expanded into two shop spaces and the new double shopfront featured an aluminum-framed display window at an angle and a recessed entry with aluminum door. The full length of transoms was covered with horizontal redwood slats, and the bulkheads were resurfaced with mosaic tile. The only intact shopfront to remain was the southernmost, and it survives to this day with original mottled green-and-brown bulkhead tile, mosaic tile and marble entry paving, copper Kawneer window frames, and the finished-wood door with vertical center window panel and original hardware.

After the hardware store closed in 2007, the three main storefronts were rebuilt to match each other and to appear more as they would in 1923. They now have recessed entries with double doors of wood with vertical window panels. A close match to the original bulkhead tile was installed and the Adam decoration on the end pilasters was uncovered by relocating utilities that had hidden them for several years.

15. History.

Although the building permit for the Stover Building gives Mrs. Stover's address as San Luis Obispo, she was living in Berkeley when she purchased all of Lot 1, Block A of the Elmwood Park Tract. Dr. William Miller Stover and his wife, the former Anna E. Mitchell, *did* live in San Luis Obispo, where Dr. Mitchell ran the Stover Sanitarium, was mayor, and was president of the Chamber of Commerce. However, when their two children, Ethel Virginia and Raymen Beverly, were ready for college, the family moved into a brand-new house (built 1919) at 2703 Stuart Street, corner of College Avenue, so they could attend the University.

It is quite likely that Mrs. Stover saw the investment potential in the business district as building began again after the war. She was not a novice in building and she knew Berkeley. In 1912 she hired designer John Sullivan to design a house at 2642 Dana Street for her sister and brother-in-law, Mr. and Mrs. Samuel J. Kitzmiller. (Also in 1912 John Sullivan designed an Elmwood business block at 2901 College.)

In March 1923, there was a lot line readjustment between Lots 1 and 2, with the Mercantile Trust Company purchasing the southern half of the two lots and Mrs. Stover receiving the northern two lots. Mrs. Stover began construction of her shop building in July of that same year.

California architect William Weeks designed only five other buildings in Berkeley. Why did Mrs. Stover choose Weeks for her new building? Annie Mitchell Stover was born in Watsonville and family members continued to live there. William Weeks is most closely associated with Watsonville, as his successful career began there. Perhaps she chose him out of loy-

alty to her hometown. Coincidentally, while the Stovers were living on Stuart, a new house was under construction next door at 2751 College, and it was designed by none other than William Weeks. Perhaps they met him at the job site. But the most likely reason that Weeks was chosen for the Stover project is that Weeks had already worked for the Stover family: in 1911 he had designed Dr. Stover's sanitarium in San Luis Obispo.

In 1924, Annie Stover's husband died. Their daughter had married in 1920, but mother and son remained in Berkeley, moving into one of the new John Hudson Thomas-designed cottages nearby at 2 Claremont Crescent. Mrs. Stover's daughter and grandson later joined them there. Mrs. Stover lived in the house until her death in 1936.

When the completed building opened in 1924, a first tenant was Elmwood Household Hardware Co. at 2951 College run by Walter A. Gompertz. The store had previously been at 2905 College in the Dondero Building. In 1932, Gompertz sold the business to Charles Bolfing of Fresno. He had been manager of a hardware store in Porterville and later in Fresno before learning of the opportunity to own his own store in Berkeley. The Bolfing family arrived in Berkeley in March 1932. With son Byron, they moved into another of the John Hudson Thomas-designed Claremont Crescent cottages. Sometime before he died in 1937, Charles Bolfing acquired the Stover Building. Byron immediately took over the running of the business, and in 1945 hired Bob Gilmore.

When Ye Olde Cradle Shoppe (clothes and toys for small children) at 2949 College closed in the late 1950s, Bolfings was able to expand into that space, doubling the size of the store. This is when the modernization of the shopfronts occurred. Bob Gilmore and his wife Jeanette bought the hardware store (and later the building) in the early 1970s. Tad Laird had worked in the store during high school. In the 1990s, Tad and his wife returned to the neighborhood and he opened a locksmith business in the former jewelers at 2953. In 2002 the Lairds bought the hardware business, as well as the building, from Bob Gilmore. The hardware store, having been owned by four families, finally closed about 2007, making it one of the longest running businesses in the Elmwood, having first opened at least by 1922 if not a bit earlier.

The small, shallow shop space at 2953 College—the storefront that has evaded any remodeling over the years—began life as a jeweler or watch repair shop in 1924 run by Ernest Clare. The space seems to have had a long succession of jewelers until the mid-1940s when the Hunter Jewelry Company, proprietor Perry Hunter, moved in. This business occupied the space for many decades (at least into the 1990s when the locksmith business moved in). It later was a shop specializing in toy robots and is now an eyebrow salon.

The space at 2947 College has housed various stationery shops since at least 1940 when Angie Fisher Gilbert purchased The Joy Shop, at 2983 College since 1931, and reopened it at this location. The Joy Shop was more of a toy shop, but it also sold stationery. Mrs. Gilbert remodeled her space in 1954, but in 1956 The Joy Shop closed. The Elmwood Stationers took over the space and has remained through several owners.

16. Significance.

The Stover Building is an important example of small-scale store building design by a significant California architect, William H. Weeks (1864–1936). As quoted in Betty Lewis' book, *W. H. Weeks, Architect*, from an obituary, "Weeks was a genuinely great architect, and all over California cities there are monuments to his skill." Although probably best known for his

innovative school buildings, he also designed hotels, commercial buildings, public libraries, and residences. Weeks designed a total of five buildings in Berkeley in addition to the Stover Building: the Foss House (1896), the Campbell Flats (1922), the Bishop Berkeley Apartments (1928), and the Durant Hotel (1928). Weeks succeeded in giving the small Stover Building a classical dignity and presence. He did so through careful proportioning of its major elements and appropriate use of ornament.

The Stover Building is a strategically located and vital element of the special townscape of Berkeley's unique and historic Elmwood commercial district. The district's special charm owes much to its clearly bounded compact size and to its pedestrian-friendly sidewalks with many interesting façades along them. Particularly with its location in the heart of the district, the Stover Building contributes exceptionally to the continuity and interest of the streetscape. The impressive sweep of its entablature helps to explain this. So does its intricate *bas-relief* Adamsesque ornamentation that does much to enliven the façade.

The Stover Building has significance for its association with the development of Berkeley as a city offering strong communities with locally owned, neighborhood-oriented businesses. The Elmwood commercial district in general has fit that pattern quite well. With its healthy range of locally oriented establishments and its loyal customers, the district seems rather like the friendly downtown of some freestanding city. The Stover Building has importantly contributed to this. Through many decades and right down to the present, it has offered to local residents a convenient mix of retail shops.

The Stover Building was erected in 1923, during a strong surge of post-war construction when the Elmwood commercial district achieved its present basic form. It tangibly and importantly recalls that dramatic period.

The Significance and some of the History were taken from the 2006 landmark application written by John S. English.

Features to Preserve.

- the façade with its Adamesque ornamentation
- the transom windows
- the entire shopfront at 2953 College: tile and marble entrance paving, tile bulkhead, door, copper window frames

17. Historic Value— Neighborhood: Yes City: Yes
Architectural Value— Neighborhood: Yes City: Yes

18. Is the property endangered? No

19. Bibliography.

Building Permit Application #14598, 30 July 1923; as well as several alteration applications.

City of Berkeley Landmark Application, John S. English, 4 July 2006.

Block books and Sanborn maps

Urban Conservation Survey (block files), BAHA.

Ormsby Donogh Real Estate File (1939–1977), BAHA.

Tales of the Elmwood, Burl Willes, 2000.

ancestry.com

“The Circuitous Career of Berkeley’s Favorite Undertaker,” Daniella Thompson, 27 June 2016. BAHA website.

20. Recorder

Anthony Bruce for Elmwood Property Owners Association, c/o Claudia Hunka, Your Basic Bird, 2940 College Avenue, Berkeley, California 94705

31 August 2025

Additional Photographs.



Stover Building, showing the surviving original shop-front at 2953 College. Anthony Bruce, 2025.



Stover Building, showing the Adamesque decoration at the south edge of the façade. as well as the original bulkhead tile at 2953 College. Anthony Bruce, 2025.



Perry Hunter standing in the same spot as the previous photo in front of Hunter Jewelry at 2953 College. Byron Bolfing, 1947, Berkeley Historical Society.

Additional Photographs.



Stover Building, showing the redwood slats that hid the transoms for many years. Anthony Bruce, 1982.



Stover Building. Ormsby Donogh, 1939, Donogh Real Estate File, BAHA.

Additional Photographs.





Mr. and Mrs. Perry Hunter inside the Hunter Jewelry Company, 2953 College Avenue, in the Stover Building. Byron Bolfing, 1947, Berkeley Historical Society.

Mrs. Angie Fisher Gilbert, who ran The Joy Shop at 2747 College in the Stover Building since about 1940, selling toys and novelties as well as stationery. Byron Bolfing, 1947, Berkeley Historical Society.



below: The Stover Building in 1950, showing the original cresting. [Byron Bolfing?] Berkeley Historical Society.



Additional Photographs.



The Stover Building, showing a very old hardware sign painted on the transom. Discovered during restoration about 2008. Anthony Bruce, 2025.



Walter A. Gompertz, who opened a hardware store in the Stover Building in 1924. He served on Berkeley's Board of Trustees in 1909. Oakland Tribune *newspaper photo found online.*



Mrs. Annie E. Mitchell Stover, who built the Stover Building in 1923. Photo found online.



The Stover Sanitarium in San Luis Obispo, designed by William H. Weeks in 1911. Now used for offices. Found online.

Application for Building Permit.

CLASS A-B AND C BUILDING

Application is hereby made to the Department of Buildings and Inspections of the City of Berkeley for permission to

Build a One story 7 room class C building.

on the corner East Side of College street 60'-1" north of Ashby street.

Being Lot No. 17 2 Block A Elmwood Park Tract.

According to plans and Specifications herewith submitted. All provisions of the Building Law will be complied with in the erection, of said building whether specified herein or not.

Estimated entire cost of building $ 17000 00 Extreme height of building 22 ft.

Size of Lot 70'-0" by 116'-6" feet. Size of proposed building 70'-0" ft. by 65'-3" ft.

Building to be occupied as Stores by (No.) families.

	WALLS				PIERS OR COLUMNS		JOISTS			GIRDERS		
	HEIGHT	MATERIAL	THICKNESS SIDE	THICKNESS FRONT	MATERIAL	SIZE	MATERIAL	SIZE	LONGEST SPAN	MATERIAL	SIZE	LONGEST SPAN
Footings												
Foundations												
Basement												
1st story												
2nd story												
3rd story												
4th story												
5th story												
6th story												
7th story												
8th story												

As per Specifications filed in Bldg Dept

Light shaft wall covering to be of

Roof covered with Composition Roof Pitch 1" to 1 foot.

Chimneys of lined with any patent flues? no

Gas grate flues to be patent chimney or brick?

Any dumb waiters or chutes? Any elevator (freight or passenger)

Cove brackets will be solid.

Name of Owner of Ground Mrs A. Stover Res. Address San Luis Obispo.

Name of Owner of Building Mrs A. Stover Res. Address " " "

Name of Lessee of Building Res. Address

Name of Architect or Designer W. H. Weeks Bus. Address 369 Pine St S.F.

Name of Builder E. P. Young Bus. Address 328 Postoffice Bldg Woodland Cal

I hereby agree to save, indemnify and keep harmless the City of Berkeley against all liabilities, judgments, costs and expenses which may in any wise accrue against said City in consequence of the granting of this permit, or from the use or occupancy of any sidewalk, street or sub-sidewalk space by virtue thereof, and will in all things strictly comply with the conditions of this permit and Ordinances of the City of Berkeley.

2949-51-53-55 College

E. P. Young Builder
Signature of Owner, Architect or Builder.

Address Woodland, Calif.

This Permit expires one year from date unless sooner revoked by the City Council.

Date JUL 30 1923

Permit No. 14598

Berkheim Print West Berkeley

City of Berkeley Application for Building Permit No. 14598, 30 July 1923

Planning and Development Department
Land Use Planning Division

CITY OF BERKELEY
Ordinance #4694 N.S.
LANDMARK APPLICATION

Elmwood Commercial Historic District

Property No. 26
Cianciarulo Building
2941 College Avenue



The Cianciarulo Building, 2941 College Avenue. Anthony Bruce, 2025.

1. **Street Address:** 2941, 2943, 2945 College Avenue
   County: Alameda **City**: Berkeley **ZIP**: 94705

2. **Assessor's Parcel Number**: 052–1567–01900
   (Elmwood Park Tract, Block A, Lot 28)
   Dimensions: 50 feet x 120 feet
   Cross Streets: Ashby Avenue and Russell Street

3. **Is property on the State Historic Resource Inventory?** No
   Is property on the Berkeley Urban Conservation Survey? Yes
   Form #: 11871

4. **Application for Landmark Includes**:
   a. Building(s): Yes **Garden:** No **Other Feature(s)**: No
   b. Landscape or Open Space: No
   c. Historic Site: No
   d. District: Yes
   e. Other: Entire property

5. **Historic Names:** Cianciarulo Building
   Commonly Known Name: not known

6. **Date of Construction:** 1923 **Factual**: Yes
   Source of Information: City of Berkeley Application for Building Permit No. 13821, 7 April 1923

7. **Architect:** A. W. Smith, Oakland

8. **Builder:** John Perona, Builders Exchange, Oakland

9. **Style:** Storefront

10. **Original Owners:** Battista Cianciarulo, 1016 Castro Street, Oakland
    Original Use: commercial (3 stores)

11. **Present Owner:** Gordon John K Tr, Mitchell Janis L Tr, Gordon Molly M Tr
    Present Occupant: La Tour Salon, (2941 College); Bill's Trading Post (2943 College); Book Society (2945 College)

12. **Present Use:** commercial (3 stores)
    Current Zoning: C-E **Adjacent Property Zoning:** C-E

13. **Present Condition of Property:**
    Exterior: Excellent **Interior:** unknown **Grounds:** Ø
    Has the property's exterior been altered? minimally

14. Description.

A one-story brick building with three traditional shopfronts. Two retain original tile bulkheads, deeply set entries, and mosaic tile paving. The northernmost had the entrance brought forward and has newer glazed black tile and and a smaller paved area, The façade, faced in white, glazed terra cotta "bricks," resembles the Classical design of the slightly later Stover Building next door in a simplified, abstracted way. Panels in the frieze and on the four piers are suggested by an outline of colored tile on the background of white tile. The cornice is suggested in the same way. The tiles are set in a rough sand mortar; the colored tiles set farther apart so that the mortar is part of the design.

In recent years, plywood signs, which had covered the transoms, have been removed. The southernmost shopfront was completely restored during the Pandemic, with tiled bulkhead painted to resemble the original tile. Awning boxes have been covered over.

15. History.

The why and wherefore of the existence of the Cianciarulo Building is unknown. We do know that it was built for Battiste Cianciarulo, an Oakland resident and a native of Italy. He and his wife Teresa and other family members lived on Castro Street around the corner from Governor Pardee's residence on 11th Street. Battiste and his brother Michael ran a wine and liquor business on Clay Street.

It is unknown whether Battiste was already an investor in real estate when he purchased Lot 28, likely in 1922 from the estate of Floyd C. Curry, owner of both Lot 28 and Lot 27 to the north. Construction began on the new building in April 1923, just four months before Mrs Stover began work on her building next door.

Two types of business have been in the building for a very long time. Mrs. Evelyn Wilds ran the Van Ess Beauty Shop at 493 10th Street in Oakland, at least as early as 1922. The Van Ess Beauty Shop was one of the first businesses in the new Cianciarulo Building, opening in 2941 College. Mrs. Wilds had been located in the Cianciarulos' neighborhood; perhaps Mrs. Cianciarulo was a customer and told her of the new building in Berkeley. Mrs. Wilds lived in the back of her shop on College. (In 1954, the business was advertised as having a "room upstairs to live in.") The shop at 2941 College is now occupied by La Tour Salon, reusing the sign from Van Ess.

The other longtime business in the Cianciarulo Building is Bill's Trading Post at 2943 College. The shop began about 1940 as Bill's Model Shoe, although the shop had been leased since 1937 to James L. Brown as Brown's Model Shoe. By 1939 he had moved his shop to Solano Avenue. William C. Gulley moved to this side of the bay from San Francisco with his family and opened his own store in the space, and, as with the Van Ess sign, most likely used the same sign, changing "Brown's" to "Bill's." This was a busy and successful shoe repair business even after William Gulley's death in 1966, when his daughter Peggy Casey took over the running of the shop.

To quote from Peggy Casey's *San Francisco Chronicle* obituary in 2017, "With the death of her father in 1966, Peggy took over his Bill's Model Shoe Shop business in Berkeley's Elmwood district and transformed it into The Trading Post and Gem Gallery. Here Peggy thrived as a College Avenue icon, quickly becoming president of the Elmwood Merchants Association, and later president of the Zonta women's service organization, as well as President of the Berkeley Women's Chamber of Commerce."

When the next-door gun store closed, the Trading Post had the opportunity to expand into that shop space, with the Gem Gallery in one and

the Trading Post in the other. Since 2019, the two have been consolidated in one space, 2943 College.

From March 1927 to the end of 1930, the Elmwood commercial district was given an international flair with the Yama Yama Dining Room at 2945 College. The proprietors, Irma and Paul Berger, had long been in the restaurant business. To quote from the *Berkeley Gazette* on the occasion of the restaurant's first anniversary, "For more than 26 years, Berger served in the kitchens of the Palace Hotel, the Fairmont Hotel, and the University Club. Mrs. Berger, a native of Hungary, was 15 years in New York as head of the Sunshine Pastry Shops, and prior to coming to Berkeley, was associated with the Country Club of Menlo Park. She was one of the first Hungarians to enter the restaurant business in America." The Yama Yama was especially popular with businessmen during the lunch hour, and a frigidaire in the kitchen made "possible a light lunch that is unusually cool and refreshing."

16. Significance.

The Cianciarulo Building is significant for its architecture and for the amazing longevity of its businesses.

This is one of the few commercial buildings in Berkeley designed by prolific Oakland architect, A. W. Smith, known for his many residences in Oakland and Berkeley. In Berkeley he also designed the India Block (1903) and the Barker Block (1905), both City of Berkeley Landmarks, as well as the Lucky's at Telegraph and Haste (1933), his last building.

The Cianciarulo Building exhibits an intact and exceptional use of glazed tile, which covers the entire façade. The overall façade tile is white and it is accented by small square tiles in Arts & Crafts colors (maroon, dark blue-green, light blue, yellow-orange, tan, and gray) that delineate a two-dimensional Classical treatment of the façade. The piers have vertical panels suggested; the frieze has the suggestion of both horizontal and rectangular panels; and there is the suggestion of a cornice made by a double row of colored tiles flanked by rows of white tiles stood on end. Two shopfronts remain intact with transoms visible, recessed entries, and original tile bulkheads. The northernmost shopfront received a sympathetic remodel in 1939.

With its all-over use of tile, the Cianciarulo Building is a colorful and unique shopfront building in the Elmwood Commercial District. It is unique in the City of Berkeley, as well.

The Cianciarulo Building is significant in the cultural history of the Elmwood commercial district with its two long-running businesses, indicating the stability of the district and reflecting its enveloping sense of community. Mrs. Evelyn Wilds opened a beauty salon in the northernmost shopfront when the building was completed 101 years ago. Even through change of ownership—and recent change of name—the beauty salon exists today in the same location. Bill's Trading Post can trace its lineage back 85 years when William Gulley opened Bill's Model Shoe at 2945 College, and even further back to Brown's Model Shoe in the late 1930s. Peggy Casey, William Gulley's daughter and later owner of the business, with her abiding interest in Native American culture, transformed it into The Trading Post and Gem Gallery, selling items that Indians brought to the Trading Post. She was an important figure in Berkeley's business world. During her career, Peggy Casey served as President of the Elmwood Merchants Association, President of Zonta, and President of the Berkeley Women's Chamber of Commerce.

Features to Preserve.

- the entire shopfronts: mosaic tile entrance paving, tile bulkheads, doors, copper window frames
- the façade with all its tile facing
- the transom windows

17. Historic Value— Neighborhood: Yes City: Yes
Architectural Value— Neighborhood: Yes City: Yes

18. Is the property endangered? No

19. Bibliography.

Building Permit Application No. 13821, 7 April 1923; as well as several alteration applications.

Block books and Sanborn maps

Urban Conservation Survey (block files), BAHA.

Ormsby Donogh Real Estate File (1939–1977), BAHA.

Tales of the Elmwood, Burl Willes, 2000.

"A. W. Smith . . . Architect Extraordinaire" by Betty Marvin, *The Alameda Architectural Preservation Society* [Newsletter], January 2006.

Berkeley Tourist and Business Survey, 1924.

"A Profile of the Elmwood: Trends and Counter-Trends in a Berkeley Neighborhood Commercial District" Joanna Callenbach, Geography 181 class paper, Spring 1978.

ancestry.com

"Yama-Yama Dining Room Celebrates First Anniversary," *Berkeley Daily Gazette*, 21 March 1928.

"The '20s Boom on College Ave." by Anthony Bruce, *Berkeley Gazette*, 5 May 1982.

"Old Fashioned Trading Post on College Avenue" by Rebecca Poole, *The Berkeley Voice*, 1 February 1984.

"Snapp Shots: Casey was Pillar of Berkeley's Elmwood District." by Martin Snapp, *East Bay Times*, 22 May 2017.

Mary Jane "Peggy" Casey (1925–2017) obituary, *San Francisco Chronicle*, 2017.

20. Recorder

Anthony Bruce for Elmwood Property Owners Association, c/o Claudia Hunka, Your Basic Bird, 2940 College Avenue, Berkeley, California 94705

4 September 2025

Additional Photographs.



The Cianciarulo Building.
Anthony Bruce, 2020.



The Cianciarulo Building.
Van Ess Beauty Salon (2941); Gun Store (2943); The Trading Post (2945).
Anthony Bruce, 1982.



The Cianciarulo Building.
Van Ess Beauty Shop (2941); Manney's Men's Shop (2943)' Brown's Model Shoe Shop.
Ormsby Donogh, 1939, Donogh Real Estate File, BAHA..

Additional Photographs.



Cianciarulo Building: northernmost shopfront with mosaic tile pavement and newer tile bulkhead.
Anthony Bruce, 2025.

Cianciarulo Building: bulkhead tile restored by skillful painting, southernmost shopfront.
Anthony Bruce, 2025.



Cianciarulo Building: southernmost shopfront with mosaic tile pavement.
Anthony Bruce, 2025.



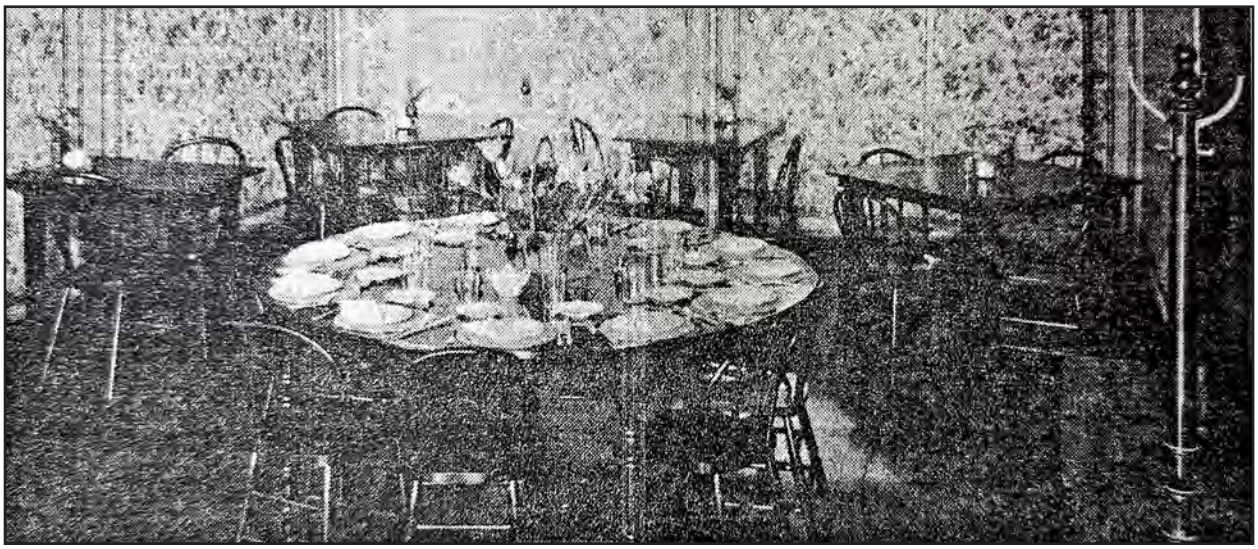
Cianciarulo Building: examples of colored tile suggesting a vertical panel in one of the piers.
Anthony Bruce, 2025.





William Gulley in front of Bill's Model Shoe at 2945 College Avenue. Photo found online.

Additional Photographs.



Cianciarulo Building. The latest section of the Yama Yama Dining Room at 2945 College Avenue. This room was used for club luncheons and special occasions. Eventually, the restaurant expanded into two shopfronts: 2943 and 2945. Berkeley Daily Gazette, *21 March 1928.*





Irma and Paul Berger, proprietors of the Yama Yama Dining Room. Berkeley Daily Gazette, *21 March 1928.*

Application for Building Permit.

CLASS A-B AND C BUILDING

Application is hereby made to the Department of Buildings and Inspections of the City of Berkeley for permission to

Build a 1 story store room class building.

on the corner Side of College street 135 feet N of Ashby ave

Being Lot No. [redacted] Block Tract.

According to plans and Specifications herewith submitted. All provisions of the Building Law will be complied with in the erection, of said building whether specified herein or not.

Estimated entire cost of building $ 10.466 50/100 Extreme height of building 20 ft.

Size of Lot 49ft 9" by 100 feet. Size of proposed building 49-9" ft. by 60 ft.

Building to be occupied as stores by (No.) families.

	WALLS			PIERS OR COLUMNS		JOISTS			GIRDERS		
	HEIGHT	MATERIAL	THICKNESS SIDE / FRONT	MATERIAL	SIZE	MATERIAL	SIZE	LONGEST SPAN	MATERIAL	SIZE	LONGEST SPAN
Footings		as per plans & Specifications filed									
Foundations											
Basement											
1st story											
2nd story											
3rd story											
4th story											
5th story											
6th story											
7th story											
8th story											

Light shaft wall covering to be of

Roof covered with tar & Gravel Pitch

Chimneys of lined with any patent flues?

Gas grate flues to be patent chimney or brick?

Any dumb waiters or chutes? Any elevator (freight or passenger)

Cove brackets will be solid.

Name of Owner of Ground G. Bianciardo Res. Address 1016 Eastrost Oak

Name of Owner of Building G. Bianciardo Res. Address "

Name of Lessee of Building Res. Address

Name of Architect or Designer W. A. Smith Bus. Address

Name of Builder John Perona Bus. Address Builders Exchange Oak

I We hereby agree to save, indemnify and keep harmless the City of Berkeley against all liabilities, judgments, costs and expenses which may in any wise accrue against said City in consequence of the granting of this permit, or from the use or occupancy of any sidewalk, street or sub-sidewalk space by virtue thereof, and will in all things strictly comply with the conditions of this permit and Ordinances of the City of Berkeley

2941-2943-2945 College

John Perona
Signature of Owner, Architect or Builder.

Address

This Permit expires one year from date unless sooner revoked by the City Council.

Date APR -7 1923

Permit No. 13821

Berkheim Print West Berkeley

City of Berkeley Application for Building Permit No. 13821, 7 April 1923

Planning and Development Department
Land Use Planning Division

CITY OF BERKELEY
Ordinance #4694 N.S.
LANDMARK APPLICATION

Elmwood Commercial Historic District

Property No. 27

Curry Building
2935 College Avenue



The Curry Building, 2935 College Avenue. Anthony Bruce, 2025.

1. **Street Address:** 2935, 2937, 2939 College Avenue
   County: Alameda **City**: Berkeley **ZIP**: 94705

2. **Assessor's Parcel Number**: 052–1567–02000
   (Elmwood Park Tract, Block A, Lot 27)
   Dimensions: 54 feet x 120 feet
   Cross Streets: Ashby Avenue and Russell Street

3. **Is property on the State Historic Resource Inventory?** No
   Is property on the Berkeley Urban Conservation Survey? Yes
   Form #: 11872

4. **Application for Landmark Includes**:
   a. Building(s): Yes **Garden:** No **Other Feature(s)**: No
   b. Landscape or Open Space: No
   c. Historic Site: No
   d. District: Yes
   e. Other: Entire property

5. **Historic Names:** Curry Building
   Commonly Known Name: not known

6. **Date of Construction:** 1916 **Factual**: Yes
   Source of Information: City of Berkeley Application for Building Permit No. 6055, 5 December, 1916

7. **Architect:** Eugene K. Martin

8. **Builder:** day's work

9. **Style:** Storefront

10. **Original Owners:** Floyd C. Curry, 2745 Elmwood Avenue
    Original Use: commercial (4 stores)

11. **Present Owner:** Noble William F Tru
    Present Occupant: Old Salt Merchants (2935 College); Elements (2937 College)

12. **Present Use:** commercial (2 stores)
    Current Zoning: C-E **Adjacent Property Zoning:** C-E

13. **Present Condition of Property:**
    Exterior: Excellent **Interior:** Excellent **Grounds:** Ø
    Has the property's exterior been altered? yes

14. Description.

Built in 1916, the Curry Building is one story with wood frame and cement plaster surface on the street façade. Typical of the 1910s, it was designed in a slightly Prairie/Viennese Secession style. The frieze features raised geometric shapes: squares, rectangles, and diamonds. This ornamentation is continued on the piers at each end of the building. Between the frieze and the parapet there is a bit of original rustic siding visible (three widths worth). The missing cornice may have originally hid the wood siding. There were four chevrons that extended across the top of the parapet interspersed with box-like shapes that were the extension of the piers (of which there were originally five). The chevrons delineated the original four shopfronts. The current shopfront configuration dates from 1937 when the Ivy Shoppe moved into the larger space from its former location on the west side of the block.

The larger shopfront at 2937 College has a central recessed entry flanked by plate glass displays set on a black tile base. The smaller shopfront at 2935 College was altered to create an off-center entry. The bulkhead here is also surfaced in glossy black tile. The entrances to both have concrete paving. At 2937 the paving slopes up to the door due to the slope of the street. Both shops have traditional wood doors with a vertical window panel in the center. Awning boxes across the two shops have been covered over.

15. History.

Floyd Calvin Curry, native of Ohio, went to Nevada to satisfy his interest in mining, where he became active in gypsum mining. By 1907, he and Governor Jewett Adams and another colleague had formed the Nevada Gypsum Company in Mound, a gypsum-rich location near Carson City. The firm had an office in San Francisco and Vice-President Curry was often there. The company's product, Empire Plaster, which predated the new company, was said to have rebuilt San Francisco after the 1906 disaster.

In 1909, Floyd Curry married Vera Davis Davidson in San Francisco. She was from Carson City and they had met there. Vera had lost her husband and had a young daughter named Katherine. In 1912 the Nevada Gypsum Company was sold to the Pacific Portland Cement Company, and with his windfall, Floyd Curry decided to build a house in Berkeley in July 1913, a few months after their son John Truman was born. The Currys' house at 2745 Elmwood Avenue was designed by John Sullivan who had designed the 1912 Dondero Building at College and Russell. And for good measure, they built a second identical house next door at 2743. Also in 1913, Floyd Curry invested in property in Block A of Elmwood Park: two lots on College Avenue.

But it was not until 1916 that Floyd Curry improved the northernmost of his two lots with a one-story commercial building designed for four shops. The architect was Berkeleyan Eugene K. Martin. Martin was raised in Germany and studied in Berlin. He did post graduate work at the University of California, graduating in 1912. He lived in Berkeley until about World War I when he moved to Southern California, marrying, and eventually settling in Los Angeles. His most notable work from his years in Berkeley is the First Baptist Church at Dana and Haste, built in 1914. Of the only four buildings Martin designed during his few years in Berkeley only three remain: the church, the Curry Building, and a small house on Santa Fe.

The earliest known tenants in the Curry Build-

ing were, in 1922, Fred C. Eike's Standard Meat Market (2935); John T. Hansen's Fruit Market (2937); and from 1924, U. C. Battery and Electric Company (2939) and S. Sasaki's Art Goods (2933). One of the best-remembered businesses in the Curry Building was The Ivy Shoppe, which was the Elmwood district's old-fashioned dry goods store. It was opened at 2904 College Avenue in 1922 by Henry Knoth in the newly completed Bischoff Building, selling notions. The story passed down through the years was that the shop was named for his daughter. There were two more owners: Maurice Rubenstein & Son in 1925 and Joseph Sirbu in 1927 before the business was purchased by Antonio N. Ferrogiaro in 1928. The Ferrogiaros lived nearby on Garber Street. It was under his ownership that the Ivy Shoppe opened in expanded quarters in the Curry Building in about 1937. Three shops had been combined into one large space, befitting a dry goods store. The shop was run by Clara Ferrogiaro after her husband died in 1939. By 1942 it was owned by Felix Alexander Lenhart, who was born in Prague and arrived in this country in 1939. He made his home at the Claremont Hotel during his proprietorship. He sold the Ivy Shoppe in 1957 to Pauline Pedrozzo, who ran the business until it closed around 1988.

Another long-time business in the Curry Building was Eastell's Barber Shop in the northernmost shop (2935 College) since about 1934. The shop dates back to 1923 when Quincy A. Rose opened a barber shop at 2927 College in the new Dye Building. This was quickly sold to Nick Batsis who then sold it to Eastell Bros. (Arthur T. and George A.) in 1924. After a few years, Arthur became the sole owner of the shop. The new shop in the Curry Building was sleek and modern, with all the latest accoutrements, as well as four large, comfortable adjustable barber chairs. Arthur and his brother immigrated from England in 1921 and came to Berkeley in 1923. Arthur settled in the neighborhood, purchasing a John Hudson Thomas-designed house at 2937 Magnolia Street where he lived with his wife Louise and their two children. Three generations of the Eastell family called the house home. The barber shop stayed in business after Arthur's retirement in the 1950s and after his death in 1969. Eastell's Barber Shop finally closed about 1974 during a time when men were turning away from traditional barber shops.

Floyd C. Curry, the owner of the building, died in 1920 after a short illness. He was only 44 years old. Mrs. Curry remained in their Elmwood Avenue home until 1947, but the Curry Building was sold. Harry Scott and Helen Adams Martin purchased it in 1925. He was the son of Harry M. Martin who had built the Martin Building at 2905 College in 1916. The Curry Building continued to be owned by members of the Martin family into the 1970s.

16. Significance.

The Curry Building is significant as one of the ten remaining buildings built in the Elmwood commercial district during the pre-World War I phase of development from 1907 to 1916. With its stucco façade and geometric decoration, the Curry Building reflects the architectural style for small commercial buildings of that era: a rather loose amalgam of Prairie style and Viennese Secession.

The building is also significant for housing two of the longest-running businesses in the Elmwood: Eastell's Barber Shop and The Ivy Shoppe dry goods store. These businesses were a vital part of the commercial district and the surrounding neighborhoods. They offered necessary goods and services for everyday life and helped to make the Elmwood commercial district the bustling "Main Street" for this section of the city.

Features to Preserve.

- the entire shopfronts: glossy black tile bulkheads, doors, display windows
- the geometric ornamentation
- the transom windows

17. Historic Value— Neighborhood: Yes City: No
Architectural Value— Neighborhood: Yes City: No

18. Is the property endangered? No

19. Bibliography.

Building Permit Application No. 6055, 5 December 1916; as well as several alteration applications.

Block books and Sanborn maps

Urban Conservation Survey (block files), BAHA.

Ormsby Donogh Real Estate File (1939–1977), BAHA.

Tales of the Elmwood, Burl Willes, 2000.

ancestry.com

Various Elmwood directory folders, published between 1974 and 2002.

"Shops in the Elmwood: An Urbane Heritage" by Denise Parker Differding, *Berkeley Gazette*, 28 July 1983.

"Expansion Approval May Split Merchants" by Kay Hwangbo, *The Berkeley Voice*, 1980s.

20. Recorder.

Anthony Bruce for Elmwood Property Owners Association,
c/o Claudia Hunka, Your Basic Bird, 2940 College Avenue, Berkeley, California 94705
9 September 2025

Additional Photographs.



The Curry Building, showing the space once filled by The Ivy Shoppe. The current shop, Elements, has now been there about thirty years.

Anthony Bruce, 2025.



The Curry Building. Anthony Bruce, 2025.



Longtime owners of the Curry Building: Helen Adams and Harry Scott Martin. Found online.



The Curry and Cianciarulo buildings. Anthony Bruce, 2025.

Additional Photographs.



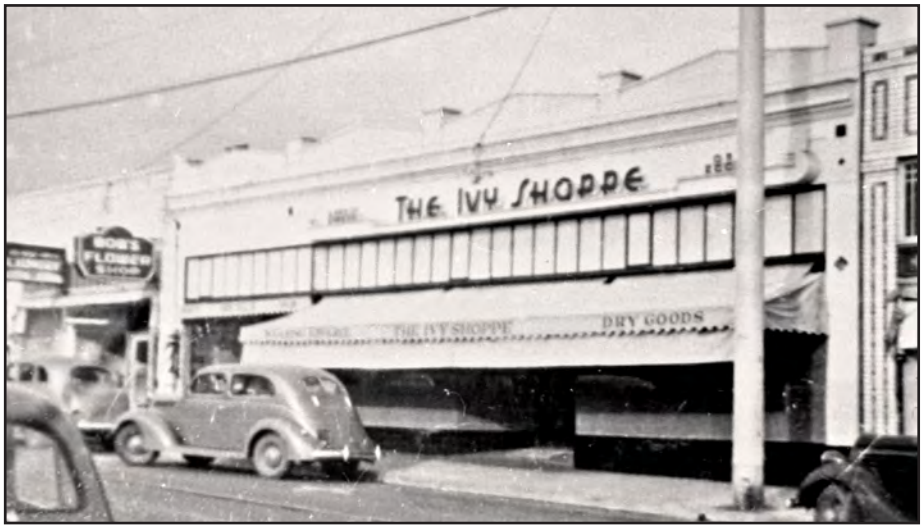
The Curry Building, with Ethnic Arts in the former Ivy Shoppe space. The business received a BAHA Preservation Award in 1991 for its colorful paint job. Van Ess Beauty Shop at the right.

Anthony Bruce, 1990.



The Curry Building: the barber shop is gone; Ivy Shoppe still there.

Anthony Bruce, 1982.



The Curry Building with the decorative parapet still intact.

Ormsby Donogh, 1939, Donogh Real Estate File, BAHA.

Additional Photographs.



Felix Lenhart, fifth owner, in the Ivy Shoppe. Byron Bolfing, November 1947, Berkeley Historical Society.





Floyd C. Curry with his son John on the front steps of the Curry home at 2745 Elmwood Avenue. Found online.

Arthur T, Eastell seen through the window of Eastell's Barber Shop. Byron Bolfing, November 1947, Berkeley Historical Society.

APPLICATION FOR BUILDING PERMIT
FRAME BUILDING

Application is hereby made to the Department of Buildings and Inspections of the City of Berkeley for permission to build a One story 3 stores ~~room~~ frame 180 ft. North Ashby corner on the East of College street 180 feet 110 of Ashby street. Side

Being Lot No. 29 Block A Elmwood Park Tract

According to plans and Specifications herewith submitted. All provisions of the Building Law will be complied with in the erection of said building whether specified herein or not.

Estimated entire cost of Building $ 2400.00

Building to be occupied as ____ by (No.) ____ families

Size of Lot 54 by 120 feet.

Size of proposed building 54 ft. by 60 ft. Extreme height of building 18 ft.

Height in clear of cellar ____ ft. ____ in. Height in clear of first story 14 ft. ft. ____ in.

Height in clear of second story ____ ft. ____ in. Height in clear of third story ____ ft. ____ in.

Foundation to be of (material) Concrete (Thickness) ____ inches greatest height of foundation 12 inches.

Width of footings 12 x 18 inches.

Mud sills 2 x 6 Mid sills ____ X ____ Girders ____ X ____ Post on piers ____ X ____ If piers are used, give size ____ by ____ ft. on centers.

Size of underpinning 2 x 6 inches 16 inches O. C. Size of studs in first story 2 X 6 inches 16 inches O. C.

Size of studs in second story ____ X ____ inches ____ inches O. C. Size of studs in third story ____ X ____ inches ____ inches O. C.

Exterior wall covering to be of Rustic Light shaft wall covering to be of ____

All outside walls covered with singles or plaster will be close boarded.

First floor joists	2 X 10	inches	16	inches on centers	Longest span between supports 10 ft.
Second floor joists	X	inches		inches on centers	Longest span between supports ____ ft.
Third floor joists	X	inches		inches on centers	Longest span between supports ____ ft.
Ceiling joists	X	inches		inches on centers	Longest span between supports ____ ft.
Rafters	X	inches		inches on centers	Longest span between supports ____ ft.

Roof covered with Tar & Gravel Steep or flat? Flat Pitch ____

Studs in bearing partitions will be same as outside walls of each story.

Chimneys of ____ lined with ____ any patent flues? ____

Gas grate flues to be patent chimney or brick?

Any dumb waiters or chutes? ____ Any elevator (freight or passenger)? ____

Cove brackets will be solid.

Name of Owner of Ground J C Curry Residence Address 2745 Elmwood Ave

Name of Owner of Building Same Residence Address ____

Name of Lessee of Building ____ Residence Address ____

Name of Architect or Designer C Kreutz Residence Address ____

Name of Builder Day work Residence Address ____

I We hereby agree to save, indemnify and keep harmless the City of Berkeley against all liabilities, judgments, costs and expenses which may in any wise accrue against said City in consequence of the granting of this permit, or from the use or occupancy of any sidewalk, street or sub-sidewalk space by virtue thereof, and will in all things strictly comply with the conditions of this permit and Ordinances of the City of Berkeley.

J C Curry
Signature of Owner, Architect or Builder.

2935
31 College
39

Address 2745 Elmwood Ave

This Permit expires one year from date unless sooner revoked by the City Council.

Date DEC -5 1916 ✓ Permit No. 6055

City of Berkeley Application for Building Permit No. 6055, 5 December, 1916

Planning and Development Department
Land Use Planning Division

CITY OF BERKELEY
Ordinance #4694 N.S.
LANDMARK APPLICATION

Elmwood Commercial Historic District

Property No. 28

Dye Building
2921 College Avenue



The Dye Building, 2921 College Avenue. Anthony Bruce, 2025.

1. **Street Address:** 2921, 2923, 2925, 2927 College Avenue
   County: Alameda **City**: Berkeley **ZIP**: 94705

2. **Assessor's Parcel Number**: 052–1567–02100
   (Elmwood Park Tract, Block A, Lot 26)
   Dimensions: 50 feet x 120 feet
   Cross Streets: Ashby Avenue and Russell Street

3. **Is property on the State Historic Resource Inventory?** No
   Is property on the Berkeley Urban Conservation Survey? Yes
   Form #: 11873

4. **Application for Landmark Includes**:
   a. Building(s): Yes **Garden:** No **Other Feature(s)**: No
   b. Landscape or Open Space: No
   c. Historic Site: No
   d. District: Yes
   e. Other: Entire property

5. **Historic Names:** Dye Building
   Commonly Known Name: not known

6. **Date of Construction:** 1922 **Factual**: Yes
   Source of Information: City of Berkeley Application for Building Permit No. 12953, 1 November, 1922

7. **Architect:** Roy O. Long Co.

8. **Builder:** Roy O. Long Co., 2114 Shattuck Avenue

9. **Style:** Storefront

10. **Original Owners:** Mildred M. Dye & James S. Dye, 2915 College Avenue
    Original Use: commercial (4 stores & 1 dwelling: the Dyes lived in the building)

11. **Present Owner:** The Herbert Michael Jorgensen and Jean M. Jorgensen Revocable Living Trust-1996
    Present Occupant: ImagiKnit (2921 College); Organic Greens/Elmwood (2925 College)

12. **Present Use:** commercial (2 stores)

    Current Zoning: C-E **Adjacent Property Zoning:** C-E

13. **Present Condition of Property:**
    Exterior: Excellent **Interior:** unknown **Grounds:** Ø
    Has the property's exterior been altered? Yes

14. Description.

A one-story, wood-frame structure with cement plaster exterior, originally containing four shops and a dwelling for the building owners. Now there are two shops.

Detailing consists of a cornice and frieze of rectangles, squares, and diamonds. Below the frieze, four panels delineate the original four shops. Five small shields fill the spaces between the panels, and a circular motif highlights the upper corners of the shopfront display windows.

In 1944, the building was streamlined by Bruce Evander for his new business, Furs by Bruce, and it was converted into one large retail space. A large black panel for the sign completely covered the upper half of the façade, and tan Vitrolite structural glass panels covered the piers and bulkheads. The new façade remained in place into the 1970s. When the panels were removed, the original detailing was revealed. The northernmost pier retains its Carrera glass surface, serving as a piece of building history. Quoins enliven the two restored piers.

The traditional lines of the single north shopfront have existed since the streamlining, including its slightly recessed entry. The south shopfront was reconfigured and redone in rough wood in the 1970s. It has since been remodeled again with a similar recessed entry but also with a more closed-up appearance. Instead of display windows, higher, smaller, divided-lite windows have been installed to better function for its current restaurant use.

15. History.

James Southworth Dye was born in New Mexico in 1893. Starting with a shoe store in Winslow, Arizona, that he operated with his business partner, Mayor J. A. Greaves, Dye's life's work was in the shoe repair business. In 1917, he married Mildred Mabel Seidel in Winslow. The next year found the Dyes living in Berkeley on College Avenue. They rented space at 2915 College in the McCullough Building for their shoe repair shop and they lived in the back of the shop. Mildred was James' business partner as well as wife; their business investment was mostly her money (she also owned a Paige automobile). In early 1921 Mildred purchased Lot 26, adjacent to their shop/residence to the south, from Oscar Barber who had once had a brown-shingle house on the property. Did she plan to build on the vacant lot? The next year Mildred sued her husband. She claimed that while she was away on a trip, James sold her interest in the business to Thomas Whittle who worked with him. Apparently they were reconciled, as in November, construction was begun on the Dye Building next door.

The new building had four stores and one dwelling space. James Dye ran his shoe repair business from 2925 College, and husband and wife resided in the rear. This arrangement only lasted a few years: by 1926 Mildred and James were in San Francisco, living separately. The new owner of the Dye Building was Martha E. Hebard.

Martha Elizabeth Schroth Hebard was a widow from a pioneer family who lived in Berkeley. She died soon after buying the property, and it went to her two sisters Florence Schroth Williams and Ellen Schroth Mauzy, whose husband Byron Mauzy was a University of California Regent. Ellen died in 1946 and around 1954 Florence sold the property to the late Charles Dorsch's wife Louise, and his son and daughter-in-law Graydon and Helen. Charles had owned the Romie Building. They in turn put the building up for sale in late 1959 and it was purchased in 1960 by William H. McNab, longtime proprietor of McNab's Market at 2051 University Avenue. He died the following year, but his son Bill McNab took over and poured his heart into improving the building with a retrofit and a conservatory at the rear of

2925 College. McNab descendents have continued to own the Dye Building.

Several businesses made an impression on both the building and the district. In 1944, Bruce Morton Evander opened Furs by Bruce. From Seattle, he had earned a master's degree at the Chicago Institute of Art and owned a fur business in his hometown. He arrived in Berkeley in 1939 and in early 1944 took over all the shopfronts in the Dye Building to return to the fur business. He refaced the lower half of the façade with tan Vitrolite and installed a smooth, black backdrop across the upper half for the large free-standing script lettering that read "Furs by Bruce." When the business opened in December, it offered a touch of high-style sophistication, not only with the wares that were offered, but in its new architectural presence on College Avenue.

In 1947, Bruce Evander leased the northernmost section to Pam and Dewey Watts for the equally sophisticated Pam's Flowers, also with a sign of free-standing lettering. Pam's remained in the building until at least 1960, but Furs by Bruce, although said to have existed here for more than twenty years, appears to have closed by the mid-1950s, with Evander going into the graphics business in Oakland. However, the tan Vitrolite and black backdrop remained for many years.

Bill McNab later uncovered the original ornamented façade and removed the Vitrolite except for five sections of this now extinct building material that remain on the northernmost pier.

In 1973, Gary Gendel, who had opened Sweet Dreams candy shop in the Dondero Building two years before, established the Sweet Dreams Toy Store in the space that had been Pam's Flowers. The freshly uncovered upper part of the building was painted white, with the fanciful ornamentation in color. The store became a fixture in the Elmwood district, as did Gendel himself, who would be seen striding along the sidewalk, going from one of his three stores to the other. Gary Gendel closed the toy store in June 2023 and he died that August.

Long before the Dye Building was built, there had been a shingled bungalow on the property. It was built in 1909 for newlyweds Ava and Oscar Barber on a lot purchased by her father from the Elmwood Park developers Breed & Bancroft. The Barbers played an important role in the implementation of the nation's first zoning ordinance.

Ava Earle Barber recalled that they built in the new Elmwood Park tract on a College Avenue lot, and that within a few years after moving into their home, a commercial building was built on their block, from lot line to lot line. They were taken aback. By 1915, another commercial building had been built two doors away from the Barbers

The nearby Claremont subdivision, developed simultaneously with Elmwood Park, had deed restrictions limiting what could be built there: only single-family residences. Elmwood Park did not have deed restrictions. Mrs. Barber felt that purchasers should have been told by the developers when they bought property in Elmwood that there was no guarantee that only *houses* would be built on the adjoining lots. As it happened, only two other houses were built on the Elmwood Park College Avenue lots.

Before zoning, cities, as they grew, naturally created informal districts —residential, commercial, industrial, but there was nothing to prevent the stray shop building or factory from being built in a residential neighborhood, or houses built beside factories. The concept of city planning was in the air in Berkeley around the time the Barber House was built. In 1913, city planner Dr. Werner Hegemann was engaged to make a report on the City of Berkeley. (The report was expanded and ultimately published by both Berkeley and Oakland.) This led to the City establishing a City Planning *Committee* in July 1914, and a full-fledged *commission* in June 1915. Duncan McDuffie, devel-

oper of the Claremont district, whose abiding interest, other than nature conservation, was city planning, was appointed president of the commission. McDuffie had introduced building restrictions in Claremont, knowing that this was the only way to ensure a neighborhood of homogeneous use. Walter Ratcliff, as City Architect, also served on the first commission.

In the Commission's report to the City in June 1916, it was stated that its most important accomplishment during its first year was securing a zoning ordinance for Berkeley. The zoning ordinance was established by the City Council on March 28, 1916, several months before New York City (considered the first city in the United States to have a a zoning ordinance) adopted theirs in July 1916.

As Berkeley has long been considered a city of homes, the first ordinance defined only different types of residential districts, with commercial and industrial to follow. Another feature of the original ordinance was that zoning districts were to be granted by the City in response to petition by interested property owners. The Commission wrote that the purpose of such an ordinance was to "further the natural grouping of like activities by preventing sporadic invasions [of a different type of use], and thus to bring about the orderly and economic development of the city, to stabilize values, protect property owners, and conserve the public health and welfare."

It is of interest that Petition No. 1 was from the residents of Elmwood Park, and this first petition was noted in the report. The Commission recommended a district of single-family dwellings only, *except for the first 100 feet east of College Avenue and the 100 feet west of Claremont Avenue*. The neighborhood finally received the assurance that it would remain a neighborhood of family homes. It may very well be that the unhappy position of the Barber house on College Avenue aroused the neighborhood to petition for zoning.

The Barbers, however, were left out in the cold by the City Council's decision. Soon after the Council's ruling another commercial building was constructed on the lot adjoining the Barber property, and more would follow. At the end of 1916 the Barbers had their house physically moved to the lot at 2523 Webster Street, where it stands today. They lived there for a few years and then bought a bigger house on Russell Street near Pine (zoned single-family) that would accommodate their family of six, as well as Ava Barber's parents.

When the City's city planning duties were moved from the Civic Art Commission to a newly created City Planning Commission, Oscar Barber was appointed chair. Probably not a coincidence, when the Barber House on College Avenue likely had been the impetus for Berkeley's first zoning decision in 1916.

15. Significance.

The Dye Building has architectural significance for the Elmwood commercial district. Not only is it compatible in scale and proportion, but the treatment of its façade is unique. Although its decorative elements are related to those of the buildings constructed in the 1910s, here they are combined to give the building a fanciful and cheerful countenance. The blocky quoins, the circular elements, the diamonds and squares, and the shields impart a fairytale quality, especially the way the building is now painted. This light-hearted commercial building was a most appropriate long-term home for a toy store.

The building has been an important part of the cultural heritage of the district. It housed two popular businesses of up-to-the-minute Modern design that added a touch of downtown sophistication to the district. It also housed a

beloved toy store for almost fifty years, a store that continuously drew shoppers to the district.

The property is also significant for the role its location played in the implementation of Berkeley's (and the nation's) first zoning ordinance.

Features to Preserve.

• the stucco façade with its ornamentation of shields, diamonds, squares, circular motifs, and quoin -like blocks

• the five remaining pieces of tan Vitrolite (not necessarily to be preserved *on* the building)

• the transom windows

17. Historic Value— Neighborhood: Yes City: No

Architectural Value— Neighborhood: Yes City: No

18. Is the property endangered? No

19. Bibliography.

Building Permit Application No. 12953, 1 November, 1922; as well as several alteration applications.

Block books and Sanborn maps

City directories.

Urban Conservation Survey (block files), BAHA.

Ormsby Donogh Real Estate File (1939–1977), BAHA.

Tales of the Elmwood, Burl Willes, 2000.

Berkeley Tourist and Business Survey, 1924.

ancestry.com

"Sweet Dreams Owner Dies Shortly after Closing 50-year-old Elmwood Toy Store" by Joanne Furio, *Berkeleyside*, 15 September 2023.

Interview with Ava Earle Barber, conducted by Anthony Bruce, 1970s.

20. Recorder.

Anthony Bruce for Elmwood Property Owners Association,

c/o Claudia Hunka, Your Basic Bird, 2940 College Avenue, Berkeley, California 94705

13 September 2025

Additional Photographs.



The Dye Building. Tenants: Sweet Dreams, (2921 College); Mug Shop (2925 College) Anthony Bruce, 1982.

below: The Dye Building, newly modernized for Furs by Bruce, 1944. Donogh Real Estate File, BAHA.





The Dye Building in 1959. Donogh Real Estate File, BAHA.



The Dye Building. Tenants: a grocery (2921 College); Bess Riner Beauty Salon (2923 College); Ha Wah Wang Laundry (2925 College); Bob's Flower Shop (2927 College). Ormsby Donogh, 1939, Donogh Real Estate File, BAHA.

Additional Photographs.



The Dye Building. Pam Watts of Pam's Flowers. Byron Bolfing, November 1947, Berkeley Historical Society.



The Dye Building. Bruce Evander of Furs by Bruce in his workroom. Byron Bolfing, November 1947, Berkeley Historical Society.

Additional Photographs.



The Ava and Oscar Barber House at 2915 College Avenue. It was designed and built by the Baldwin Building & Investment Company in 1909. The house was moved to Webster Street in late 1916. The newly built McCullough Building can be seen at the left. Courtesy of Ava Barber, BAHA.



The Barber House at 2523 Webster Street, its location since 1916. Anthony Bruce, 2021.



Envelope from Pam's Flowers; card from Furs by Bruce. Courtesy of Anthony Bruce.

WRITE IN INK

APPLICATION FOR BUILDING PERMIT
FRAME BUILDING

Application is hereby made to the Department of Buildings and Inspections of the City of Berkeley for permission to build a 1 story 1 room frame building on the ~~West~~ East side of College Ave street 150 feet South of Russell street, Being Lot No. 26 Block A Elmwood Park. Tract

According to plans and specifications herewith submitted. All provisions of the Building Law will be complied with in the erection of said building whether specified herein or not.

Estimated entire cost of building $ 8,000.00

Building to be occupied as 4 stores and by (No.) 1 families

Size of lot 50 by 120 feet.

Size of proposed building 50 ft. by 70 ft. Extreme height of building 18 ft.

Height in clear of cellar 9 ft. "cobble Rpt" Stone in. Height in clear of first story 13 ft. "in Rpt" in.

Height in clear of second story 1 " " ft. — in. Height in clear of third story 14 ft. " " Stone in.

Foundation to be of (material) Concrete (Thickness) 8 inches, greatest height of foundation 16 inches.

Width of footings 14 inches.

Mud sills 3 X 6 Main sills 4 X 4 Girders — X — Post

on piers — X — If piers are used give size — by — ft. on centers.

Size of underpinning 2 X 4 inches 16 inches O. C. Size of studs in first story 2 X 6 inches 16 inches O. C.

Size of studs in second story — X — inches — inches O. C. Size of studs in third story — X — inches O. C.

Exterior wall coverings to be of Mastic Light shaft wall coverings to be of ——

All outside walls covered with shingles or plaster will be close boarded.

First floor joists 2 X 8 inches 16 inches on centers. Longest span between supports 8 ft.

Second floor joists — X — inches inches on centers. Longest span between supports — ft.

Third floor joists — X — inches inches on centers. Longest span between supports — ft.

Ceiling joists 2 X 10 inches 16 inches on centers. Longest span between supports 14 ft.

Rafters 2 X 4 inches 32 inches on centers. Longest span between supports 14 ft.

Roof covered with Comp. Steep or flat? Flat. Pitch 18" in 20 ft.

Studs in bearing partitions will be same as outside walls of each story.

Chimneys of ~~Terra Cotta~~ lined with any patent flues? Three

Gas grate flues to be patent chimney or brick?

Any dumb waiters or chutes? No Any elevator (freight or passenger)? No

Cove brackets will be solid.

Name of Owner of Ground Mildred M. Dye J. E. Dye Residence Address? Same

Name of Owner of Building Residence Address

~~Name of Lessee of Building~~ Roy E. Long Co Residence Address 2114 Shattuck Ave.

Name of Architect or Designer Residence Address

Name of Builder " " " " Residence Address " "

I We hereby agree to save, indemnify and keep harmless the City of Berkeley against all liabilities, judgments, costs and expenses which may in any wise accrue against said City in consequence of the granting of this permit, or from the use or occupancy of any sidewalk, street or sub-sidewalk space by virtue thereof, and will in all things strictly comply with the conditions of this permit and Ordinances of the City of Berkeley.

2921-23-25-27 College Ave

Roy E. Long Co

Signature of Owner, Architect or Builder By J. M.

Address 2114 Shattuck Ave.

This Permit expires one year from date unless sooner revoked by the City Council.

Date NOV -1 1922 Permit No. 12953

Cillick Print.

City of Berkeley Application for Building Permit No. 12953, 1 November, 1922

Planning and Development Department
Land Use Planning Division

CITY OF BERKELEY
Ordinance #4694 N.S.
LANDMARK APPLICATION

Elmwood Commercial Historic District

Property No. 29

McCullough Building
2917 College Avenue



The McCullough Building, 2917 College Avenue. Anthony Bruce, 2025.

1. **Street Address:** 2913, 2915, 2917 College Avenue
   County: Alameda **City**: Berkeley **ZIP**: 94705

2. **Assessor's Parcel Number**: 052–1567–02200
   (Elmwood Park Tract, Block A, Lot 25)
   Dimensions: 41.5 feet x 120 feet
   Cross Streets: Ashby Avenue and Russell Street

3. **Is property on the State Historic Resource Inventory?** No
   Is property on the Berkeley Urban Conservation Survey? Yes
   Form #: 11874

4. **Application for Landmark Includes**:
   a. Building(s): Yes **Garden:** No **Other Feature(s)**: No
   b. Landscape or Open Space: No
   c. Historic Site: No
   d. District: Yes
   e. Other: Entire property

5. **Historic Names:** McCullough Building
   Commonly Known Name: not known

6. **Date of Construction:** 1916 **Factual**: Yes
   Source of Information: City of Berkeley Application for Building Permit No. 5540, 5 June 1916

7. **Architect:** Edward Wilkins Larmer (designer), 470 Boulevard Way, Oakland

8. **Builder:** Edward Wilkins Larmer

9. **Style:** Storefront

10. **Original Owners:** David McCullough, Magnolia Street
    Original Use: commercial (3 stores)

11. **Present Owner:** Bennett Susan L Tr
    Present Occupant: Elmwood Village Shoes (2915 College); LaFoot (2917 College)

12. **Present Use:** commercial (2 stores)
    Current Zoning: C-E **Adjacent Property Zoning:** C-E

13. **Present Condition of Property:**
    Exterior: Excellent **Interior:** unknown **Grounds:** Ø
    Has the property's exterior been altered? Yes

14. Description.

Built in 1916, this is a one-story, wood-frame structure, originally housing three shops, and now two. No early photos of the building have been found to show how the area above the transoms may have looked. The 1939 photo shows an absolutely plain, flat exterior.

In 1980, both shopfronts were given rustic makeovers using rough wood and rough rocks. All transoms were covered and the area above the south shopfront was turned into an expanse of purposely unevenly laid wood shingles. The north shop had its transoms hidden behind vertical rough wooden boards. The bulkheads for both shops were faced with rock.

Today, the building has been returned more to its 1939 appearance. Gone are the shingles and the rough rocks. Above the south shop, the area has been returned to its smooth, painted cement plaster. Traditional tile has replaced the rock on the bulkhead. This shop has a squared fixed-in-place electric-blue awning hiding the transoms. The redwood boards still hide the transoms on the north shopfront, but they have been painted to match the rest of the façade. This shopfront still retains one of the few retractable awnings remaining in the Elmwood District.

15. History.

David and Elsie McCullough and their four daughters, Norah, Molly, Elsie, and Mabel, arrived in Berkeley about 1915 from South Africa where they had made their home in Durban. They stayed in Berkeley less than two years, but they made an impression on all they met, and they made a lasting impression on the Elmwood commercial district. Mr. McCullough built the last of the pre-War buildings on College Avenue, with construction begun in June 1916.

The McCullough family lived nearby on Magnolia Street (between Ashby and Webster). They were active members of the Congregational Church, and Norah was the youngest member of the December 1916 graduating class at Berkeley High School where she joined the Camera Club. Once the McCullough Building was completed on College Avenue, the McCulloughs sold it, most likely in preparation for the McCulloughs' departure for South Africa in February 1917. Before they left, they were guests of honor at a farewell dinner given by Mr. and Mrs. A. O. Donogh, owners of the downtown dry goods store that was competition for Hink's. They were also the parents of real estate agent Ormsby Donogh who took the 1939 photo used in this application.

This was to be a temporary stay in South Africa so that Mr. McCullough could look after his "extensive business interests." They planned to return to Berkeley in two years. Of their new California home town, the McCulloughs had said that they were delighted wih Berkeley, declaring it the most congenial and attractive place they have ever made their home. Sadly, they did not return to Berkeley.

The McCulloughs sold the property to Elizabeth E. Smith in November 1916. Sometime in the 1920s, Mrs. Evelyn A. Ratcliff, mother of the architect Walter H. Ratcliff, Jr., purchased the McCullough Building, which she owned until 1944. At that time Frank and Queene Libby bought the building and immediately constructed a warehouse in the rear for their electric business.

The McCullough Building is noted for two long-time commercial activities: shoes and electrical. The building has housed a shoe and/or a shoe repair shop since the time it was built. Thomas and James Gilchrist were the first, offering shoe repair at 2915 College, the center store. They lived in the back of the store. Within a year, by 1918, James S. Dye and his wife Mildred moved into 2915 College, where they lived and operated their own shoe repair business. They built the Dye Building next door in 1922 and moved the shop to 2925 College.

Simultaneously, Francis A. Coles opened his shoe repair business in the Dyes' former space at 2915 College, where he most likely had been an employee since as early as 1919. (His son remembered being in the store then and noticing the many vacant lots.) Mr. Coles was born in England, immigrated to this country in 1891, and worked for a shoe company in San Francisco. He married Katherine Brändlein there in 1900. After a few years in Seattle, the Coles, with their four sons, were living in north Oakland by 1919. Coles Shoes remained in the McCullough Building for over fifty years, at first in a single store, and later expanding into the two northern spaces. In 1941 architect Walter H. Ratcliff, Jr., redesigned the shopfront, giving the shoe store one central entrance. Mr. Coles died in 1954, living nearby at 2731 Ashby Place. Two of his sons, George and Robert, continued to run the business. Under the name Francis A. Coles Shoes, Inc., branch stores were opened on Solano Avenue, Lakeshore in Oakland, and, later, in Orinda and San Francisco. The last remaining store, which was also the first, closed in early 1977.

Almost immediately the shoe store reopened as Paris Shoes under new owners Stan and Sonya Paris. In 1991 the next owners renamed the shop Elmwood Village Shoes. And, to come full circle, Village Shoes also offers shoe repair.

The other long-time business was an electric shop, first run by Fred Cole Porter in the northernmost store, 2913 College, after the building was completed in late 1916. Called the College Avenue Electric Shop, it was claimed by Porter to have been the "oldest established electric shop" on College Avenue. Born in Watsonville, Porter had long been an electrician before opening his own store on College Avenue. He and his family lived nearby at 2732 Stuart Street, being the first owners of this 1909 Leola Hall-designed speculative house. In the early 1920s the Porters moved to a new house in North Berkeley while retaining the store on College Avenue. Fred Porter died in May, 1927, but it seems that the store had already closed sometime in 1926.

Oakland electrician Frank C. Libby, Sr. moved into the McCullough Building later that year, opening his own College Avenue Electric Shop two doors south at 2917 College, where it remained until it closed in the 1990s. Right from the beginning his son, Frank, Jr., helped at the store. Later, Frank, Jr., took over the business and was owner of the building by 1944. He was a friendly and engaging businessman, offering useful and intriguing advice to customers.

The construction of the McCullough Building was the last straw for Ava and Oscar Barber who lived next door to the south. They had built their house in 1909 on what they thought was a residential block in Elmwood Park. Slowly, commercial buildings began encroaching. The City's first decision under a new zoning ordinance in early 1916 zoned the Elmwood neighborhood for single-family homes, but College Avenue was zoned commercial. The McCullough Building was built soon after and in December of 1916 the Barbers had their house moved to Webster Street.

The Barbers were not the only ones uprooted by the construction of commercial buildings. Banker Orville H. Root lived in a two-story house at 2909 College on the site of the future McCullough Building. Designed by William Mooser & Edward G. Bolles in 1906, it was the fourth house Mr. Root had built on College Avenue, but the first in the 2900 block. Construction began on the Dondero Building at 2901 College in December 1912, one lot away from Mr. Root's home. He moved his house to 2737 Ashby Place in 1913.

16. Significance.

The McCullough Building is significant as a contributing building in the Elmwood Commercial District. Its one-story height and its traditional shopfronts (even with the transoms covered) are entirely compatible with most of the buildings in the district. The northern shop front even has a traditional awning.

The building is also significant for being one of the buildings constructed during the early phase of development (1907–1916), and for being the last building constructed during the this phase.

The building is significant for the part it played during the events centered around the adoption and enactment of the nation's first zoning ordinance. The McCullough Building was constructed directly after the first zoning ruling by the City Council when the first 100 feet of Elmwood Park fronting on College were zoned commercial (instead of residential as was the rest of the neighborhood). The owners of the house next door, who were the most adversely affected by the commercial growth of College Avenue, moved their house to another street in response to the construction of the McCullough Building.

Lastly, the McCullough Building is significant for the continuity of its businesses over the years. A shoe repair/retail store has been a tenant in the building for the past 108 years, since the building was completed in late 1916. An electric shop was in the building for more than seventy years, also opening when the building was completed in late 1916. These were (are) the types of businesses that made the Elmwood commercial district so successful through the years.

Features to Preserve.

- the traditional shopfronts
- the tile paving at 2917 College
- the transom windows

17. Historic Value— Neighborhood: Yes City: No
Architectural Value— Neighborhood: Yes City: No

18. Is the property endangered? No

19. Bibliography.

Building Permit Application No. 5540, 5 June 1916; as well as several alteration applications.

Block books and Sanborn maps

Urban Conservation Survey (block files), BAHA.

Ormsby Donogh Real Estate File (1939–1977), BAHA.

Tales of the Elmwood, Burl Willes, 2000.

Berkeley Tourist and Business Survey, 1924.

ancestry.com

Contract notices, *Oakland Tribune*, 11 June 1916.

Deeds, *Berkeley Daily Gazette*, 22 November 1916.

"Family Leaves for Visit in Africa," *Berkeley Daily Gazette*, 2 February 1917.

"Coles' Shoes Goes to Paris: Stan Paris, that is," by Heidi Seney, *The Press*, 1 June 1977.

Olla Podrida, December 1916.

20. Recorder

Anthony Bruce for Elmwood Property Owners Association, c/o Claudia Hunka, Your Basic Bird, 2940 College Avenue, Berkeley, California 94705

27 September 2025

Additional Photographs.





top and bottom: McCullough Building, College Avenue Electric, 2917 College Avenue. Frank C. Libby, Jr., proprietor. Byron Bolfing, November 1947, Berkeley Historical Society.

Additional Photographs.



The McCullough Building. Paris Shoes (2915 College) and College Avenue Electric Co. (2917 College). Anthony Bruce, 1982.



The McCullough Building. Coles Shoes (2915 College) and College Avenue Electric (2917 College). Ormsby Donogh, 1939, Donogh Real Estate File, BAHA.

Additional Photographs.



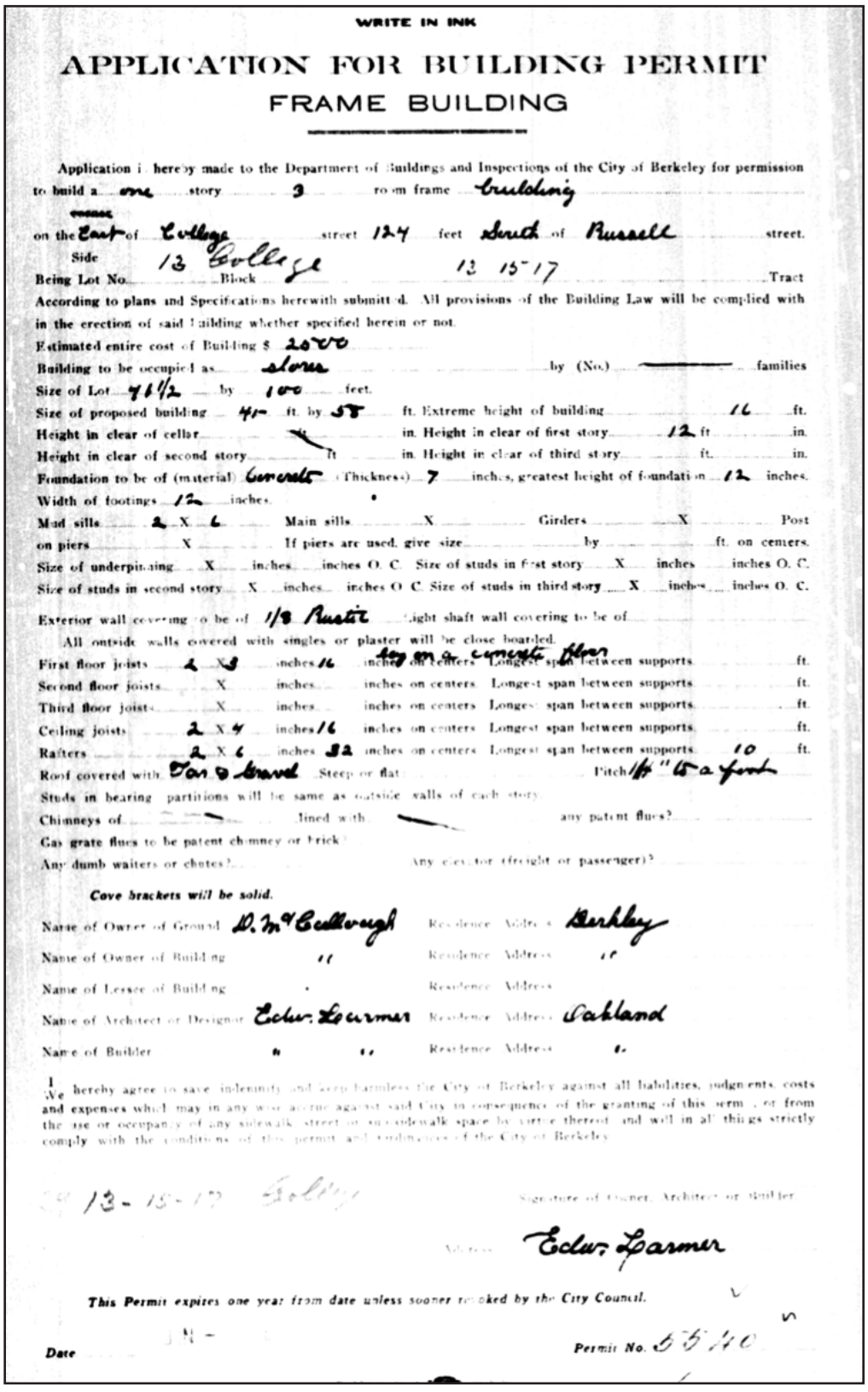
The McCullough Building: Coles Shoes, 2915 College Avenue. Francis A. Coles, proprietor, on the left. Byron Bolfing, 1947, Berkeley Historical Society.



McCullough Building. Tile paving at 2917 College Avenue. Anthony Bruce, 2025.



High School senior, Norah McCullough, standing in for her parents Elsie and David McCullough. December 1916 Olla Podrida.



WRITE IN INK

APPLICATION FOR BUILDING PERMIT

FRAME BUILDING

Application is hereby made to the Department of Buildings and Inspections of the City of Berkeley for permission to build a ~~one~~ story 3 room frame Building

on the East of College street 124 feet South of Russell street.

Side 13 College 13 15-17 Tract

Being Lot No. Block

According to plans and Specifications herewith submitted. All provisions of the Building Law will be complied with in the erection of said Building whether specified herein or not.

Estimated entire cost of Building $ 2000

Building to be occupied as stores by (No.) families

Size of Lot 41 1/2 by 100 feet.

Size of proposed building 41- ft. by 58 ft. Extreme height of building 16 ft.

Height in clear of cellar in. Height in clear of first story 12 ft in.

Height in clear of second story ft in. Height in clear of third story ft. in.

Foundation to be of (material) Concrete (Thickness) 7 inches, greatest height of foundation 12 inches.

Width of footings 12 inches.

Mud sills 2 X 6 Main sills X Girders X Post

on piers X If piers are used, give size by ft. on centers.

Size of underpinning X inches inches O. C. Size of studs in first story X inches inches O. C.

Size of studs in second story X inches inches O. C. Size of studs in third story X inches inches O. C.

Exterior wall covering to be of 1/8 Rustic Light shaft wall covering to be of

All outside walls covered with singles or plaster will be close boarded.

First floor joists 2 X 8 inches 16 inches on centers Longest span between supports ft.

Second floor joists X inches inches on centers Longest span between supports ft.

Third floor joists X inches inches on centers Longest span between supports ft.

Ceiling joists 2 X 4 inches 16 inches on centers Longest span between supports ft.

Rafters 2 X 6 inches 32 inches on centers Longest span between supports 10 ft.

Roof covered with Tar & Gravel Steep or flat Pitch 1/4 " to a foot

Studs in bearing partitions will be same as outside walls of each story.

Chimneys of lined with any patent flues?

Gas grate flues to be patent chimney or brick?

Any dumb waiters or chutes? Any elevator (freight or passenger)?

Cove brackets will be solid.

Name of Owner of Ground D. McCullough Residence Address Berkley

Name of Owner of Building " Residence Address "

Name of Lessee of Building Residence Address

Name of Architect or Designer Edw. Larmer Residence Address Oakland

Name of Builder " " Residence Address "

I We hereby agree to save, indemnify and keep harmless the City of Berkeley against all liabilities, judgments, costs and expenses which may in any wise accrue against said City in consequence of the granting of this permit, or from the use or occupancy of any sidewalk, street or sidewalk space by virtue thereof, and will in all things strictly comply with the conditions of this permit and Ordinances of the City of Berkeley.

13-15-17 Signature of Owner, Architect or Builder

Address Edw. Larmer

This Permit expires one year from date unless sooner revoked by the City Council.

Date ***Permit No.*** 5540

City of Berkeley Application for Building Permit No. 5540, 5 June 1916

Planning and Development Department
Land Use Planning Division

CITY OF BERKELEY
Ordinance #4694 N.S.
LANDMARK APPLICATION

Elmwood Commercial Historic District

Property No. 30
Martin Building
2905 College Avenue



The Martin Building, 2905 College Avenue. Anthony Bruce, 2025.

1. **Street Address:** 2905, 2907, 2909, 2911 College Avenue
   County: Alameda **City**: Berkeley **ZIP**: 94705

2. **Assessor's Parcel Number**: 052–1567–02300
   (Elmwood Park Tract, Block A, Lot 24 and portion of Lot 25)
   Dimensions: 62.5 feet x 120 feet
   Cross Streets: Ashby Avenue and Russell Street

3. **Is property on the State Historic Resource Inventory?** No
   Is property on the Berkeley Urban Conservation Survey? Yes
   Form #: 11875

4. **Application for Landmark Includes**:
   a. Building(s): Yes **Garden:** No **Other Feature(s)**: No
   b. Landscape or Open Space: No
   c. Historic Site: No
   d. District: Yes
   e. Other: Entire property

5. **Historic Names:** Martin Building
   Commonly Known Name: not known

6. **Date of Construction:** 1915, 1921 **Factual**: Yes
   Source of Information: City of Berkeley Applications for Building Permit No. 4301, No. 5344, No. 9614; 5 January 1915, 28 March 1916, 7 February 1921

7. **Architect:** none listed on applications

8. **Builder:** Jacob Kollmer, 2753 Piedmont Avenue

9. **Style:** Pioneer Storefront

10. **Original Owners:** Harry M. Martin, 2715 Hillegass Avenue
    Original Use: commercial (4 stores)

11. **Present Owner:** Bennett Susan L Tr

    Present Occupant: The Italian Homemade Company (2905 College); Cotton Basics (2909 College); Freshly Rooted Tribe (2911 College)

12. **Present Use:** commercial (3 stores)
    Current Zoning: C-E **Adjacent Property Zoning:** C-E

13. **Present Condition of Property:**
    Exterior: Excellent **Interior:** unknown **Grounds:** Ø
    Has the property's exterior been altered? Yes

14. Description.

Built in 1915, the Martin Building is a one-story, wood-frame structure with a cement plaster exterior. The building was added to in 1916 and 1921 to create more shops at the south. This accounts for the asymmetrical façade, with a slightly higher parapet over what had been once the center shopfront. The stepped parapet gives the building a bit of an "Old West" character.

Traditional shopfronts feature glossy black tile bulkheads, and wood doors with center lites. Transoms are exposed, although they are obscured by fixed-in-place awnings. The two spaces in the north half of the building are used by the present delicatessen, with one elongated shopfront and one entrance. This alteration occurred in 1935. The entry door is a pair of swinging doors, likely left from the many years this large space served as a market. The southern two shopfronts are their original size. all three shopfronts have concrete paving leading to the entrances.

The space above the transoms is plain, flat stucco, with flashing serving as a cornice. No photographs have been found prior to 1939, so it is not known whether the building had been decorated in any way originally.

15. History.

Jennie and Harry Martin arrived in Berkeley from Pomona in 1904. For many years, Mr. Martin had been in the real estate business there, and upon arrival, he opened his own office in downtown Berkeley. His son Scott soon joined him in the business venture and remained with the company. In 1906, Harry Martin became a charter member of the newly incorporated Berkeley Real Estate Exchange.

The Martins built a house for the family (including son Scott and daughter Maude) at 2715 Hillegass Avenue in 1905. It is not known why the Martins moved to Berkeley. The usual reason was so that the children could attend the University, but neither Scott nor Maude appear to have attended.

In 1911, Harry Martin bought Lot 24 in Block A of Elmwood Park. In 1915, he built a shop building next to the completed Dondero Building of 1912-13. Most of the early investors in what was becoming the neighborhood shopping street lived nearby, but for Mr. Martin, he was investing also in his future and that of his son. The H. M. Martin Company opened in the northernmost shop of the completed building in 1915. Twice (in 1916 and 1921) the building was expanded to the south to create space for more shops. The 1921 expansion gave the Martin Company a new home. This was to be the conveniently located place of business for Mr. Martin for the rest of his life.

The Martins were well-enough known in town that the celebration of their 65th wedding anniversary was captured by the *Berkeley Gazette* in story and picture in 1946. Sadly, Jennie died in early 1948, and Scott died soon after. Harry Martin continued to run the business until early 1949. He died the following year. Daughter Maude received revenue from the building until her death in about 1969. In 1970, the Martin Building was purchased by Queene and Frank C. Libby, Jr., owners of the McCullough Building next door and of College Avenue Electric in that building.

The Martin Building was only the second commercial building at this end of the district. There was a grocery store in the building at least from 1921 when a store room was built behind 2907 College for the use of the grocery store run by Joseph Gelber. Beginning in 1923, James S. Hay ran the Ideal Groceteria in the space. He in turn sold the business to Roderick D. Goode in 1925. Goode was a neighbor, living at 2813 Stuart Street. In the early 1930s, Bernard W.

White opened the long-running Topside Market. In 1935, Mr. Martin expanded the store space for the market by removing the partition between 2905 and 2907 and creating a single, centered entrance. The Topside lasted about twenty years, closing in 1952 with a storewide sale. The next owners were George Farray & Son. Mr. Farray had come to this country from Aleppo, Syria, and owned a small grocery store at 3024 Ashby Avenue between Domingo and Claremont Avenue. Mr. Farray died in October 1953 and the business gave way to the New Claremont Market, which remained open until about 1970, ending the history of grocery stores in this location. Soon after, Albert Braver, who had owned a popular shop on Bancroft across from the Student Union selling records and tobacco, opened, with his wife, Magnum Opus, an imported wicker basket emporium in the space. After about twenty years, AG Ferrari's Ultra Lucca moved into the space and remained for twenty-seven years. The Italian Homemade Company delicatessen is currently in this large space.

16. Significance.

The Martin Building is significant as a contributing building in the Elmwood Commercial District. Its one-story height and its traditional shopfronts (even with the transoms covered) are entirely compatible with most of the buildings in the district.

The building is also significant for being one of the buildings constructed during the pre-war phase of development (1907–1916).

Lastly, the Martin Building is significant for the continuity of its businesses over the years. A grocery store has been an important part of the business history of the building. After a hiatus between 1970 and 1990, food-oriented businesses have continued to use the large double space.

The Martin Building's eponymous business, the H. M. Martin Company, a successful real estate company, was in the building from 1915 to 1949. These were, and are, the types of businesses that made the Elmwood commercial district so successful as a self-contained "Main Street" through the years.

Features to Preserve.

- the traditional shopfronts
- the transom windows

17. Historic Value— Neighborhood: Yes City: Yes
Architectural Value— Neighborhood: Yes City: No

18. Is the property endangered? No

19. Bibliography.

City of Berkeley Application for Building Permit No. 4301, 5 January 1915; as well as several alteration applications.

Block books and Sanborn maps

City directories.

Urban Conservation Survey (block files), BAHA.

Ormsby Donogh Real Estate File (1939–1977), BAHA.

Tales of the Elmwood, Burl Willes, 2000.

Berkeley Tourist and Business Survey, 1924.

ancestry.com

"Strong Exchange of Berkeley Men," *Oakland Enquirer*, 13 October 1906

Deeds, *Berkeley Gazette*, 16 May 1911.

Contract notice, *Oakland Tribune*, 17 January 1915.

"H. M. Martins Celebrate Their 65th Wedding Day" by Edna Strachan, *Berkeley Daily Gazette*, 7 November 1946.

"Albert Elijah Braver" *SFGATE*, 7 November 2003.

"AG Ferrari, a Fixture on College Avenue for 27 Years, has Closed" by Frances Dinkelspiel, *Berkeleyside*, 6 February 2017.

20. Recorder

Anthony Bruce for Elmwood Property Owners Association, c/o Claudia Hunka, Your Basic Bird, 2940 College Avenue, Berkeley, California 94705

4 October 2025

Additional Photos.

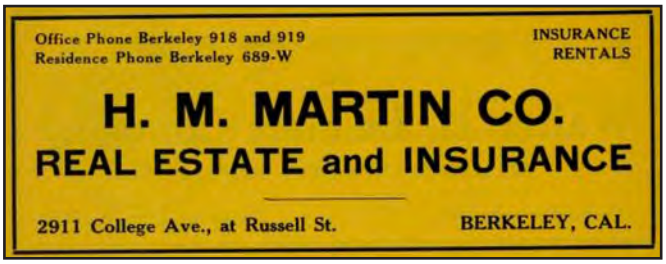


Scott Martin with Byron Bolfing inside the H. M. Martin Co. real estate office in 1947. Bolfing Collection, Berkeley Historical Society.



Jennie and Harry Martin in their home at 2715 Hillegass Avenue.

Gazette photo, Berkeley Gazette, *7 November1946.*



H. M. Martin Co. display ad in the 1922 Polk-Husted Oakland-Berkeley City Directory.

Additional Photographs.



The Martin Building, 2905 College Avenue.

Anthony Bruce, 2025.



The Martin Building, 2905 College Avenue.

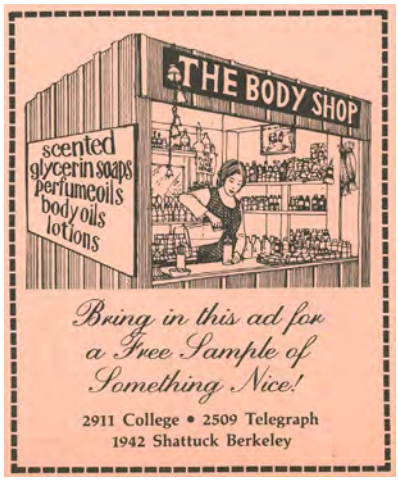
Anthony Bruce, 2025.



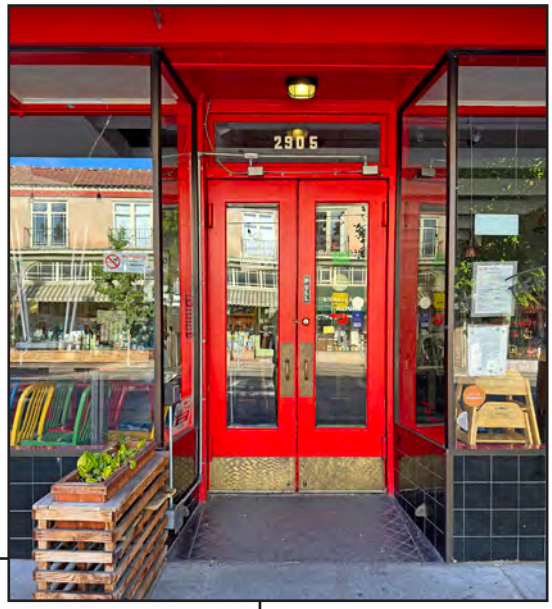
The Martin Building, 2905 College Avenue. Magnum Opus, 2905 College; Forget Me Not, 2909 College; The Body Shop, 2911 College.

Anthony Bruce, 1982.

Additional Photographs.

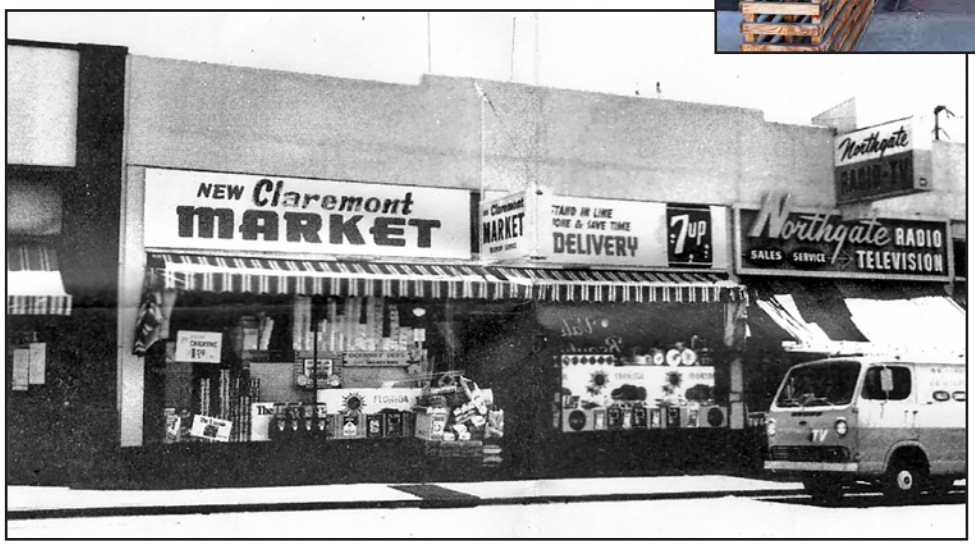


Display ad for The Body Shop from a 1980 issue of The Berkeley Monthly.



The Martin Building, double-door entrance to 2905 College Avenue. This shopfront configuration dates from 1935.

Anthony Bruce, 2025.

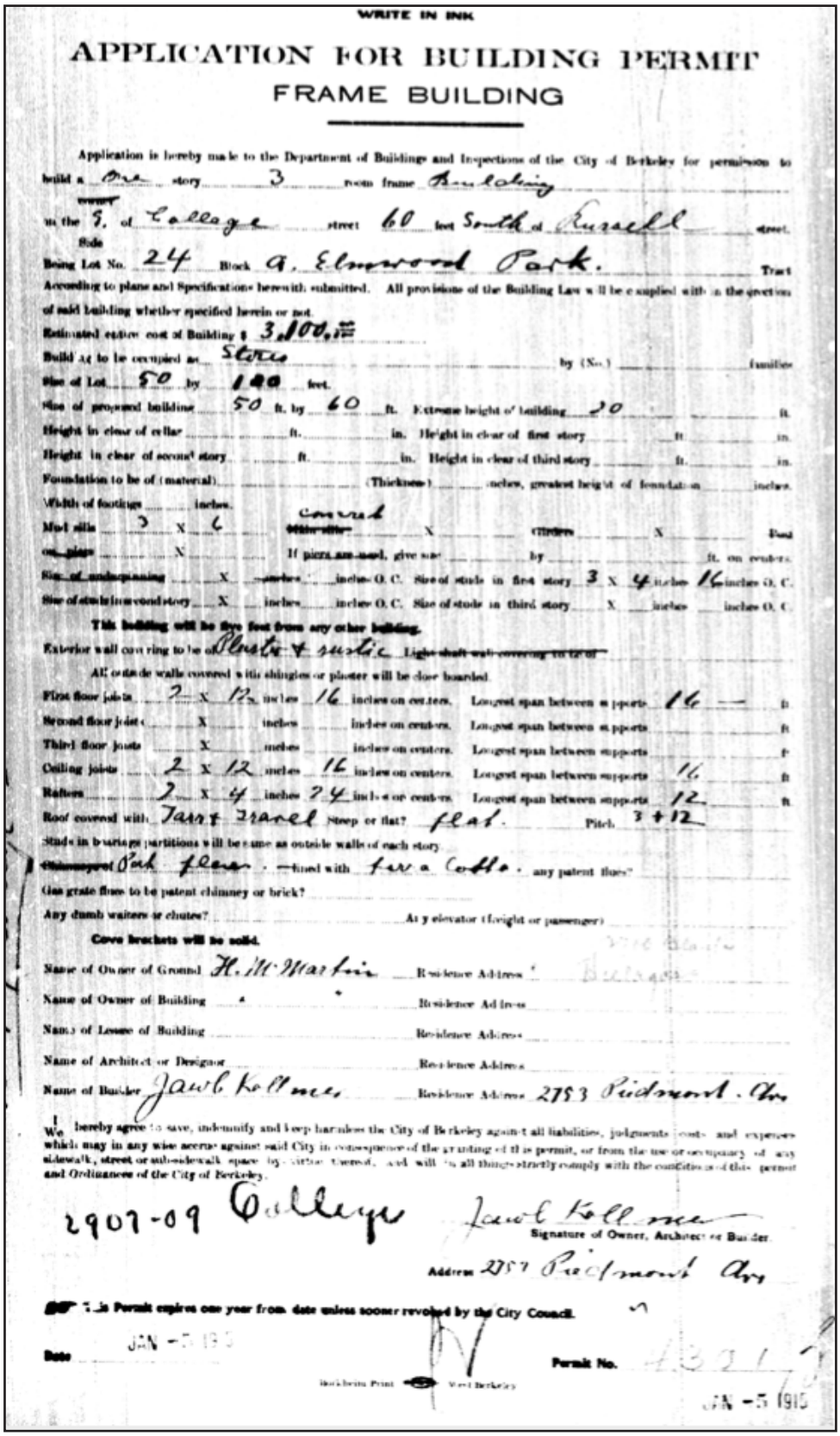


The Martin Building, 2905 College Avenue in 1968. Both the New Claremont Market and Northgate Radio had moved here from locations on Claremont Avenue.

Real estate listing ("owner retiring"), Donogh Real Estate File, BAHA.



Martin Building. Topside Market, 2907 College; unknown, 2909 College; H. M. Martin Co., 2911 College Avenue. Ormsby Donogh, 1939, Donogh Real Estate File, BAHA.



WRITE IN INK

APPLICATION FOR BUILDING PERMIT

FRAME BUILDING

Application is hereby made to the Department of Buildings and Inspections of the City of Berkeley for permission to build a One story 3 room frame Building

on the S. side of College street 60 feet South of Russell street.

Being Lot No. 24 Block 9, Elmwood Park. Tract

According to plans and Specifications herewith submitted. All provisions of the Building Laws will be complied with in the erection of said building whether specified herein or not.

Estimated entire cost of Building $ 3,100.00

Build'g to be occupied as Store by (No.) families

Size of Lot 50 by 140 feet.

Size of proposed building 50 ft. by 60 ft. Extreme height of building 20 ft.

Height in clear of cellar ft. in. Height in clear of first story ft. in.

Height in clear of second story ft. in. Height in clear of third story ft. in.

Foundation to be of (material) (Thickness) inches, greatest height of foundation inches.

Width of footings inches.

Mud sills 3 X 6 Covered Girders X Posts

on piers X If piers are used, give size by ft. on centers.

Size of underpinning X inches inches O. C. Size of studs in first story 3 X 4 inches 16 inches O. C.

Size of studs in second story X inches inches O. C. Size of studs in third story X inches inches O. C.

This building will be five feet from any other building.

Exterior wall covering to be of Plaster & rustic Light shaft wall covering to be of

All outside walls covered with shingles or plaster will be close boarded.

First floor joists 2 X 12 inches 16 inches on centers. Longest span between supports 16 ft.

Second floor joists X inches inches on centers. Longest span between supports ft.

Third floor joists X inches inches on centers. Longest span between supports ft.

Ceiling joists 2 X 12 inches 16 inches on centers. Longest span between supports 16 ft.

Rafters 2 X 4 inches 24 inches on centers. Longest span between supports 12 ft.

Roof covered with Tarr & Gravel Steep or flat? flat. Pitch 3 & 12

Studs in bearing partitions will be same as outside walls of each story.

Chimneys Brick flues lined with Fire a Cotta any patent flues?

Gas grate flues to be patent chimney or brick?

Any dumb waiters or chutes? Any elevator (freight or passenger)

Cove brackets will be sold.

Name of Owner of Ground H. M. Martin Residence Address

Name of Owner of Building Residence Address

Name of Lessee of Building Residence Address

Name of Architect or Designer Residence Address

Name of Builder Jawl Hollmes Residence Address 2753 Piedmont Ave

I We hereby agree to save, indemnify and keep harmless the City of Berkeley against all liabilities, judgments, costs and expenses which may in any wise accrue against said City in consequence of the granting of this permit, or from the use or occupancy of any sidewalk, street or sub-sidewalk space by virtue thereof, and will in all things strictly comply with the conditions of this permit and Ordinances of the City of Berkeley.

2907-09 College Jawl Hollmes

Signature of Owner, Architect or Builder.

Address 2753 Piedmont Ave

This Permit expires one year from date unless sooner revoked by the City Council.

Date JAN -5 1915 Permit No. 4301

Berkeley Print West Berkeley

JAN -5 1915

City of Berkeley Application for Building Permit No. 4301, 5 January 1915

Planning and Development Department
Land Use Planning Division

CITY OF BERKELEY
Ordinance #4694 N.S.
LANDMARK APPLICATION

Elmwood Commercial Historic District

Property No. 31
Dondero Building
2901 College Avenue





The Dondero Building, 2901 College Avenue. Anthony Bruce, 2025.

1. **Street Address:** 2901, 2901 1/2, 2903. 2903 1/2 College Avenue; 2706 Russell Street
   County: Alameda **City**: Berkeley **ZIP**: 94705

2. **Assessor's Parcel Number**: 052–1567–02401
   (Elmwood Park Tract, Block A, Lot 23)
   Dimensions: 60 feet x 120 feet
   Cross Streets: Ashby Avenue and Russell Street

3. **Is property on the State Historic Resource Inventory?** No
   Is property on the Berkeley Urban Conservation Survey? Yes
   Form #: 11876

4. **Application for Landmark Includes**:
   a. Building(s): Yes **Garden:** No **Other Feature(s)**: No
   b. Landscape or Open Space: No
   c. Historic Site: No
   d. District: Yes
   e. Other: Entire property

5. **Historic Names:** Dondero Building
   Commonly Known Name: not known

6. **Date of Construction:** 1912–13 **Factual**: Yes
   Source of Information: City of Berkeley Application for Building Permit No. 2517, 12 December 1912
7. **Architect:** John Sullivan, 6452 Harmon Court, Oakland
8. **Builder:** F. Walter Thaxter, 2820 Kelsey Street

9. **Style:** Storefront

10. **Original Owners:** John Faust Dondero, 2838 Derby Street
    Original Use: commercial (5 stores)

11. **Present Owner:** JCJ9 Property Management LLC
    Present Occupant: Nabolom (2706 Russell); Five Little Monkeys (2901 College); Methok Pema Antique Handcraft (2903 College); Tibetan Gem Shop; Methok Pema Comfort Clothing (2903 1/2 College)

12. **Present Use:** commercial (4 stores)
    Current Zoning: C-E **Adjacent Property Zoning:** R-2
13. **Present Condition of Property:**
    Exterior: Excellent **Interior:** unknown **Grounds:** Ø
    Has the property's exterior been altered? Yes

14. Description.

Built in 1912–13, this is a one-story and basement wood-frame structure with cement plaster exterior. The Dondero Building has been stripped of its Prairie/Viennese Secession ornamentation of applied geometric shapes. Its present smooth façade is capped with a narrow cornice, and framed by slightly projecting piers.

The building is angled at the corner with a corner entrance to the store (5 Little Monkeys) at 2901 College. Transoms are gone from the corner store, but probably still exist at the three stores along College, hidden behind signage. The southernmost two storefronts have been reconfigured. The very small shopfront on College appears as it did in the 1939 photo. Imaginative painting of the exterior of the corner store gives the illusion of arched windows.

Today there is one shopfront on the Russell Street frontage. Earlier photos show possibly as many as three. Fluted piers mark what had once been a separate shop, but it is now a part of the corner store. The shopfront at the far end is traditional with plate glass and a slightly recessed entrance but dates from 1937 alterations by architect Edwin Lewis Snyder for a post office remodel. The alteration permit states, "Remodel storefront and remove ornaments from front of building." The narrow transoms would date from this remodel.

A fantasy mural of toys and monkeys has been painted in a recessed panel on the Russell Street side of the corner store.

15. History.

In early December 1912, John Faust Dondero was having his newly purchased property at the corner of College and Russell cleared in preparation for construction of a commercial building that was to begin later that month. His real estate venture may have been the bright spot in a December that was especially hard on Dondero. He had been the chief complainant in charges against the running of the State Home for the Adult Blind on Telegraph Avenue in Oakland. His complaints led to an investigation, and, in December, a lengthy hearing before the State Board of Charities. John Dondero was the star witness, but his testimony was torn to shreds by the Board as being hearsay. He responded that his complaints rose from his continuing purpose of "solving the problems of the blind in California."

Dondero was a lifelong advocate for the blind and the institutions that provided for them. He was Supervisor of Boys at the Deaf and Blind School in Berkeley, where he was one of the investigators into the conduct of director Douglas Keith, who was later removed by the Governor. John Dondero was himself blind—since age 16—but he gave up his work at the school to enter the real estate business in 1912. At the December 1912 hearing, he said publicly that he was independently wealthy, owned property, was building in Berkeley, and engaged in a real estate office. His grandfather, Giovanni Dondero, arrived in San Francisco in 1860 and made his fortune in real estate. John may have been following in his footsteps. After the Martin Building was constructed next door, Dondero worked at the H. M. Martin Co. in the fire insurance division.

Backed by former Governor George Pardee, John Dondero ran—unsuccessfully—for the State Board of Equalization several times in the 1920s and 1930s, campaigning in small towns in his district.

John Dondero married Arlington "Arlie" McCormick in July 1913. Arlie was part of a pioneer Napa family living in St. Helena on Spring Mountain at the McCormick Ranch where she was born. She came to Berkeley on Thanksgiving in 1911 to join the faculty of the Deaf and

Blind school where she met John. While they were engaged, his new College Avenue building was put in her name. The Donderos lived at 2726 Garber Street, near College, in a house built for them to lease in 1915 by the owner of the land who lived next door. In December 1919, after an illness of three months, Arlie Dondero died at Merritt Hospital in Oakland. .John Dondero married Edith Margaret Rogers in 1922. Their son was named John Arlington Dondero.

The Dondero Building had a major impact on its surroundings, both negative and positive. When the Dondero Building was built, it was the first commercial encroachment on the east side of College Avenue in the Elmwood Park tract, which had been assumed by homebuilders to be a residential tract. It was also the first commercial building at the north end of the two blocks of College between Webster and Russell. Prior to 1912, all businesses were on the west side of the street, clustered around Ashby Avenue (except for a tiny real estate office built at Russell in early 1912). Three houses stood on the east side of the street by 1912, two being very close to the Dondero Building. Its construction was an offensive shock to these two homeowners. Orville Root moved his house to Ashby Place in 1913. The Barbers, next door to the Roots to the south, waited until the McCullough Building was built next to their property before moving their house away. The Dondero Building had a negative impact on the neighborhood and was the first impact to later trigger Berkeley's first zoning decision. Conversely, the Dondero Building paved the way for commercial infill on the vacant lots on College between Ashby and Russell, helping to create today's beloved and thriving Elmwood commercial district.

The strategically positioned corner shop in the Dondero Building, with its angled façade and large windows, seems to have been sought after for grocery stores and restaurants during the first thirty-five years. The first business in that space was a grocery store owned by Wilford Nichols and Sidney Chown. Nichols had operated a grocery previously at 2711 Russell Street between College and Cherry. (Harvey Haseltine, who had purchased the Kelsey Ranch from the Kelsey family years before, built his own grocery and real estate office next to his house on Russell in 1909; after a few years Nichols took over the store, which ceased to exist after the Dondero Building was completed.) When the Danbert and adjoining commercial building were built at Derby and College in 1915, Wilford Nichols opened the Derby Market at 2707 College, and Sidney Chown became the sole proprietor. Chown consolidated his business in his Broadway grocery store in 1923, and the first of many restaurants opened in the corner space: Helen Montgomery's Ye Old Homestead Cider Company, with a newly installed brick fireplace and a wood paneled dining room. Various eateries were in the space before it returned to being a grocery store in the 1940s: Millward's Market.

In 1948, the type of business changed to men's apparel. Curtis & Gray was at 2901 College for over twenty years. Every young man in the surrounding neighborhoods most likely was fitted for his first suit at Curtis & Gray.

The one store that remained the longest was Sweet Dreams. In 1971, Gary Gendel opened Sweet Dreams candy shop in the Dondero Building, but not in the corner space (which was in use at the time). At 2901 1/2 College is a very small shop. It is not known what it was at first, but after WWI, Hardin Asher Parke, a barber, opened his own shop in that space. His wife Belle worked next door at Ye Old Homestead. Parke died in 1929, but the space remained a barber shop. It had two chairs, and the chair in the window was fitted with a hobby horse head, which no small child looking in could resist. This was the spot that Gary Gendel first rented for his candy shop. It is said that he filled the barber pole with jelly beans. Within a few years, he had outfitted the large

corner store with Victorian-style shelves and counters, filled with large glass jars of colorful old-fashioned candy. The store also sold whimsical gifts, and, for a time, the back room was set up as an ice cream parlor. The store became a fixture in the Elmwood district, as did Gendel himself, who would be seen striding along the sidewalk, going from one of his three stores to the other. (He also owned Sweet Dreams toy store and Primvera gift shop). Gary Gendel closed the toy store in June 2023 and he died that August.

The history of the Dondero Building includes the fact that it was twice the location of the Elmwood Station of the United States Post Office. After many years at Rolla Fuller's drugstore in the Koerber Building as "Station 8," the local post office moved to the Dondero Building in 1927 and was renamed "Elmwood Station." In 1937, architect Edwin Lewis Snyder was commissioned by then-owner James Russell Selfridge to remodel the post office at 2706-08 Russell Street and to "remove ornaments from front of building," in order to make the space more appropriate for the Post Office. The result was a bland and sterile façade on the eastern half of the Russell Street side of the building. The Post Office moved into its own building at 2705 Webster Street in 1948 and the Russell Street space was again remodeled: for Nelson's Self-Service Laundry, which was a neighborhood fixture for more than twenty years.

The second time the Elmwood Station appeared in the Dondero Building was in the early 1970s. A major remodel was planned for the Webster Street site and the post office needed a temporary location. All the golden oak cabinetry and counters were brought over and carefully fitted together. One would have thought that the Post Office had always been there. When the remodel and addition were finished on Webster, the handsome woodwork was not reinstalled; a 1970s interior with orange Formica greeted postal customers at Webster and College.

The present Nabolom Bakery in the post office space was created to counteract the threat of regionalism and duplication of services in the Elmwood commercial district. The City had enacted temporary regulations for the turnover of businesses in the Elmwood in 1975 to attempt to retain neighborhood-serving businesses. In 1976, a hair-cutting salon had applied for a then-empty space. Neighbors said there was greater need for a bakery, and a group, including merchants, found both a group of women wanting to start a bakery and a vacant shopfront at 2706 Russell. The bakery has been an extremely popular business since the day it opened in 1976 in what had been one half of Nelson's Laundry. When the laundry later closed, Nabolom expanded into that space. After many years, Nabolom closed, but no one would allow it to die. It reopened with new owners as Nabolom Bakery and Pizzeria.

16. Significance.

The Dondero Building is significant as an anchor building in the Elmwood commercial district. Although only one story, it was designed to take advantage of its corner lot. The façade of the building is faceted as it turns the corner, and the shop entrance faces the street corner directly, giving the Dondero Building a strong visual presence.

The Dondero Building is also significant for its builder, John Faust Dondero (1885–1963). Not only was he a local resident who was an early commercial investor in the Elmwood district and a College Avenue businessman, but he was also noteworthy for his lifelong regard for the betterment of the lives of blind people in California, which he manifested through his activism, writing, and working at the California School for the Deaf and Blind.

The Dondero Building is significant for the businesses that have enriched the lives of the

neighboring residents, as well as all Berkeleyans. The businesses went from one of the first full-scale grocery stores in the Elmwood to the several restaurants to the Curtis & Gray haberdashery to Sweet Dreams (1971–2023), a store in living memory beloved to all. The building is significant also for being the longtime home of the Elmwood Station of the United States Post Office.

The Dondero Building also played a role in social issues affecting both the neighborhood and the City. Its construction in 1912–13 caused consternation to those who had already built their home on the east side of College Avenue in the Elmwood Park tract, and was a catalyst for the City's eventual first zoning decision in 1916. The growing concern in the 1970s over losing neighborhood-serving businesses in the Elmwood, as well as business redundancy, led to a temporary City ordinance and eventual special zoning. The Dondero Building solved the immediate problem of lack of services by providing a space for a bakery, missing in the Elmwood since the last bakery closed in 1970.

Features to Preserve.

- the faceted corner (three wall planes)
- the former barber shop storefront, with its two steps, traditional door, and single, small display window
- the traditional shopfronts along Russell Street
- the five remaining original pilasters (two on College and three on Russell)
- the ledgerock bulkheads at 2903 and 2903 1/2 College
- any remaining transoms

17. Historic Value— Neighborhood: Yes City: Yes
Architectural Value— Neighborhood: Yes City: No

18. Is the property endangered? No

19. Bibliography.

City of Berkeley Application for Building Permit No. 2517, 12 December 1912; as well as several alteration applications.

Block books and Sanborn maps

City directories.

Urban Conservation Survey (block files), BAHA.

Ormsby Donogh Real Estate File (1939–1977), BAHA.

Tales of the Elmwood, Burl Willes, 2000.

Berkeley Tourist and Business Survey, 1924.

"A Profile of the Elmwood: Trends and Counter-Trends in a Berkeley Neighborhood Commercial District" Joanna Callenbach, Geography 181 class paper, Spring 1978.

ancestry.com

Deeds, *Berkeley Gazette*, 25 November 1912.

Contract notice, *Berkeley Gazette*, 14 December 1912.

"Blind Home Probe Begins: Dondero Placed on Stand," *Oakland Tribune,* 16 December 1912.

"Evidence is Continued in Blind Home Investigation: Many Witnesses Called to Stand in Probe of Dondero Charges," *Oakland Tribune,* 17 December 1912.

"Blind Home Attack is Breaking Down: Witnesses Called by Complainants in Inquiry Testify for Defense," *Oakland Tribune,* 19 December 1912.

"State Home Teacher Weds; Faints in the Clerk's Office. Mr. and Mrs. John Faust Dondero, who were Married Last Night in Berkeley. Dondero is an Instructor at the State School for the Deaf and Blind," *Oakland Tribune,* 20 July 1913.

"Former Resident Dies: Mrs. Arlington Dondero Passes Away," *St. Helena Star,* 2 December 1919.

"Blind School Probe Promised," *Oakland Tribune,* 15 September 1920.

"Blind Man Here to Boost Candidacy for State Office," *Modesto News-Herald,* 12 August 1926.

"Sweet Dreams Owner Dies Shortly after Closing 50-year-old Elmwood Toy Store" by Joanne Furio, *Berkeleyside,* 15 September 2023.

Interview with Ava Earle Barber, conducted by Anthony Bruce, 1970s.

20. Recorder

Anthony Bruce for Elmwood Property Owners Association, c/o Claudia Hunka, Your Basic Bird, 2940 College Avenue, Berkeley, California 94705

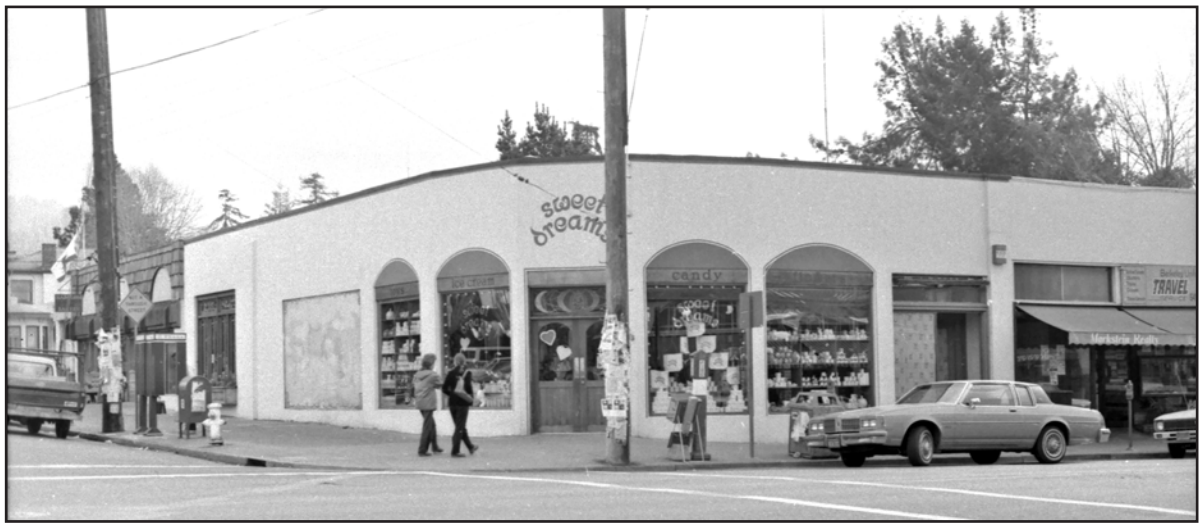
9 October 2025

Additional Photographs.



Dondero Building, College Avenue frontage. Anthony Bruce, 2025.

Dondero Building. Anthony Bruce, 1982.





Dondero Building, College Avenue frontage. Ormsby Donogh, 1939, Donogh Real Estate File, BAHA.

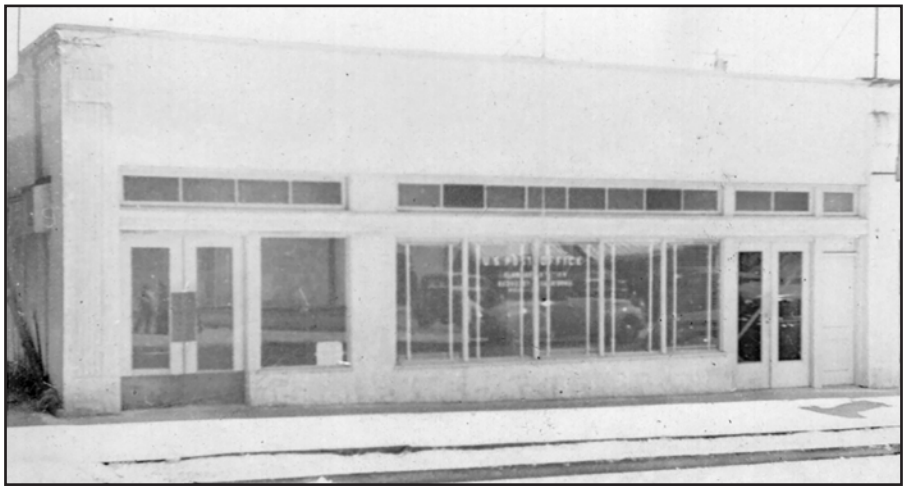
Additional Photographs.



Dondero Building, Russell Street frontage. Anthony Bruce, 2025.



Dondero Building, Russell Street frontage, showing the toy store mural. Anthony Bruce, 2025.



Dondero Building, Russell Street frontage, showing the Edwin Lewis Snyder-designed Post Office in about 1948.

Donogh Real Estate File, BAHA.



Dondero Building, Russell Street frontage, showing the now-missing center shopfront. Ormsby Donogh, 1939, Donogh Real Estate File, BAHA..

Additional Photographs.



Arlie and John Dondero. Oakland Tribune, *7 July 1913.*



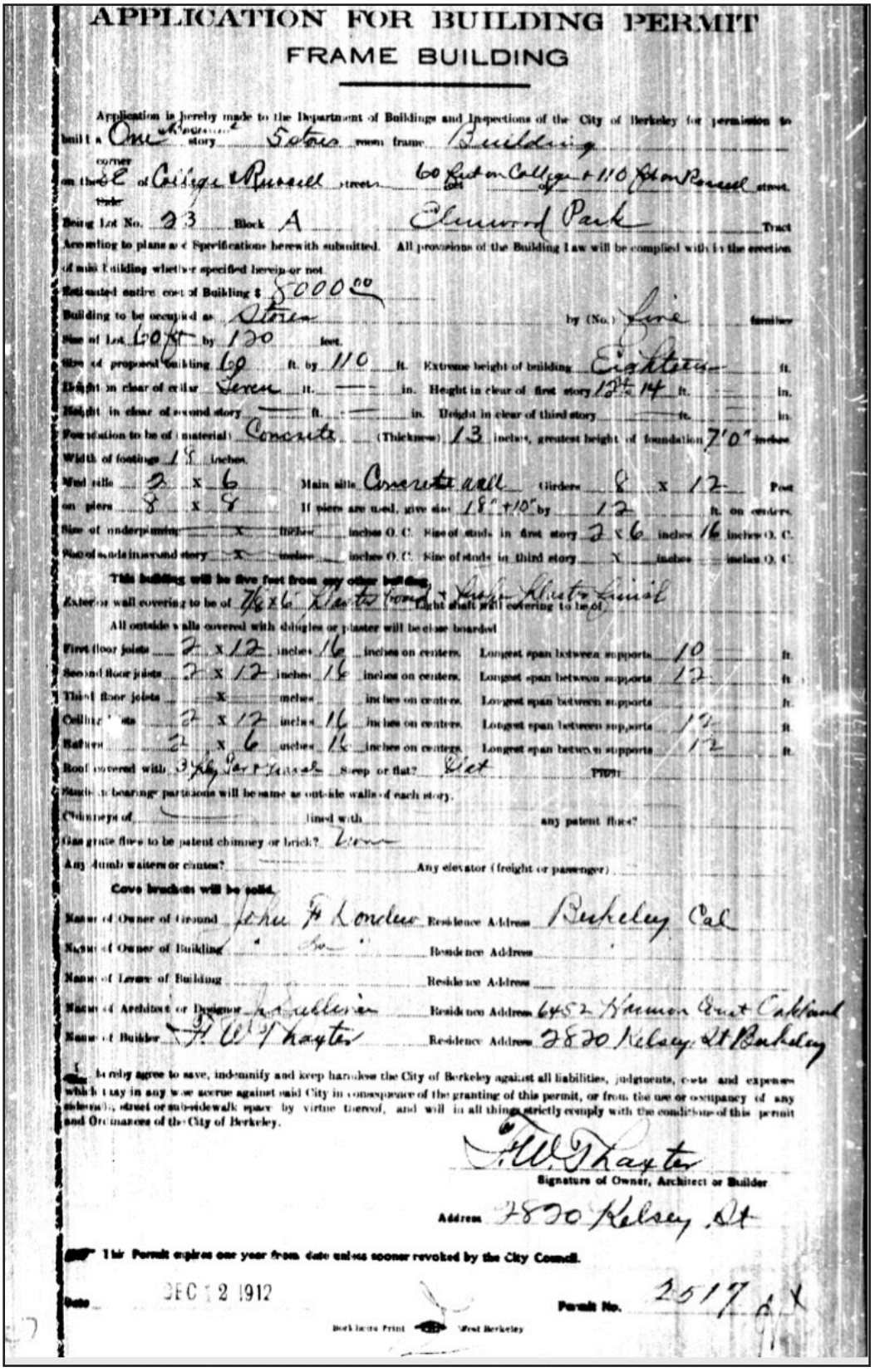
John Faust Dondero at the house he built in 1923 after his second marriage. 66 Vicente Road.
Fang family San Francisco Examiner *photograph archive © The Regents of the University of California, The Bancroft Library, University of California, Berkeley. This work is made available under a Creative Commons Attribution 4.0 license.*



Mrs. Beretta in front of the Dondero Building. Byron Bolfing, 1947, Berkeley Historical Society.



Annie McKinney in McKinney Deli Food Shop, 2903-A College, Dondero Building. Byron Bolfing, 1947, Berkeley Historical Society.



APPLICATION FOR BUILDING PERMIT
FRAME BUILDING

Application is hereby made to the Department of Buildings and Inspections of the City of Berkeley for permission to build a One story 5 Stores room frame Building

on the SE corner of College & Russell streets 60 Feet on College by 110 Feet on Russell street.

Being Lot No. 23 Block A Elmwood Park Tract

According to plans & Specifications herewith submitted. All provisions of the Building Law will be complied with in the erection of said building whether specified herein or not.

Estimated entire cost of Building $ 5000.00

Building to be occupied as Stores by (No.) Five families

Size of Lot 60 Ft by 120 feet.

Size of proposed building 69 ft. by 110 ft. Extreme height of building Eighteen ft.

Height in clear of cellar Seven ft. — in. Height in clear of first story 12 & 14 ft. in.

Height in clear of second story — ft. — in. Height in clear of third story — ft. in.

Foundation to be of material Concrete (Thickness) 13 inches, greatest height of foundation 7'0" inches

Width of footings 18 inches.

Mud sills 2 x 6 Main sills Concrete wall Girders 8 x 12 Posts on piers 8 x 8 If piers are used, give size 18" +10" by 12 ft. on centers.

Size of underpinning — x — Studs — inches O. C. Size of studs in first story 2 x 6 inches 16 inches O. C.

Size of studs in second story — x — inches — inches O. C. Size of studs in third story — x — inches — inches O. C.

This building will be five feet from any other building.

Exterior wall covering to be of 7/8 x 6 Rustic boards Light shaft wall covering to be of

All outside walls covered with shingles or plaster will be close boarded

First floor joists 2 x 12 inches 16 inches on centers. Longest span between supports 10 ft.

Second floor joists 2 x 12 inches 16 inches on centers. Longest span between supports 12 ft.

Third floor joists — x — inches — inches on centers. Longest span between supports — ft.

Ceiling joists 2 x 12 inches 16 inches on centers. Longest span between supports 12 ft.

Rafters 2 x 6 inches 16 inches on centers. Longest span between supports 12 ft.

Roof covered with 3 ply Tar & Gravel Steep or flat? Flat Pitch

Studs in bearing partitions will be same as outside walls of each story.

Chimneys of — lined with — any patent flues?

Gas grate flues to be patent chimney or brick? Brick

Any dumb waiters or chutes? — Any elevator (freight or passenger) —

Cove brackets will be solid.

Name of Owner of Ground John F. Londee Residence Address Berkeley Cal

Name of Owner of Building — Residence Address —

Name of Lessee of Building — Residence Address —

Name of Architect or Designer — Residence Address 6452 Harmon St Oakland

Name of Builder F. W. Thayer Residence Address 2820 Kelsey St Berkeley

I hereby agree to save, indemnify and keep harmless the City of Berkeley against all liabilities, judgments, costs and expenses which may in any wise accrue against said City in consequence of the granting of this permit, or from the use or occupancy of any sidewalk, street or sub-sidewalk space by virtue thereof, and will in all things strictly comply with the conditions of this permit and Ordinances of the City of Berkeley.

F. W. Thayer
Signature of Owner, Architect or Builder

Address 2820 Kelsey St

This Permit expires one year from date unless sooner revoked by the City Council.

Date DEC 12 1912 Permit No. 2517

Berkeley Print West Berkeley

City of Berkeley Application for Building Permit No. 2517, 12 December 1912

Planning and Development Department
Land Use Planning Division

CITY OF BERKELEY
Ordinance #4694 N.S.
LANDMARK APPLICATION

Elmwood Commercial Historic District

Property No. 32

Safeway Supermarket Building
2887 College Avenue



The Safeway Supermarket Building, 2887 College Avenue. Anthony Bruce, 2025.

1. **Street Address:** 2887 College Avenue
   County: Alameda **City**: Berkeley **ZIP**: 94705

2. **Assessor's Parcel Number**: 053–1696–01500
   (University Villa Tract, Block A, Lots 1 and 2)
   Dimensions: 120 feet x 120 feet
   Cross Streets: Stuart Street and Russell Street

3. **Is property on the State Historic Resource Inventory?** No
   Is property on the Berkeley Urban Conservation Survey? Yes
   Form #: 14442

4. **Application for Landmark Includes**:
   a. Building(s): Yes **Garden:** No **Other Feature(s)**: No
   b. Landscape or Open Space: Yes
   c. Historic Site: No
   d. District: Yes
   e. Other: Entire property

5. **Historic Names:** Safeway
   Commonly Known Name: 7–Eleven

6. **Date of Construction:** 1932 **Factual**: Yes
   Source of Information: City of Berkeley Application for Building Permit No. 37037, 25 June 1932, and No. 110772846, 1972

7. **Architect:** Harold F. Genss, 2249 Ward Street (1932); Max R. Garcia, A.I.A. and Associ ates, 555 Sutter Street, San Francisco (1972)

8. **Builder:** K. E. Parker Company, 135 South Park, San Francisco (1932); Lambert & Wells, 315 Second Street, San Francisco(1972)

9. **Style:** industrial

10. **Original Owners:** K. E. Parker Company (land & building)
    Original Use: commercial (1 store)

11. **Present Owner:** Miottell Ward J Jr Trustee
    Present Occupant: vacant; 7-Eleven; Arlene's Cleaners; Elmwood Laundry

12. **Present Use:** commercial (4 stores)
    Current Zoning: C-E **Adjacent Property Zoning:** R-2, R-2A

13. **Present Condition of Property:**
    Exterior: fine **Interior:** unknown **Grounds:** fine
    Has the property's exterior been altered? Yes

14. Description.

Built in 1932, the Safeway Building is one story and is constructed of reinforced concrete. The reinforced concrete piers project slightly from the building's walls and extend above the parapet where they exhibit minimal Art Deco styling. There are eight piers from front to back, creating seven bays.

The building was designed to house a modern supermarket with a large stock room behind the market space. The adjoining parking lot was a necessary adjunct for a supermarket. The entrance to the store was on College Avenue. The four piers that frame the front façade were surfaced in celadon green glazed terra cotta in an angular Art Deco style. The same glazed terra cotta framed the three-panel frieze above the transom windows. The first two bays on the south side also held display windows and transoms. The transom windows were each divided in the style of Roman lattice.

Safeway vacated the building in late 1970 and the building was subsequently remodeled. Four shops were installed in place of the one supermarket. One shopfront is at the north end of the street façade, with the south two thirds left a blank wall. Along the south wall, the three other shops open to a concrete walkway next to the parking lot. The third bay is filled in, and the others contain store entrances or display windows. Each open bay has a plain marquee above the shopfronts. The upper half of each of the seven bays is surfaced with diagonally placed redwood boards, which introduce the rustic Sea Ranch style to this concrete industrial-like building. Three of the redwood panels have large plastic store signs attached. A vine covers much of the street façade and much of the first two side bays. The north side of the building, built on the property line, has no openings.

The parking lot has a concrete curb around it and two driveway entrances: one on College and one on Russell. A kiosk, designed to hold a small shop, was later built at the southwest corner of the parking lot. It is now vacant.

15. History.

In 1909, a church building was erected at the northeast corner of College and Russell for the College Avenue Methodist Episcopal Church. Architect Clinton Briggs Ripley (1849–1922) designed a picturesque stucco building with half-timbering, towers, gables, and a large stained-glass window facing College. Ripley's practice was in Honolulu, but he happened to be here at the time his services were needed. In 1928, the large structure at Durant and Dana was built for Trinity Methodist Episcopal Church. When the church opened, the College Avenue congregation moved to the new church and the College Avenue site became surplus property (which by then was two lots facing College Avenue).

The City Council, in May 1932, reclassified the two lots as commercial—per petition by Trinity Church—and the property was immediately sold in order to finance the construction of Trinity Hall next to Trinity Church.

The new owner of the land was the K. E. Parker Company of San Francisco. This major contracting firm was also the builder of the new supermarket built on the site, which was leased to Safeway Stores. The site of the church became a parking lot for the store. The building was designed by Berkeley architect Harold F. Genss (1890–1983).

The name "Safeway" appeared in 1926 as the new name for several grocery store chains that merged that year. The College Avenue store was constructed during the last year of the company's rapid expansion, when the effects

of the Depression were felt.

When the building was completed, Safeway did not move into it. Instead, the building opened as a Piggly Wiggly supermarket. Piggly Wiggly opened in 1916 in Memphis, Tennessee, as the first self-service grocery store. It was extremely successful and influenced grocery stores around the country to convert to self-service. After a stock market fiasco, the company was divided and sold to regional chains. Safeway acquired the West Coast Piggly Wiggly in 1929. In 1933, there were *two* Piggly Wiggly stores in the relatively small Elmwood business district, and one Safeway (at 2997 College). By 1939, Safeway had moved into the building at 2887 College Avenue, and the red-and-yellow Safeway signs had gone up on the building and in the parking lot.

In 1959, Safeway introduced a new supermarket design created by the architectural firm of Wurster, Bernardi & Emmons. The first one built was the Marina Safeway in San Francisco. Soon older Safeway buildings were being replaced by these much larger buildings with a signature curved roof and glass front. Of the two Safeways on College Avenue, the one just over the line in Oakland near Claremont Avenue was chosen for the modern makeover. The Safeway at Russell, still owned by the K. E. Parker Company, remained the same. In 1966, the property was sold to Robert W. and Evelyn Ratcliff, he being the architect son of Walter H. Ratcliff, Jr.

By 1970, with two more years left on their lease, Safeway ceased operations in the building that August. The building was put up for sale. Almost right away both 7-Eleven and a laundromat were interested in leasing space. Two years later, the property was finally sold in August 1972 to Berkeleyans John and Katrina Miottel. A permit was taken out that fall to "remodel old Safeway store to shopping complex," with plans by architect Max R. Garcia.

In a 1976 letter written to the City Council, Mr. Miottel described his thinking around the project: "During my ownership of the property, I have acted to improve it for the benefit of the neighborhood, Prior to my acquisition of the property in 1972, the improvements consisted of an abandoned Safeway market and adjoining parking area. The improvements had been subjected to substantial vandalism, and numerous and repeated health code violations had been issued for accumulation of trash and debris.

"After several months of careful planning, a total renovation of the property was undertaken at a cost of hundreds of thousands of dollars. Although the site is zoned C-1 and could have been improved with buildings in its entirety, in the interests of the neighborhood it was decided to preserve the parking lot for the convenience of shoppers and local residents. In addition, utilities were placed underground, public benches were placed around the site, and a bulletin board kiosk was provided for public use. The area was landscaped and the buildings on the site are of an attractive resawn redwood, concrete, and rough brick style. I believe that my actions have amply demonstrated my concern for the Elmwood area."

The first businesses to move into the completed building in the summer of 1973 were the present 7-Eleven food store; Korakleen coin-operated laundry (site of the present Elmwood Laundry); One of a Kind, a bookstore, facing College Avenue; and possibly a fourth shop: Fotique. In Fotique's then-empty space Berigan's Records opened in 1975, located where Arlene's Cleaners is now. In 1976 almost a year after One of a Kind closed, Alexander Pope Haircutters moved in (working business name: Rape of the Locks), but not without a contentious neighborhood fight and City hearings regarding possible duplication of services. Korakleen did not last long; it was soon replaced by Coin-op Super Wash; and later by LaundraLand. Berigan's moved to a new location and Fotoshop moved in.

In 1976, a small Fotomat building was proposed for the southwest corner of the parking lot. The question of whether it was considered a drive-in or walk-in business seems to have doomed this project as a free-standing "kiosk" business. Instead, in 1978, Fotomat moved into the former Berigan's Records space, later replaced by of the Dryclean Club of America.

The small building that stands at the corner of the parking lot, and that is currently vacant, was built in 1979. It was designed and fabricated by the firm of Bluepeter, Inc. of San Francisco for Earrings, Ltd., a jewelry shop.

16. Significance.

The Safeway building is significant for expanding the Elmwood commercial district out of its original two-block boundaries. The building was constructed four years after the last parcel had been built on (the Sparhawk Building of 1928).

It is also significant as the first non-traditional shop building in the Elmwood. Built as a large, single-use building (a modern supermarket), the Safeway building came with its own dedicated parking lot.

The building has significance after its 1972 remodeling for introducing the concept of the strip mall to the Elmwood. Shops in a row with a walkway along the front, and the whole facing a parking lot are features that define a strip mall. Wikipedia states that these small malls are generally service-oriented, containing a hair salon, grocery store, dry cleaner, and laundromat, for instance.

Finally, the building and parking lot are significant for their association with the early growth years of major chain, Safeway.

Features to Preserve.

- the remaining bit of Art Deco styling at the tops of the piers
- the prefabricated kiosk shop
- the panels of resawn redwood
- the rough gray bricks (or simulated bricks) that cover some areas of the walls

17. Historic Value— Neighborhood: Yes City: Yes

Architectural Value— Neighborhood: Yes City: Yes

19. Bibliography.

City of Berkeley Application for Building Permit No. 37037, 25 June 1932; City of Berkeley Application for Building Permit No. 110772846, November 1972; as well as several other applications for alterations.

Block books and Sanborn maps

Directories.

Urban Conservation Survey (block files), BAHA.

Ormsby Donogh Real Estate File (1939–1977), BAHA.

Tales of the Elmwood, Burl Willes, 2000.

"A Profile of the Elmwood: Trends and Counter-Trends in a Berkeley Neighborhood Commercial District" Joanna Callenbach, Geography 181 class paper, Spring 1978.

Property file for 2887 College Avenue, City of Berkeley.

Various Elmwood directory folders, published between 1974 and 2002.

ancestry.com

Wikipedia.

The Berkeley Monthly.

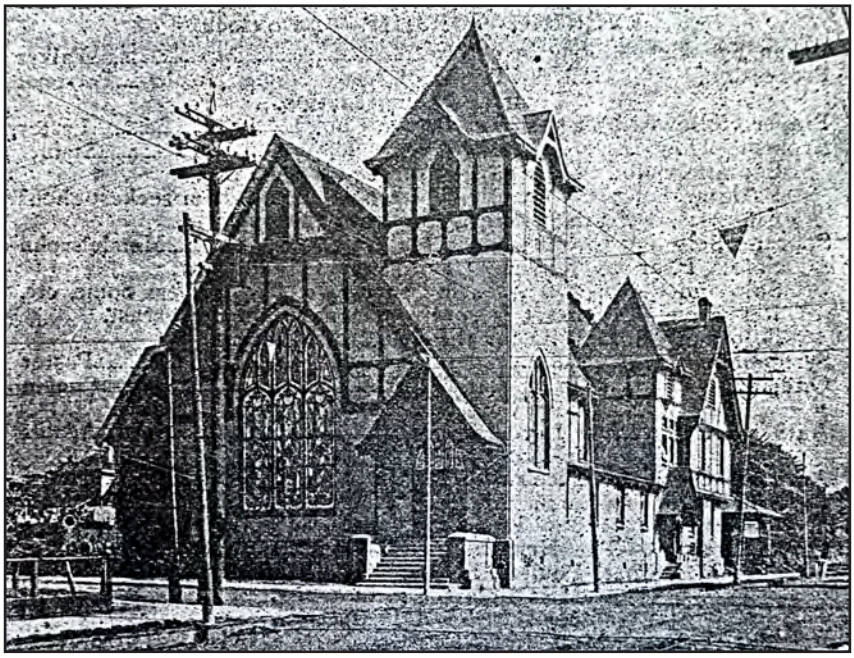
"C. B. Ripley, Pioneer Honolulu Architect, Dies in California," *Honolulu Star-Bulletin*, 13 February 1922.

20. Recorder

Anthony Bruce for Elmwood Property Owners Association, c/o Claudia Hunka, Your Basic Bird, 2940 College Avenue, Berkeley, California 94705

20 January 2026

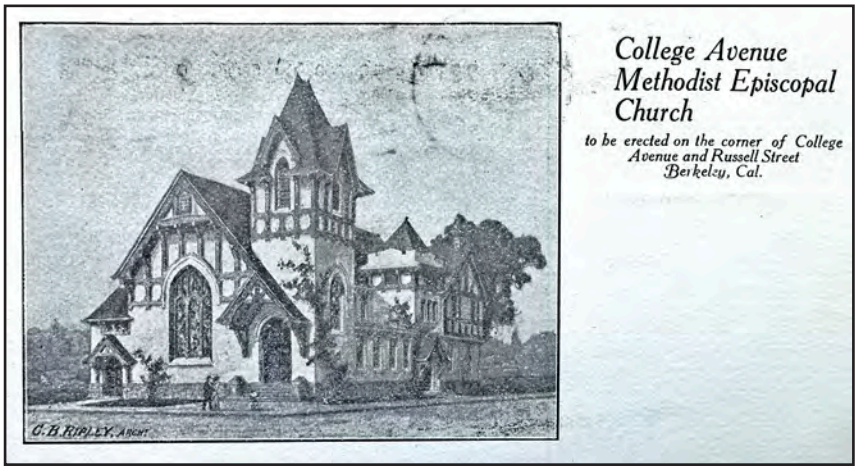
Additional Photographs.





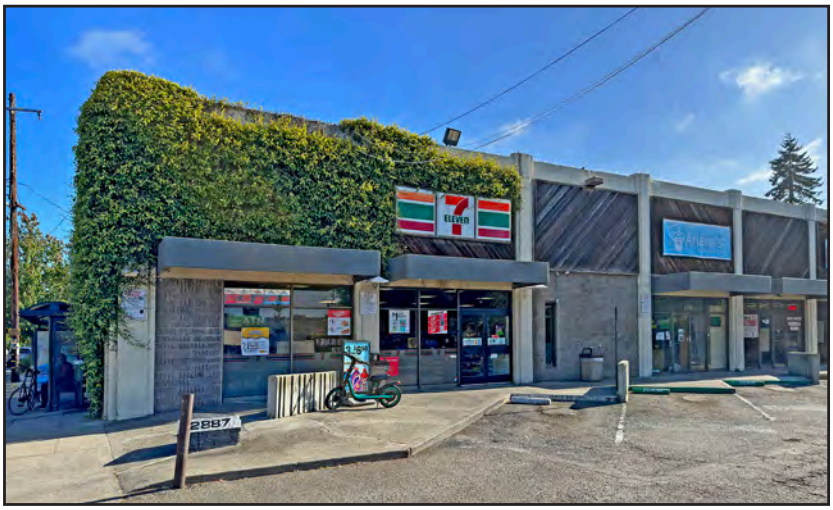
Architect C. B. Ripley (above). Found on-line.

College Avenue Methodist Episcopal Church. The current parking lot was created where this building stood. The Safeway Building was built on the garden area at the left of the church. Source unknown.



Postcard of a rendering of the soon-to-be-built College Avenue Methodist Episcopal Church. Source unknown.

Additional Photographs.



The Safeway Building, parking lot façade.
Anthony Bruce, 2025.

The Safeway Building, two views of the kiosk in the parking lot, designed and fabricated by Bluepeter, Inc. in 1979. Anthony Bruce, 2025.







The Safeway Building, showing the value of the parking lot's "open space" to give a clear view of Dwight Way Hill from the Elmwood commercial district. Byron Bolfing, November 1947, Berkeley Historical Society.

Additional Photographs.



The Safeway Building, parking lot façade, showing the seven bays. Anthony Bruce, 2025.

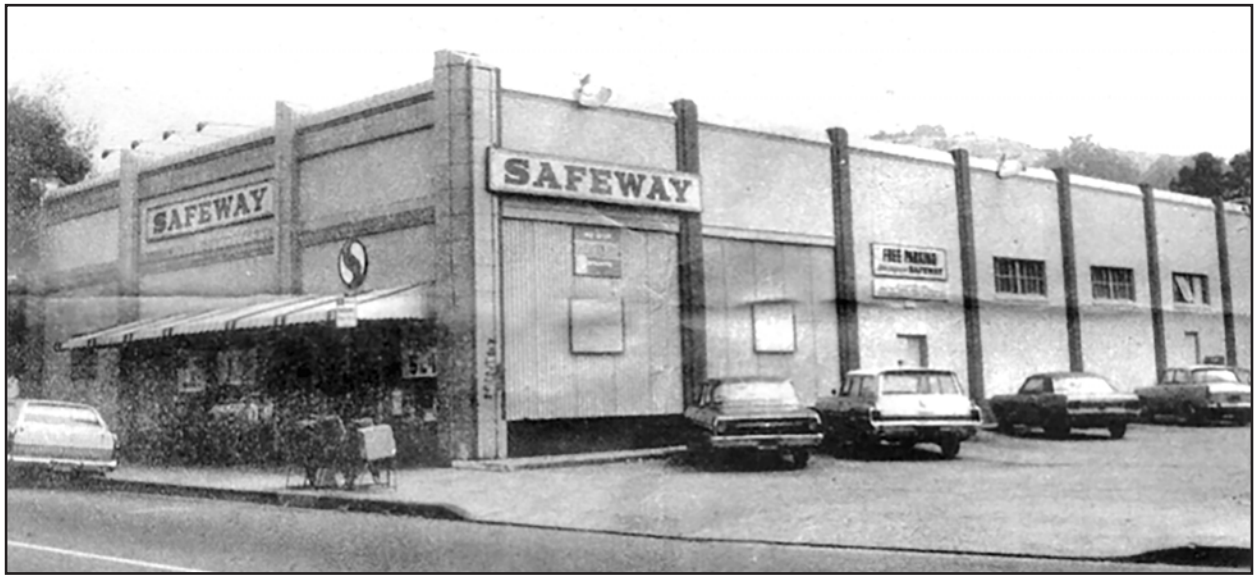


The Safeway Building, showing parking lot driveway exit onto Russell Street. Anthony Bruce, 2025.



The Safeway Building and parking lot; view looking northwest to College Avenue. Anthony Bruce, 2025.

Additional Photographs.

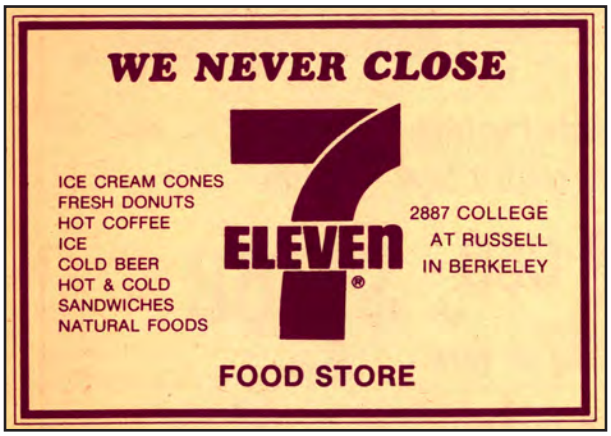


The Safeway Building in the summer of 1970, just before the store closed. Donogh Real Estate File, BAHA.



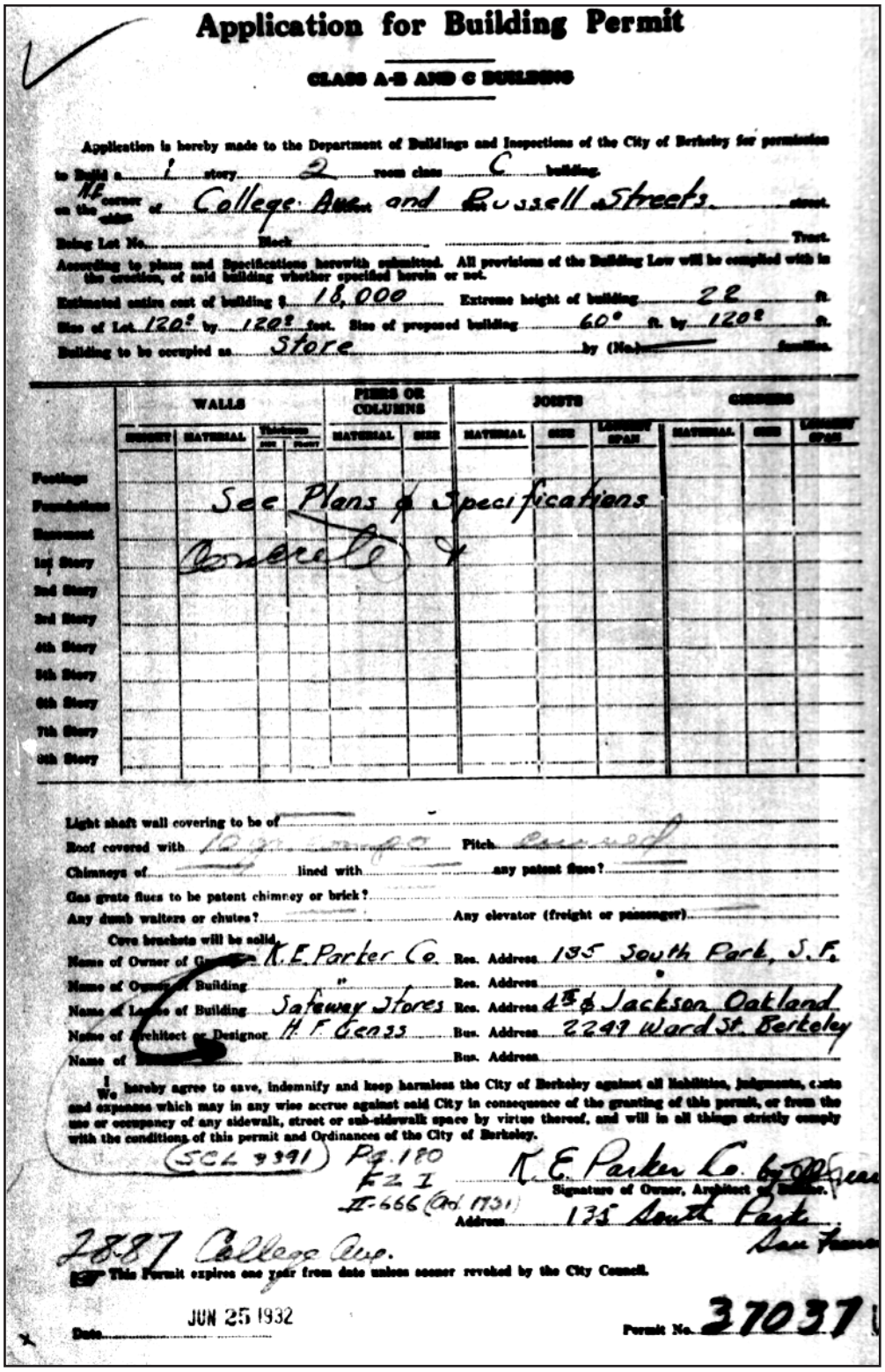
Safeway street façade along College Avenue. Ormsby Donogh, 1939, Donogh Real Estate File, BAHA.







Advertisements for Alexander Pope Haircutters, Berigan's Records, and 7-Eleven from the Berkeley Monthly, *late 1970s and early 1980s.*



Application for Building Permit

CLASS A-B AND C BUILDING

Application is hereby made to the Department of Buildings and Inspections of the City of Berkeley for permission to build a 1 story 2 room class C building.
on the NE corner of College Ave and Russell Streets. street.
Being Lot No. ... Block ... Tract.
According to plans and Specifications herewith submitted. All provisions of the Building Law will be complied with in the erection, of said building whether specified herein or not.
Estimated entire cost of building $ 16,000 Extreme height of building 22 ft.
Size of Lot 120' by 120' feet. Size of proposed building 60' ft. by 120' ft.
Building to be occupied as Store by (No.) families.

	WALLS			PIERS OR COLUMNS		JOISTS			GIRDERS		
	HEIGHT	MATERIAL	Thickness	MATERIAL	SIZE	MATERIAL	SIZE	LARGEST SPAN	MATERIAL	SIZE	LARGEST SPAN
Footings											
Foundations		See Plans & Specifications									
Basement											
1st Story		Concrete									
2nd Story											
3rd Story											
4th Story											
5th Story											
6th Story											
7th Story											
8th Story											

Light shaft wall covering to be of
Roof covered with ... Pitch Covered
Chimneys of ... lined with ... any patent flues?
Gas grate flues to be patent chimney or brick?
Any dumb waiters or chutes? Any elevator (freight or passenger)
Core brackets will be solid.
Name of Owner of Building K.E. Parker Co. Res. Address 135 South Park, S.F.
Name of Owner of Building ... Res. Address
Name of Lessee of Building Safeway Stores Res. Address 4th & Jackson Oakland
Name of Architect or Designor H.F. Geaas Bus. Address 2249 Ward St. Berkeley
Name of ... Bus. Address

I We hereby agree to save, indemnify and keep harmless the City of Berkeley against all liabilities, judgments, costs and expenses which may in any wise accrue against said City in consequence of the granting of this permit, or from the use or occupancy of any sidewalk, street or sub-sidewalk space by virtue thereof, and will in all things strictly comply with the conditions of this permit and Ordinances of the City of Berkeley.

SCL #391 Pg. 180 F2 I
H-666 (Ord 1731)

K.E. Parker Co. by ...
Signature of Owner, Architect or Builder.
Address 135 South Park San Francisco

2887 College Ave.

This Permit expires one year from date unless sooner revoked by the City Council.

Date JUN 25 1932 Permit No. 37037

City of Berkeley Application for Building Permit No. 37037, 25 June 1932

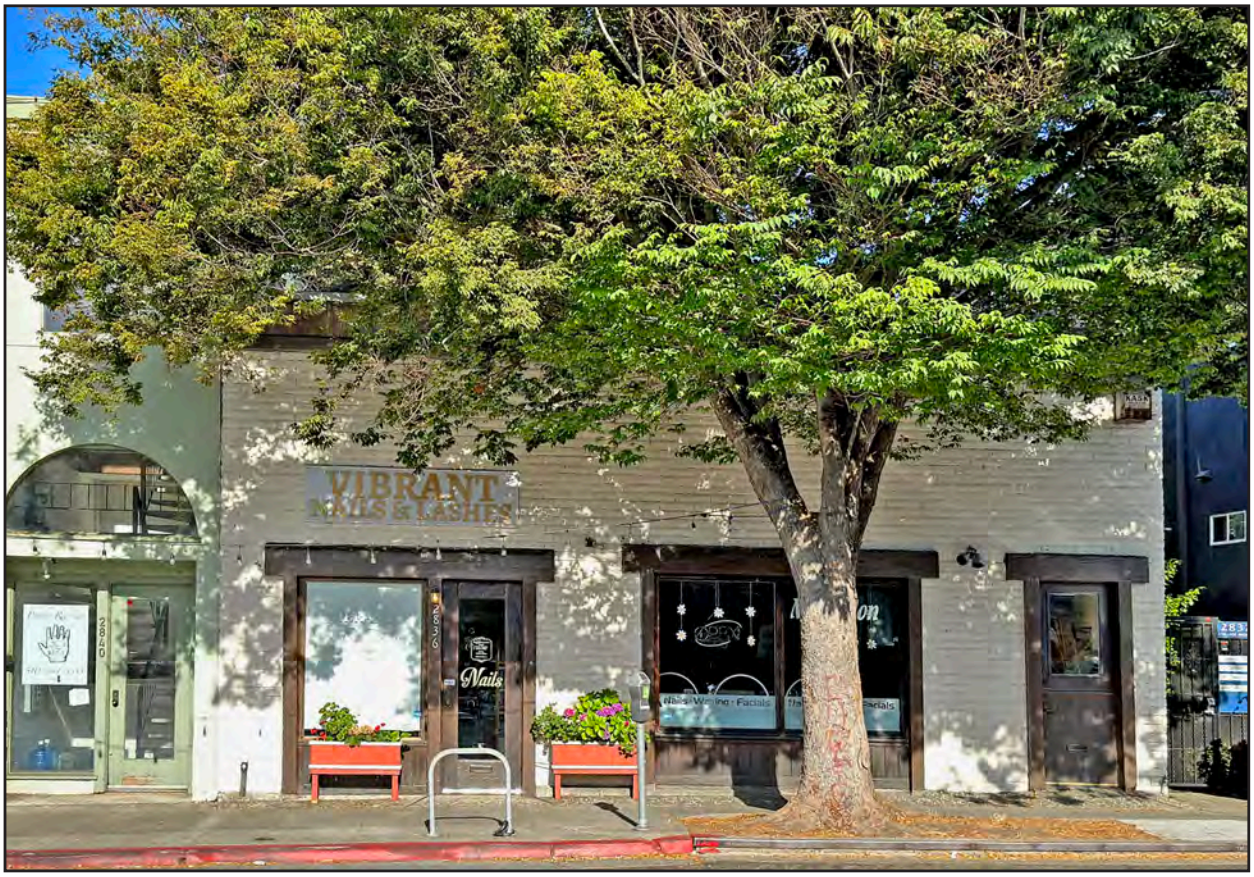
Planning and Development Department
Land Use Planning Division

CITY OF BERKELEY
Ordinance #4694 N.S.
LANDMARK APPLICATION

Elmwood Commercial Historic District

Property No. 33

David Building & Hussey House
2832 College Avenue



The David Building at 2832 College Avenue. Anthony Bruce, 2025.

1. **Street Address:** 2832, 2836 College Avenue
   County: Alameda **City**: Berkeley **ZIP**: 94705

2. **Assessor's Parcel Number**: 053–1695–01100
   (Berry-Bangs Tract, Block J, Lot 9)
   Dimensions: 40 feet x 108 feet
   Cross Streets: Stuart Street and Russell Street

3. **Is property on the State Historic Resource Inventory?** No
   Is property on the Berkeley Urban Conservation Survey? Yes
   Form #: 14414

4. **Application for Landmark Includes**:
   a. Building(s): Yes **Garden:** No **Other Feature(s)**: No
   b. Landscape or Open Space: Yes
   c. Historic Site: No
   d. District: Yes
   e. Other: Entire property

5. **Historic Names:** Hussey House; David Building
   Commonly Known Name: not known

6. **Date of Construction:** 1915; 1972 **Factual**: Yes
   Source of Information: City of Berkeley Application for Building Permit No. 5004, 27 October, 1915; City of Berkeley Application for Building Permit No. 070672652, 5 July 1972

7. **Architect:** Charles M. Norgrove; W. B. Baker & Ronald Dean Senna of Senna Kemp & Kemp Design Partnership

8. **Builder:** Cedarborg & Anderson, 1033 Poplar Street, Oakland; David & Company

9. **Style:** Prairie; Early California Adobe storefront

10. **Original Owners:** Dr. Samuel W. Hussey, 2649 Russell Street; Thomas S. & Janet David
    Original Use: residential and office; offices and commercial (2 stores)

11. **Present Owner:** Ludwig Alison F Tr
    Present Occupant: offices; Vibrant Nails & Lashes

12. **Present Use:** offices; commercial (1 store)
    Current Zoning: C-E **Adjacent Property Zoning:** R-2A

13. **Present Condition of Property:**
    Exterior: Excellent **Interior:** unknown **Grounds:** unknown
    Has the property's exterior been altered? Minimally

14. Description.

Built in 1972, this wood-frame shop building (built in the front yard of an existing house) is one story with mezzanine. The façade is surfaced with simulated adobe bricks painted white (slump stone). The trim is rough wood, stained dark brown.

The house—behind the store—was built in 1915 in a vaguely Prairie style. It is stucco, high-waisted, and with a shallow hip roof. The windows are casements with Prairie-inspired muntin design.

15. History.

There was much building activity at the north edge of the Elmwood commercial district in the early 1970s—even crossing over Russell to the 2800 block of College Avenue. The first new shop building since the Gallardo Building of 1950 was built in 1972 at 2832 College. How was space found for a new building in an already built-up neighborhood? It was built in the front yard of the Hussey House.

In 1904, Major Samuel William Hussey married Elizabeth Lillian Lugg. Samuel was a dental surgeon who had served in the Spanish-American War (and later served in World War I). Lillian had come to this country from Cornwall, England, with her family as a teenager. Her father was a bookkeeper and the family lived at 1239 Haskell Street. The young couple first lived on Haskell when they settled in Berkeley in 1909. In 1912 Dr. Hussey was appointed to a position at the University and they moved to one of the apartments in the Koerber Building, Two years later they moved into a large house at the northwest corner of Russell and College. They must have liked the neighborhood, as they bought a lot to the north of where they were living and in 1915 built a two-story house and dental office at 2832 College Avenue designed by Charles M. Norgrove, a Berkeley draftsman. The Husseys enjoyed their College Avenue home, although not as much when John Bischoff purchased the corner house, moved it west, and built an apartment house on the corner, lot-line to lot-line in 1920. Mrs. Hussey died in 1941 and Dr. Hussey sold the house the next year. He died in Napa in 1958. Meanwhile, the Hussey House had been converted to a duplex after the World War II.

In 1971, Thomas Swafford David and his wife Janet Sullivan David purchased the property. This was the first of three residential properties that the Davids bought in the early 1970s with an eye to converting them to commercial uses. Thomas David was a 1963 graduate of the University.

In April 1972, the Davids applied to the City to convert the Hussey House to offices and to build a free-standing commercial shop building in the front yard. They turned to architect Ronald Senna of the firm of Senna Kemp & Kemp Design Partnership, who was working on a shops-and-offices complex in North Berkeley—Walnut Square—to design their project.

The shops building was designed to resemble a rustic California adobe. The slump stone used on the street façade can easily pass for adobe bricks, and the trim was rough unpainted wood.

The interior was divided into two shops, with the northern shop being much larger than the other. The first business to open in the larger space was Primavera, a very popular gift shop owned by Patsy Slater and Lynn Mattei. The interior, as designed by the architect, was also rough unpainted wood. The ceiling was open with exposed rafters. At the south wall of the space, a stairway led up to a narrow balcony-like mezzanine that ran around the whole interior. Both the ground floor and the mezzanine were used for merchandise, with the effect that shopping at Primavera was more like go-

ing on a treasure hunt. In 1978, the partnership was dissolved so that Lyn Mattei could be sole proprietor of their spin-off business, Primavera Too in the Davids' building next door on the corner. Patsy Slater had opened a new retail shop in the Koerber Building in 1977 and in 1979 sold Primavera to Gary Gendel, owner of Sweet Dreams, who ran it ably and successfully for many more years.

The other original tenant was the well-known Nature Company.

After completing the two large projects on the site, the Davids again commissioned Ronald Senna to remodel the garage at the back of the property which Dr. Hussey had built in 1917. The Davids had a very active two years. They purchased a pair of 1920s apartment buildings where the City parking lot is now at 2642 Russell Street. Their plan was to create more shops and offices. Their third project in the same vein was the Bischoff apartment building at 2840 College Avenue, next door to their initial investment. In 1973, they received the go-ahead from the City and began converting it to second floor offices and an intriguing jumble of retail spaces on different levels on the first floor. They had also purchased a home for themselves and their family: the Mission Revival masterpiece at the corner of Russell and Kelsey.

Somehow, sadly, even with the shops at 2832 College being rented immediately, the Davids' projects to extend the Elmwood commercial district both northward and westward ran into problems. During 1974 they lost all their properties to foreclosure. They held onto 2832 College and their house on Russell Street to the bitter end, but by the end of 1974 all was gone. They left Berkeley and moved to Monterey where Thomas David went on to become a successful developer. The Davids left a legacy in Berkeley with a collection of unusual and inviting retail spaces in the Elmwood district.

The Hussey House had two surprising Berkeley connections over the years. In 1931, while the Husseys were in residence, Berkeley poet Charles Keeler (and first client of architect Bernard Maybeck in 1895) held a series of lectures on "Immortality" at the house. Keeler was also the founder of the Berkeley Cosmic Society.

In the summer of 1974, after the house had been made into offices, the *Berkeley Gazette* responded to an inquiry about the Berkeley Architectural Heritage Committee of Urban Care. (soon to be the Berkeley Architectural Heritage Association). The reader was instructed to write to the committee at 2832 College Avenue.

16. Significance.

The David Building is significant as a newer building in the Elmwood commercial district. It is part of a development that had a big impact on the district, by extending offices and retail on the west side of College beyond the traditional boundary of Russell Street. It parallels the earlier extension of the Elmwood commercial district on the east side of the street: the former Safeway supermarket and parking lot.

The David Building is significant as a single shop building designed by Ronald Senna. Rather than individual buildings, the architect is known for the type of small, urban mall-like developments that became popular after the success of Ghirardelli Square. Senna designed a number of such projects for Rue-Ell Enterprises on the southside. He is best known for the iconic Walnut Square at Vine and Walnut in North Berkeley.

The David Building is also significant as the founding location of The Nature Company, which evolved into a nationwide chain

Features to Preserve.

- the slump stone façade
- the rough stained wood trim
- the rough stained wood doors

17. Historic Value— Neighborhood: Yes City: No
Architectural Value— Neighborhood: Yes City: Yes

18. Is the property endangered? No

19. Bibliography.

City of Berkeley Application for Building Permit No. 5004, 27 October, 1915; City of Berkeley Application for Building Permit No. 070672652, 5 July 1972; as well as several other applications for alterations.

Block books and Sanborn maps

Directories.

Urban Conservation Survey (block files), BAHA.

Ormsby Donogh Real Estate File (1939–1977), BAHA.

Tales of the Elmwood, Burl Willes, 2000.

"A Profile of the Elmwood: Trends and Counter-Trends in a Berkeley Neighborhood Commercial District" Joanna Callenbach, Geography 181 class paper, Spring 1978.

Property file for 2832 College Avenue, City of Berkeley.

ancestry.com

Wikipedia.

"Appointments at University," *Oakland Enquirer*, 11 April 1912.

"Dr. S. W. Hussey Given Commission in Army," *Oakland Enquirer*, 28 May 1918.

"Veterans of Two Wars to be Honored," *Oakland Tribune*, 30 October 1919.

"Immortality to be Topic of Lectures," *Oakland Tribune*, 26 September 1931.

"Funeral Tomorrow for Mrs. Hussey," *Oakland Tribune*, 31 January 1941.

"Thomas David to Take Bride," *San Francisco Examiner*, 2 January 1967.

"2832 College—small store front of residence," *Berkeley Gazette*, 10 April 1972.

"Walnut Square: 'Problem was to Build a Friendly Shopping Center" by Mark Trautwein, *Berkeley Gazette*, 2 May 1973.

"Construction Delays Worrying Trustees of Berkeley Library" by Bill Stetson, *Berkeley Gazette*, 14 July 1974.

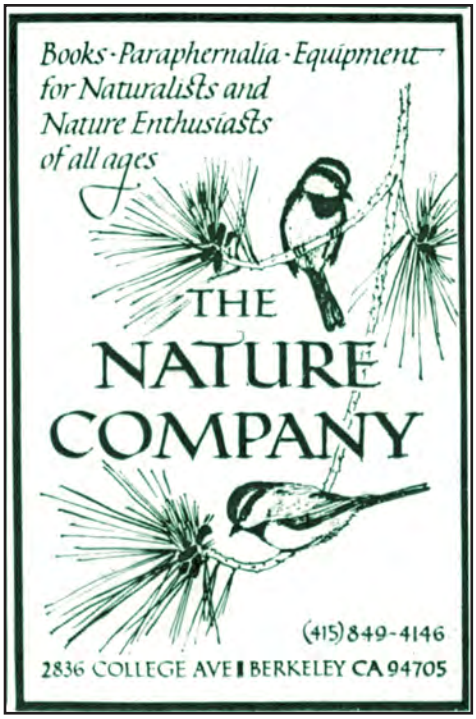
"A Village Within a City," *San Francisco Examiner*, 21 May 1989.

20. Recorder

Anthony Bruce for Elmwood Property Owners Association, c/o Claudia Hunka, Your Basic Bird, 2940 College Avenue, Berkeley, California 94705

16 November 2025

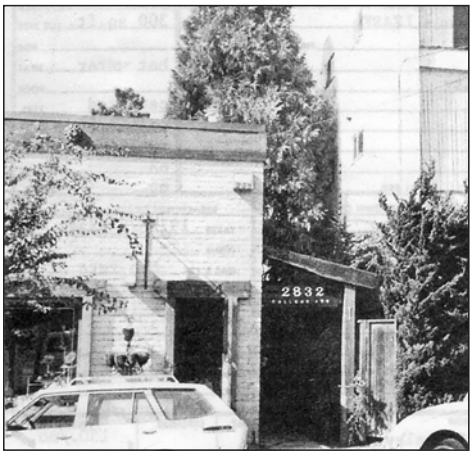
Additional Photographs.



An advertisement for The Nature Company.
Berkeley Gazette, *6 April 1973.*



The David Building, looking south to Russell Street.
Anthony Bruce, 2025.



A real estate picture from 1975 showing the shop building at the left and a 1957 Values Inc. apartment building at the right. In between is the gate leading back to the Hussey House.
Donogh Real Estate File, BAHA.



The Hussey House. at 2832 College Avenue
Ormsby Donogh, 1939, Donogh Real Estate File, BAHA.

Additional Photographs.



Earliest known photo of the David Building at 2832 College Avenue, tucked between the 1920 Bischoff apartment building and a 1957 Values Inc. apartment building, probably 1973. The slump stone façade is natural and the trim has not been stained dark. BAHA Archive..



Thomas Swafford David, Janet Sullivan David. Found on-line.







Elizabeth Lillian Lugg Hussey, Dr. Samuel William Hussey. Found on-line.

Primavera logo, 1973.

APPLICATION FOR BUILDING PERMIT

FRAME BUILDING

Application is hereby made to the Department of Buildings and Inspections of the City of Berkeley for permission to build a 2 story 6 room frame business and dwelling

on the ~~east~~ West Side of College ave street 53 feet north of Russel St. street.

Being Lot No. ..... Block ..... Tract

According to plans and Specifications herewith submitted. All provisions of the Building Law will be complied with in the erection of said building whether specified herein or not.

Estimated entire cost of Building $ 4400

Building to be occupied as business and dwelling by (No.) 1 families

Size of Lot 40 by 108 feet.

Size of proposed building 27 ft. by 57 ft. Extreme height of building 26 ft.

Height in clear of cellar 8 ft. — in. Height in clear of first story 9 ft. — in.

Height in clear of second story 8 ft. 6 in. Height in clear of third story ..... ft. ..... in.

Foundation to be of (material) concrete (Thickness) 12 inches, greatest height of foundation 4-6 inches.

Width of footings 17 inches.

Mud sills 2 X 6 Main sills 4 X 6 Girders 4 X 6 Post on piers ..... X ..... If piers are used, give size ..... by ..... ft. on centers.

Size of underpinning 2 X 6 inches 16 inches O. C. Size of studs in first story 2 X 4 inches 16 inches O. C.

Size of studs in second story 2X4 inches 16 inches O. C. Size of studs in third story ..... X ..... inches ..... inches O. C.

Exterior wall covering to be of Sheeting and plaster Light shaft wall covering to be of .....

All outside walls covered with singles or plaster will be close boarded.

First floor joists 2 X 10 inches 16 inches on centers Longest span between supports 13 ft.

Second floor joists 2 X 10 inches 16 inches on centers. Longest span between supports 15 ft.

Third floor joists ..... X ..... inches ..... inches on centers Longest span between supports ..... ft.

Ceiling joists 2 X 4 inches 16 inches on centers Longest span between supports 12 ft.

Rafters 2 X 4 inches 16 inches on centers Longest span between supports 10 ft.

Roof covered with Sheeting tar & gravel Steep or flat? ..... Pitch .....

Studs in bearing partitions will be same as outside walls of each story.

Chimneys of Brick lined with terra cotta any patent flues? three

Gas grate flues to be patent chimney or brick?

Any dumb waiters or chutes? ..... Any elevator (freight or passenger)? .....

Cove brackets will be solid.

Name of Owner of Ground Dr. S.W. Hussey Residence Address corner of Russel & College ave

Name of Owner of Building Dr S.W. Hussey Residence Address " " "

Name of Lessee of Building ..... Residence Address .....

Name of Architect or Designor C. W. Maynard Residence Address .....

Name of Builder Elderberg & Anderson Residence Address 1033 Poplar St

I We hereby agree to save, indemnify and keep harmless the City of Berkeley against all liabilities, judgments, costs and expenses which may in any wise accrue against said City in consequence of the granting of this permit, or from the use or occupancy of any sidewalk, street or sub-sidewalk space by virtue thereof, and will in all things strictly comply with the conditions of this permit and Ordinances of the City of Berkeley.

Elderberg & Anderson
Signature of Owner, Architect or Builder.

Address 1033 Poplar St.

This Permit expires one year from date unless sooner revoked by the City Council.

Date OCT 27 1915 Permit No. 5004

City of Berkeley Application for Building Permit No. 5004, 27 October, 1915

BUILDING · ZONING PERMIT APPLICATION

CITY OF BERKELEY

INSPECTION SERVICES DEPT.

FILE COPY

IDENTIFICATION NUMBER 070672652 USE COMM USE ZONE C-2

JOB ADDRESS 2832 COLLEGE BLDG. AREA LOT AREA

BUILDING-PLAN REVIEW

NEW ____ ADDITION X REPAIR ____
ALTER ____ MOVE ____ DEMOLITION ____
REROOFING ____ EXCAVAT. ____
PLAN REVIEW ONLY:

DESCRIPTION OF WORK
FRAME & SLUMP STONE RETAIL BUILDING

CONSTRUCTION LENDER
NAME
ADDRESS

FIRE ZONE 1. (2) 3.

OCCUPANCY GROUP
A B C D E (F) G H I J
1 (2) 3 4 5

TYPE OF CONSTRUCTION
(W.F) (MASONRY) CONCRETE STEEL
I II III-1-HR III-H.T. III-N-
IV-1-HR IV-N V-1-HR (V-N)

BUILDING HEIGHT: 18'-0" STORIES: ONE FEET 23.52

VALUATION $ 28,000.00

ZONING

PERMIT FOR:

DWELLING UNITS: EXISTING: PROPOSED:
YARD CLEARANCES: FRONT DEPTH ____ LEFT WIDTH ____ REAR DEPTH ____ RIGHT WIDTH ____
LOT COVERAGE %
BUILDING HEIGHT STORIES FEET
PARKING: NO. OF SPACES SIZE ____ X ____
DRIVEWAY WIDTH LENGTH
OFF-STREET LOADING:
OTHER REQUIREMENTS:

U.P./VARIANCE:

DL

SIGNS

BUILDING OWNER:
ADDRESS TELE.
STREET FRONTAGE 1. 2. 3.
BUILDING SIZE: LENGTH: HEIGHT: AREA:
LENGTH WIDTH AREA
TYPE:

VALUATION $

OWNER MR THOMAS S. DAVIS TELE. 841-5970
ADDRESS 2832 COLLEGE AVE. BERK. CALIF.
CONTRACTOR TELE.
ADDRESS
STATE LIC. W.B. BAKER ROSENNA CITY LIC.
DESIGNER SKS DESIGN PARTNERSHIP TELE. 549-0742
ADDRESS 1936 UNIV. AVE BERK CALIF
STATE LIC. RBP 1263 CE 13127 CITY LIC. S 2938

WE/I HEREBY AGREE TO SAVE, INDEMNIFY AND KEEP HARMLESS THE CITY OF BERKELEY AND/OR ITS EMPLOYEES, AGAINST ALL LIABILITIES, JUDGMENTS, COSTS AND EXPENSES WHICH MAY IN ANY WISE ACCRUE AGAINST SAID CITY IN CONSEQUENCE OF THE GRANTING OF THIS PERMIT. ALL OF THE ABOVE SPECIFIED WORK CAN BE LEGALLY DONE AND WILL BE PERFORMED IN ACCORDANCE WITH THE ORDINANCES OF THE CITY OF BERKELEY AND ALL OTHER LAWS APPLICABLE THERETO.

SIGNATURE OF APPLICANT:

FEES

BUILDING	97.00
PLAN REVIEW	62.10
ZONING	
SIGN	
TOTAL	

ISSUED BY: KC DATE 7/5/72

City of Berkeley Application for Building Permit No. 070672652, 5 July 1972

Planning and Development Department
Land Use Planning Division

CITY OF BERKELEY
Ordinance #4694 N.S.
LANDMARK APPLICATION

Elmwood Commercial Historic District

Property No. 34

Bischoff Apartment Building
2838–40 College Avenue



The Bischoff Apartment Building, 2838 College Avenue. Anthony Bruce, 2025.

1. **Street Address:** 2838, 2840, 2842 College Avenue
   County: Alameda **City**: Berkeley **ZIP**: 94705

2. **Assessor's Parcel Number**: 053–1695–01202
   (Berry-Bangs Tract, Block J, portion of Lots 9 and 10)
   Dimensions: 54 feet x 60 feet
   Cross Streets: Ashby Avenue and Russell Street

3. **Is property on the State Historic Resource Inventory?** No
   Is property on the Berkeley Urban Conservation Survey? Yes
   Form #: 14416

4. **Application for Landmark Includes**:
   a. Building(s): Yes **Garden:** No **Other Feature(s)**: No
   b. Landscape or Open Space: No
   c. Historic Site: No
   d. District: Yes
   e. Other: Entire property

5. **Historic Names:** Bischoff Apartment Building
   Commonly Known Name: not known

6. **Date of Construction:** 1920; 1972–74 (remodel) **Factual**: Yes
   Source of Information: City of Berkeley Application for Building Permit No. 2840, 6 July 1920; City of Berkeley Application for Building Permit No. 121172413, 8 December 1972

7. **Architect:** John A. Bischoff (designer); Senna Kemp & Kemp Design Partnership

8. **Builder:** John A. Bischoff; David & Co.

9. **Style:** Simplified Classical Revival; 1970s "Pop" style

10. **Original Owners:** John A. Bischoff, 2717 Russell Street; Thomas and Janet David
    Original Use: residential; stores and offices

11. **Present Owner:** Durst Mose & Esther O Trs
    Present Occupant: Slash; Koraa; Slash

12. **Present Use:** commercial (3 stores and offices)
    Current Zoning: C-E **Adjacent Property Zoning:** R-2A, C-E

13. **Present Condition of Property:**
    Exterior: Excellent **Interior:** unknown **Grounds:** Ø
    Has the property's exterior been altered? Yes

14. Description.

The Bischoff apartment building is a two-story, wood-frame structure built in 1920. It is surfaced in cement plaster painted light green. The building as it looks today is the result of a major remodel and conversion to an office and retail complex in 1972–73.

The ground floor was given the appearance of an arcade with six elongated arched windows on the College Avenue façade and two facing Russell. The second-floor windows were changed from double-hung sash to unobtrusive aluminum sliders. Three shops were created, each at a slightly different level. The large corner space, boasting five of the arches, is entered up only two steps from street level, but feels much higher from the interior looking out.

The central space (on College) is entered through the original grand apartment-house entrance. Two short flights angle up to shop level. This intriguing space is lit by two of the tall arched windows. The eighth arch is close to the north edge of the College Avenue façade, and is slightly taller and wider than the others. It is the entrance to the second-floor offices and opens onto a brightly-lit lobby with open steel and concrete stairway.

The third shop is at the southwest corner of the building with its entrance on Russell Street. This space was originally storage space for the apartment building. It is partially subterranean; a very short flight of stairs leads down from the sidewalk. There is a sturdy wooden rail fence at sidewalk level, safely guarding the stair well.

There remain two architectural features of the original 1920 design. The parapet gently curves at each corner to create an extra bit of height. There are three "balustrades" across the front elevation and one centered on the Russell street side. These are made of half-balusters attached to an inset panel to give the impression of a full, three-dimensional balustrade. These were retained in the remodel.

The other preserved feature is the grand entrance, set into the center of the College Avenue façade. Two freestanding, unornamented columns support a large arch that breaks into the second floor area. Above the shop entrance is a robust balcony with a railing of true balusters supported by two molded Classical brackets. Leading onto the balcony is a set of small-paned French doors that, when closed, form an arch.

15. History.

John Albert Bischoff was a perceptive and successful designer-builder; and, at least in the Elmwood, a shrewd investor. He purchased Lots 1 through 6 in Block K of the Berry-Bangs Tract in 1921, which were all of the as-yet unbuilt-upon lots on the west side of College between Russell and Ashby. By the end of 1922, he had built four buildings—all different but related in design—that are an important contributer to the architectural aesthetic of the Elmwood commercial district.

John Bischoff was born in 1885 in San Francisco. He was already a contractor when he married Elna Irene Nelson of Berkeley. They moved often between addresses in Oakland and Berkeley until 1919 when Bischoff built a residence for his family at 2717 Russell Street at the corner of Cherry Street, one short block from College Avenue. The Bischoffs raised their three sons here and remained in the house the rest of their lives. Their son Elmer became a renowned figural painter and art instructor at the University.

They had not lived in the house long, before Bischoff began to reshape the neighborhood. At the start of 1923, upon his purchase of the $135,000 Granada Apartments on Alice Street, the *Oakland Tribune* wrote this about him, "Bi-

schoff for a number of years has been active in Claremont and the College Avenue district. He recently completed the construction of 16 stores on [College] and within the past year has built four apartment houses in this section. His other building operations in this district brings his total in this section to close to $500,000."

Bischoff's first project in the district was the Bischoff apartment building at 2840 College. On the northwest corner of College and Russell stood the Edward Cooke House, designed by Walter H. Parker in 1909. This is the house that the Husseys lived in before building their house next door at 2832 College Avenue. In July of 1920, Bischoff moved the Cooke House as far west as possible on the deep lot. He then proceeded to build the two-story apartment building on the corner, with no set-back. This aspect continued the urban appearance of this intersection begun with the Methodist Episcopal Church on the northeast corner in 1909 and the Dondero Building on the southeast corner in 1912, but it caused great consternation to the Husseys, who protested to the City Council that "its obstructing the view would be a menace to the public." The "urban intersection" was complete the next year, with construction by Bischoff of another two-story building at the southwest corner.

By 1921, the apartment building was completed. John Bischoff advertised the apartments as "Sunny 3 and 4-room apts.; wall beds, breakfast nook, oak floors, linoleum, gas range, instantaneous water heater." The building stood demurely on the corner for the next fifty years. Then, when the construction boom in the north end of the Elmwood district began in the early 1970s, the apartment building was converted to commercial use.

Thomas Swafford David and his wife Janet Sullivan David, acting as David & Company, purchased the property fromthe Bischoff family, and applied to the City in 1972 to convert the building to offices and shops. The Davids' project next door at 2832 College was already underway. They used their architect Ronald Senna of the firm of Senna Kemp & Kemp Design Partnership, who was working the same year on a shops-and-offices complex in North Berkeley—Walnut Square, to design this project as well as the one next door. A building permit was issued in December 1972.

Architect Senna took a robust 1920s building and was able to create the "paper-thin" look that was popular at the time. The very narrow reveals of the minimalist aluminum windows and the eight elongated arches, as well as the way the many arches break up the walls, give the building a more light and airy appearance. The three shops (there is one facing Russell) are each set at a different level, adding the sense of discovery to the shopping experience that one might find in a place like Walnut Square. That the architect was able to create this dynamic in a four-square-walls structure was an exemplary feat.

One of the first shops was Gourmet Sandwich and Delicatessen owned by Henry Yarmo and Stephen Wally. They received a use permit in May 1973 and were allowed to open for business in February 1974 before the entire project was completed. The deli was located in the sunny corner space.

Another first business was La Plume de Ma Tante owned by Katherine Dunham. What type of business it was or where in the building it was located is not known as all businesses were given the same address.

Also a first was Oggi, opened by Lippincott and Reguzzoni in December 1973, which featured modern furniture and accessories. It was located in the center shop space, entered through the grand, columned apartment house entry and then up two short flights of stairs. Sadly, this promising business was for sale before the end of the year. It was replaced by Scaramouche, a women's clothing store.

In 1977, Lynn Mattei, co-owner of Primavera next door in the David Building, opened Primavera Too, a clothing store in the center space. Then, in 1982 she applied for a use permit, through the Marcel Schurmann company, for a "fine paper goods" store: Papyrus Gallery. It was not readily accepted because of the new quota system prohibiting like businesses, and there were other stores that sold greeting cards. The owners prevailed, and for about twenty years this intimate inviting space was filled with people shopping for cards from the Marcel Schurmann line, which was the local manufacturer of the finest greeting cards at the time.

Beginning in early 1974, Thomas and Janet David began losing their Berkeley real estate through foreclosure, with nothing left by that December. According to Mr. David, "an exceptionally difficult money market" had prevented continued work on his Russell Street project nearby, jeopardizing his other projects. The Bischoff apartment building was purchased by lawyer Thomas F. Camp on August 18, 1974, who was able to finish the work on the building under the existing permits. It was sold to the current owners in January 1976.

16. Significance.

The Bischoff Apartment Building is significant firstly as one of the seven buildings that John A. Bischoff designed and built in the Elmwood (three commercial buildings, three apartment buildings, and one combination commercial and residential building). It is also the first building that he built during the two years he developed his properties. John Bischoff helped to shape the architectural style of the Elmwood Commercial District.

The building is also significant as a major residential-to-commercial conversion that, along with the David Building next door built in 1972, helped to extend the boundaries of the west side of the commercial district north of Russell Street that year, in line with the Safeway Building on the east side.

The building is significant as the work of architect Ron Senna, who was a designer of intriguing shopping areas such as Walnut Square. He managed to impart the same character onto a square building by creating shops set here and there at different levels.

Features to Preserve.

- the parapet with simulated balustrades
- the original entrance with columns, arch, balcony, and small-paned French doors
- the simplified second-floor windows
- the eight elongated arches from the 1972 remodel
- the three-level shop design

17. Historic Value— Neighborhood: Yes City: No
Architectural Value— Neighborhood: Yes City: Yes

18. Is the property endangered? No

19. Bibliography.

City of Berkeley Application for Building Permit No. 8936, 6 July 1920; City of Berkeley Application for Building Permit No. 021172413, 8 December 1972; as well as several other applications for alterations.

Block books and Sanborn maps

Directories.

Urban Conservation Survey (block files), BAHA.

Ormsby Donogh Real Estate File (1939–1977), BAHA.

Tales of the Elmwood, Burl Willes, 2000.

"A Profile of the Elmwood: Trends and Counter-Trends in a Berkeley Neighborhood Commercial District" Joanna Callenbach, Geography 181 class paper, Spring 1978.

ancestry.com

Property file for 2840 College Avenue, City of Berkeley.

Various Elmwood directory folders, published between 1974 and 2002.

"Wedding to Be October Event," *Oakland Tribune*, 8 October 1910.

"Engaged to Wed John A. Bischoff," *San Francisco Chronicle*, 13 October 1910.

"Berkeley Building Permits," *San Francisco Bulletin*, 9 July 1920.

"Row Looms as Apartment is Built," *Oakland Enquirer*, 18 August 1920.

Advertisement for apartments at 2840 College, *Oakland Tribune*, 4 January 1922.

"Big Apartment Sale in Lake District Made," *Oakland Tribune*, 7 January 1923.

John Bischoff obituary, *Oakland Tribune*, 9 May 1964.

"Thomas David to Take Bride," *San Francisco Examiner*, 2 January 1967.

"Report on Construction," *Berkeley Gazette*, 25 December 1972.

"Walnut Square: 'Problem was to Build a Friendly Shopping Center" by Mark Trautwein, *Berkeley Gazette*, 2 May 1973.

Fictitious Business Name Statement: "La Plume de Ma Tante," *Berkeley Gazette*, 19 October 1973.

Advertisement for Oggi, *Berkeley Gazette*, 11 June 1974.

"Construction Delays Worrying Trustees of Berkeley Library" by Bill Stetson, *Berkeley Gazette*, 14 July 1974.

Liquidation sale for Oggi, *Berkeley Gazette*, 8 October 1974.

"Recollections of John A. Bischoff, Jr." by Andrea Gabriel, *Rockridge News*, April 1987.

"A Village Within a City," *San Francisco Examiner*, 21 May 1989.

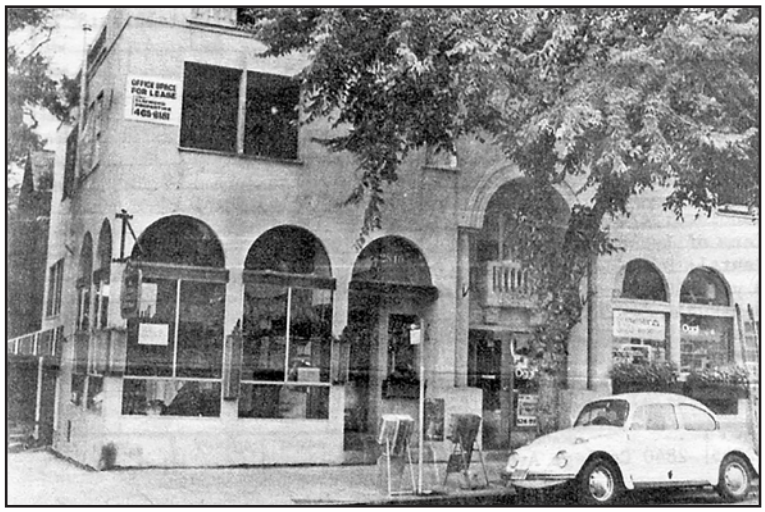
20. Recorder

Anthony Bruce for Elmwood Property Owners Association, c/o Claudia Hunka, Your Basic Bird, 2940 College Avenue, Berkeley, California 94705

20 November 2025

Additional Photographs.

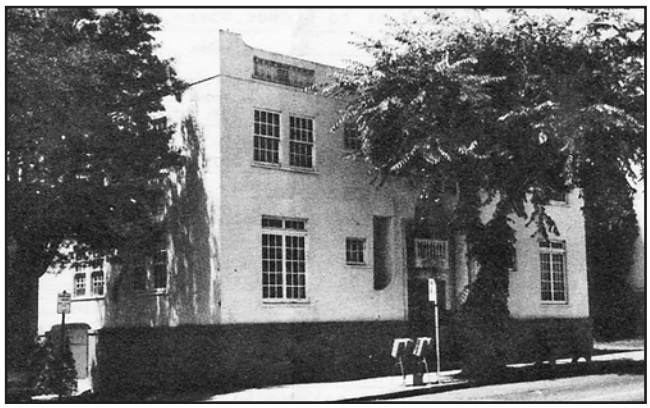




The Bischoff apartment house, Russell Street side.

Anthony Bruce, 2025.

The Bischoff apartment house, 1974. Multiple Listing Form, Donogh Real Estate File, BAHA.



The Bischoff apartment house, 1971. Multiple Listing Form, Donogh Real Estate File, BAHA.



Primavera Too. Joanna Callenbach, 1978.

Additional Photographs.



The Bischoff apartment house (on left) about 1972. BAHA archives.



The Bischoff apartment house undergoing remodeling, 1973. BAHA archives.

Additional Photographs.



The Bischoff apartment house. Anthony Bruce, 2025.



The Bischoff apartment house, balcony. Anthony Bruce, 2025.





The Bischoff apartment house, entrance. Anthony Bruce, 2025.

The Bischoff apartment house, west and south elevations. Anthony Bruce, 2025.

Additional Photographs.



John Albert Bischoff.

Oakland Tribune, *12 December 1928.*



Elna Louise Nelson who married John Bischoff in 1910. San Francisco Chronicle, *13 October 1910.*



Advertisement for Scaramouche, which replaced Oggi in about 1974. Berkeley Monthly, *1976.*



The Bischoff family home at 2717 Russell Street, designed by John A. Bischoff in 1919.

Photo: Anthony Bruce, 2025.



Developers of the building into commercial in 1972. Thomas Swafford David, Janet Sullivan David. Found on-line.





Advertisement for one of the first businesses, Oggi.

Berkeley Gazette, *11 June 1974.*

PAPYRUS

APPLICATION FOR BUILDING PERMIT
FRAME BUILDING

Application is hereby made to the Department of Buildings and Inspections of the City of Berkeley for permission to build a 2 story 12 room frame apt.

on the corner NW. of Russell street ~~feet~~ and College Ave street.

~~Side~~

Being Lot No. ____ Block ____ Tract ____

According to plans and Specifications herewith submitted. All provisions of the Building Law will be complied with in the erection of said building whether specified herein or not.

Estimated entire cost of Building $ 10,000.00

Building to be occupied as apt. by (No.) 4 families

Size of Lot 54' by 40 feet.

Size of proposed building 28 ft. by 54 ft. Extreme height of building 26 ft.

Height in clear of cellar 6 ft. in. Height in clear of first story 9 ft. in.

Height in clear of second story 9 ft. in. Height in clear of third story ____ ft. in.

Foundation to be of (material) Concrete (Thickness) 12 inches, greatest height of foundation 16 inches.

Width of footings 12 inches

Mud sills 2 X 6 Main sills 2 X 6 Girders ____ X ____ Post on piers ____ X ____ If piers are used, give size ____ by ____ ft. on centers.

Size of underpinning 2 X 6 inches 16 inches O. C. Size of studs in first story 2 X 4 inches 16 inches O. C.

Size of studs in second story 2 X 4 inches 16 inches O. C. Size of studs in third story ____ X ____ inches ____ inches O. C.

Exterior wall covering to be of cement Light shaft wall covering to be of ____

All outside walls covered with singles or plaster will be close boarded.

First floor joists 2 X 10 inches 16 inches on centers Longest span between supports 12 ft.

Second floor joists 2 X 10 inches 16 inches on centers. Longest span between supports 12 ft.

Third floor joists ____ X ____ inches ____ inches on centers Longest span between supports ____ ft.

Ceiling joists 2 X 4 inches 16 inches on centers Longest span between supports 12 ft.

Rafters 2 X 4 inches 16 inches on centers Longest span between supports 9 ft.

Roof covered with tin & gravel sheep or flat? flat Pitch ____

Studs in bearing partitions will be same as outside walls of each story.

Chimneys of brick lined with terra cotta any patent flues? yes

Gas grate flues to be patent chimney or brick? ____

Any dumb waiters or chutes? ____ Any elevator (freight or passenger)? ____

Cove brackets will be solid.

Name of Owner of Ground Johann Bischoff Residence Address 2717 Russell St.

Name of Owner of Building ____ Residence Address ____

Name of Lessee of Building ____ Residence Address ____

Name of Architect or Designor ____ Residence Address ____

Name of Builder ____ Residence Address ____

I We hereby agree to save indemnify and keep harmless the City of Berkeley against all liabilities, judgments, costs and expenses which may in any wise accrue against said City in consequence of the granting of this permit, or from the use or occupancy of any sidewalk, street or sub-sidewalk space by virtue thereof, and will in all things strictly comply with the conditions of this permit and Ordinances of the City of Berkeley.

#2840 College

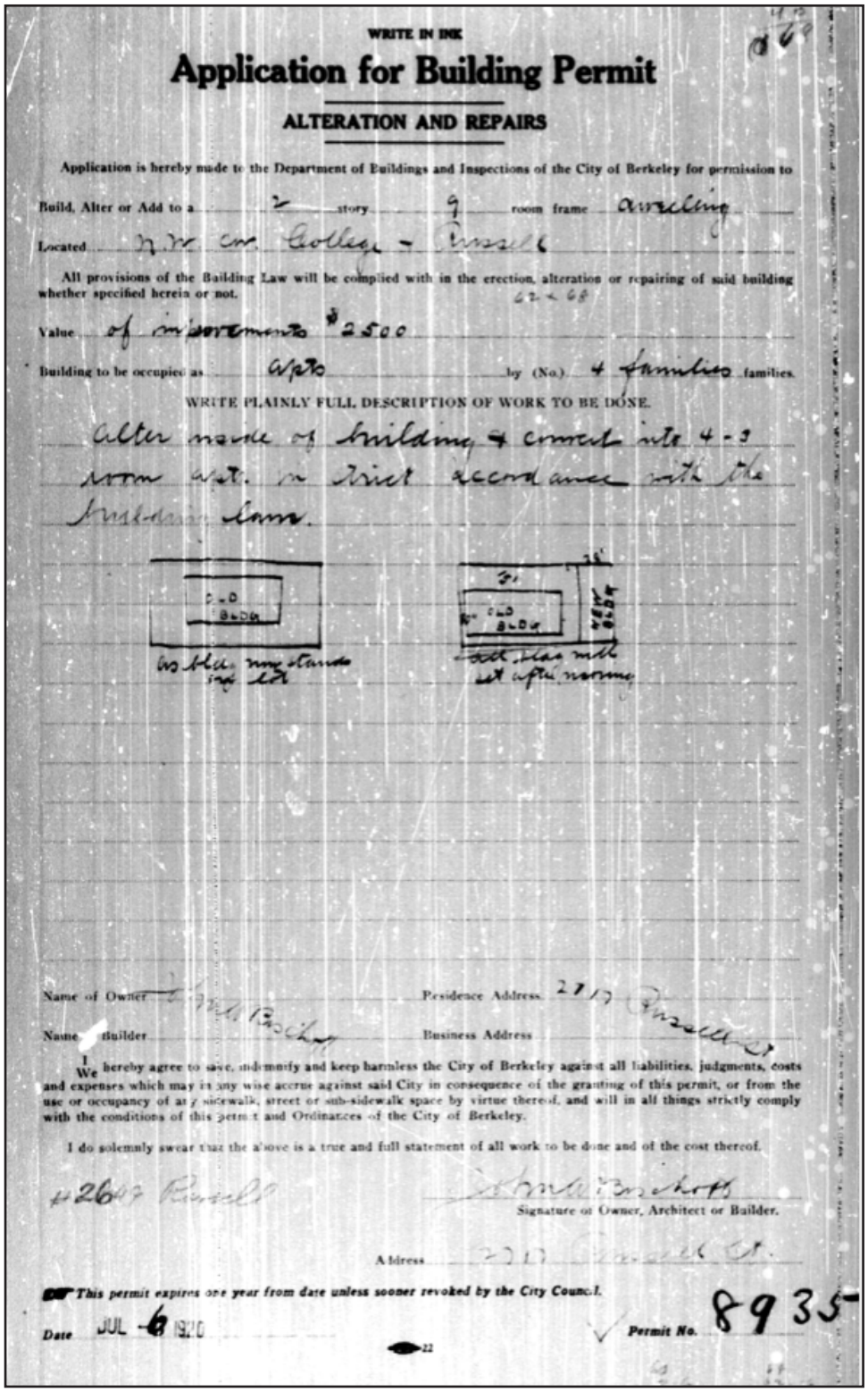
Johann Bischoff
Signature of Owner, Architect or Builder.

Address 2717 Russell St.

This Permit expires one year from date unless sooner revoked by the City Council.

Date JUL 6 1920 Permit No. 8936

City of Berkeley Application for Building Permit No. 8936, 6 July 1920



WRITE IN INK

Application for Building Permit

ALTERATION AND REPAIRS

Application is hereby made to the Department of Buildings and Inspections of the City of Berkeley for permission to

Build, Alter or Add to a 2 story 9 room frame dwelling

Located N.W. cor. College - Russell

All provisions of the Building Law will be complied with in the erection, alteration or repairing of said building whether specified herein or not.

62 x 68

Value of improvements $2500

Building to be occupied as Apts by (No.) 4 families families.

WRITE PLAINLY FULL DESCRIPTION OF WORK TO BE DONE.

Alter inside of building & convert into 4-9 room apt. in strict accordance with the Building Laws.

Name of Owner [illegible] Residence Address 2217 Russell

Name of Builder [illegible] Business Address

I We hereby agree to save, indemnify and keep harmless the City of Berkeley against all liabilities, judgments, costs and expenses which may in any wise accrue against said City in consequence of the granting of this permit, or from the use or occupancy of any sidewalk, street or sub-sidewalk space by virtue thereof, and will in all things strictly comply with the conditions of this permit and Ordinances of the City of Berkeley.

I do solemnly swear that the above is a true and full statement of all work to be done and of the cost thereof.

#2617 Russell

Signature of Owner, Architect or Builder.

Address 2217 Russell St.

This permit expires one year from date unless sooner revoked by the City Council.

Date JUL 6 1920

Permit No. 8935

City of Berkeley Application for Building Permit No. 8935, 6 July 1920, *showing how the existing house was to be moved west on the lot.*

BUILDING · ZONING PERMIT APPLICATION

CITY OF BERKELEY

INSPECTION SERVICES DEPT.

FILE COPY

IDENTIFICATION NUMBER 021172413 USE OFFICE USE ZONE C-1

JOB ADDRESS 2830 COLLEGE AVE. BLDG. AREA LOT AREA

BUILDING-PLAN REVIEW

NEW ADDITION REPAIR
ALTER X MOVE DEMOLITION
REROOFING EXCAVAT.
PLAN REVIEW ONLY:

DESCRIPTION OF WORK
CONVERT EXISTING APTS. INTO OFFICES PER PLAN AND SPECS. AND CHANGE OF OCCUPANCY REPORT DATED 8/25/72

CONSTRUCTION LENDER
NAME
ADDRESS

FIRE ZONE 1. (2) 3.

OCCUPANCY GROUP
A B C D E (F) G H I J
1 (2) 3 4 5

TYPE OF CONSTRUCTION
W.F. MASONRY CONCRETE STEEL
I II III-1-HR III-H.T. III-N.
IV-1-HR IV-N. V-1-HR (V-N)

BUILDING HEIGHT: STORIES: FEET
VALUATION $ 4,000.00

ZONING

PERMIT FOR:

DWELLING UNITS: EXISTING: PROPOSED:
YARD CLEARANCES FRONT DEPTH LEFT WIDTH
REAR DEPTH RIGHT WIDTH
LOT COVERAGE %
BUILDING HEIGHT STORIES FEET
PARKING: NO. OF SPACES SIZE X
DRIVEWAY WIDTH LENGTH
OFF-STREET LOADING:
OTHER REQUIREMENTS:
U.P./VARIANCE:

SIGNS

BUILDING OWNER:
ADDRESS TELE.
STREET FRONTAGE 1. 2. 3.
BUILDING SIZE: LENGTH: HEIGHT: AREA:
LENGTH WIDTH AREA
TYPE:

VALUATION $

OWNER THOMAS S. DAVID TELE. 841-5970
ADDRESS 2832 COLLEGE AVE.
CONTRACTOR OWNER TELE.
ADDRESS SAME AS ABOVE
STATE LIC. CITY LIC.
DESIGNER SYK DESIGN PARTNERSHIP TELE. 549-0742
ADDRESS 1936 UNIVERSITY AVE.
STATE LIC. F01263 CITY LIC. 52938

WE/I HEREBY AGREE TO SAVE, INDEMNIFY AND KEEP HARMLESS THE CITY OF BERKELEY AND/OR ITS EMPLOYEES, AGAINST ALL LIABILITIES, JUDGMENTS, COSTS AND EXPENSES WHICH MAY IN ANY WISE ACCRUE AGAINST SAID CITY IN CONSEQUENCE OF THE GRANTING OF THIS PERMIT. ALL OF THE ABOVE SPECIFIED WORK CAN BE LEGALLY DONE AND WILL BE PERFORMED IN ACCORDANCE WITH THE ORDINANCES OF THE CITY OF BERKELEY AND ALL OTHER LAWS APPLICABLE THERETO.

SIGNATURE OF APPLICANT: FOR MR. DAVID

FEES

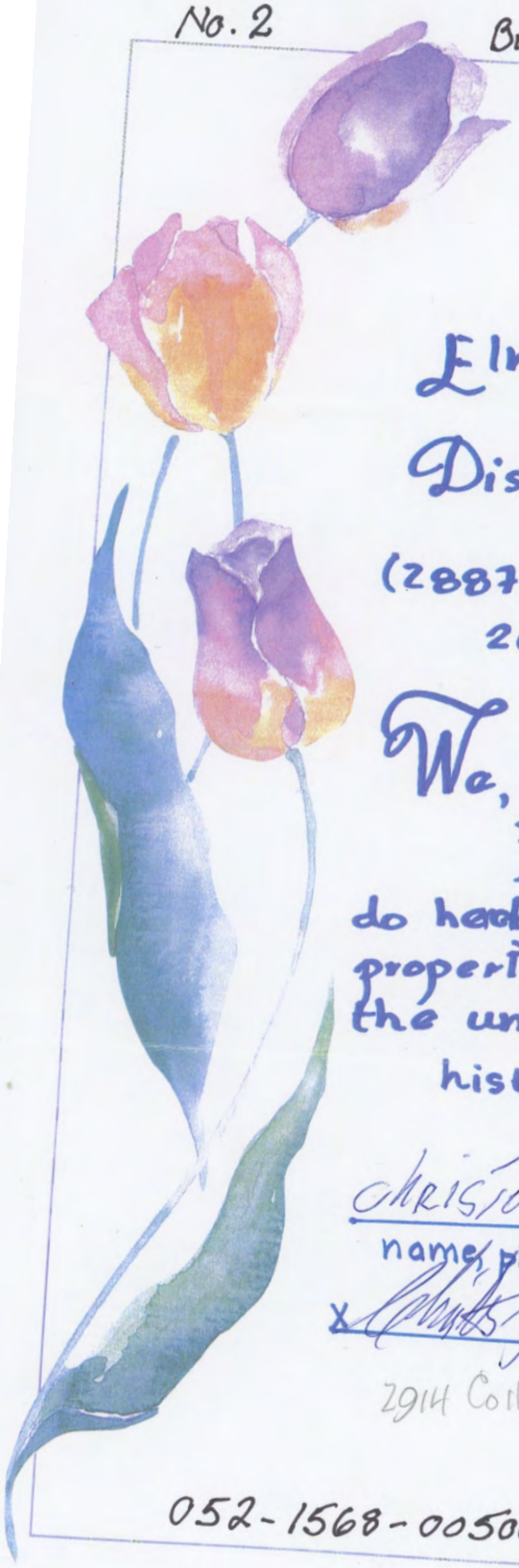
BUILDING	28
PLAN REVIEW	16.80
ZONING	
SIGN	
TOTAL	44.80

ISSUED BY: DATE 12/8/72

City of Berkeley Application for Building Permit No. 021172413, 8 December 1972

No. 2

Bischoff Shops Building No. 2



Elmwood Commercial District Landmarking

(2887-3000 Colledo Ave - 2620-2710 Ashby Ave)

We, the undersigned property owner(s) do hereby agree to have our property landmarked to protect the unique architecture and history of the Elmwood

CHRISTOS TRIANTOPOULOS
name, please print

x _____ Date 08/20/2025

2914 College ES Taco / 14 Karat

052-1568-00500

2910 College Avenue



No. 3 Bischoff Shops Building No. 3
No. 6 Koerber Buildings
No. 7 Claremont Garage
No. 26 Cianciarulo Building

Elmwood Commercial District Landmarking

2887 College Ave - 3000
2620-2710 Ashby Ave.

We, the undersigned property owners do hereby agree to have our buildings landmarked to protect the unique architecture and history of the Elmwood

1. Janis Mitchell 2. John Gordon

Janis Mitchell John Gordon

Date: 7/5/25

052-1568-00600	2924 College Avenue
052-1568-01101	2956 College Avenue
052-1568-01201	2629 Ashby Avenue
052-1567-01900	2941 College Avenue

No. 4 Bischoff Shops Building No. 1



Elmwood Commercial District Landmarking

(2887-3000 College Ave - 2620-2710 Ashby Ave)

We, the undersigned property owner(s) do hereby agree to have our property landmarked to protect the unique architecture and history of the Elmwood

GARBIS BAGHDASSARIAN
name, please print

X _____ Date 7/16/2025

052-1568-00800 2936 College Avenue

No. 4 Bischoff Shops Building No. 1



Elmwood Commercial District Landmarking

(2887-3000 Colledo Ave - 2620-2710 Ashby Ave)

We, the undersigned property owner(s) do hereby agree to have our property landmarked to protect the unique architecture and history of the Elmwood

Claudia Hunka
name, please print

x Claudia Hunka Date 7/16/2025

052-1568-00800 2940 College Avenue

No. 10 Scott Building



Elmwood Commercial District Landmarking

(2887-3000 College Ave - 2620-2710 Ashby Ave)

We, the undersigned property owner(s) do hereby agree to have our property landmarked to protect the unique architecture and history of the Elmwood

Peter Lee
name, please print

X _____ Date 12/21/2025

2646 Ashby

052-1573-00100

2646 Ashby Avenue
(2900 College Avenue)

No. 11 Strand Theater



Elmwood Commercial District Landmarking

(2887-3000 College Ave - 2620-2710 Ashby Ave)

We, the undersigned property owner(s) do hereby agree to have our property landmarked to protect the unique architecture and history of the Elmwood

David Salk, President for the Elmwood Theater Foundation
name, please print

x _____ Date July 16, 2025

Richard N. Waugh

052-1573-00200 2966 College Ave.

No. 12 Elmwood Village



Elmwood Commercial District Landmarking

(2887-3000 Colledo Ave - 2620-2710 Ashby Ave)

We, the undersigned property owner(s) do hereby agree to have our property landmarked to protect the unique architecture and history of the Elmwood

HOMAYOON KAZEROONI
name, please print

X H. Kazeroni Date July-14-25

052-1573-00300 2974 College Avenue

No. 13 Sparhawk Building



Elmwood Commercial District Landmarking

(2887-3000 College Ave - 2620-2710 Ashby Ave)

We, the undersigned property owner(s) do hereby agree to have our property landmarked to protect the unique architecture and history of the Elmwood

Shu Fang Wu
name, please print

X Shu Fang Wu Date 11/7/2025

052-1573-00401 2982 College Avenue

No. 14 Wilson-Tulanian Building



We,

the undersigned property owner(s), petition the Landmarks Preservation Commission to:

designate the Elmwood Commercial District (2629-2646 Ashby, 2836-2900 College) for consideration as a Landmark

Name Hossein Zareii
please print

X _____ Date 12-9-2025

052-1573-00600 2992 College Avenue

No. 17

Midgley - Jennings ~~Sparhawk~~ Building



Elmwood Commercial District Landmarking

(2887-3000 College Ave - 2620-2710 Ashby Ave)

We, the undersigned property owner(s) do hereby agree to have our property landmarked to protect the unique architecture and history of the Elmwood

Jerry Tsou
name, please print

x _____ Date 7/20/2025

052-1567-06401 2995 College Avenue

No. 18 Morris ~~Scott~~ Building



Elmwood Commercial District Landmarking

(2887-3000 College Ave - 2620-2710 Ashby Ave)

We, the undersigned property owner(s) do hereby agree to have our property landmarked to protect the unique architecture and history of the Elmwood

William Di Napoli
name, please print

X Wm Di Napoli Date 8-8-2025

2987 College condo

052-1567-06500 2993 College Avenue

No. 18 Morris Building



Elmwood Commercial District Landmarking

(2887-3000 Colledo Ave - 2620-2710 Ashby Ave)

We, the undersigned property owner(s) do hereby agree to have our property landmarked to protect the unique architecture and history of the Elmwood

WILLIAM S. BARRETT
name, please print

X William S Barrett Date 8-6-25

052-1567-06500 2993 College Avenue

No. 18 Morris Building



Elmwood Commercial District Landmarking

(2887-3000 College Ave - 2620-2710 Ashby Ave)

We, the undersigned property owner(s) do hereby agree to have our property landmarked to protect the unique architecture and history of the Elmwood

Jodi Nishimura
name, please print

X _____ Date 8/8/25

2991 College/condo

052-1567-06500 2993 College Avenue

No. 25 Stover Building



Elmwood Commercial District Landmarking

(2887-3000 College Ave - 2620-2710 Ashby Ave)

We, the undersigned property owner(s) do hereby agree to have our property landmarked to protect the unique architecture and history of the Elmwood

TAD LAIRD
name, please print

X _____ Date 8/19/25

2947-2953 ALREADY A COB LANDMARK

052-1567-01900
2947 College Avenue

No. 28 Dye Building



Elmwood Commercial District Landmarking

(2887-3000 College Ave - 2620-2710 Ashby Ave)

We, the undersigned property owner(s) do hereby agree to have our property landmarked to protect the unique architecture and history of the Elmwood

The Herbert Michael Jorgensen and Jean M Jorgensen Revocable Living Trust - 1996
David Jorgensen Successor Trustee
name, please print

x David Michael Jorgensen Date 9/12/2025

2921 and 2925 College Ave.

052-1567-02100 2921 College Avenue

No. 33 David Building + Hussey House



Elmwood Commercial District Landmarking

(2887-3000 College Ave - 2620-2710 Ashby Ave)

We, the undersigned property owner(s) do hereby agree to have our property landmarked to protect the unique architecture and history of the Elmwood

Gillian Ludwig
name, please print

X Gillian Ludwig Date 8/11/25

053-1695-01100 2832 College Avenue

PLANNING & DEVELOPMENT
Land Use Planning 2120 Milvia Street, Berkeley, CA 94704
Tel: 510.981.7410 TDD: 510.981.9603 Fax: 510.981.7420 Email: Planning@ci.berkeley.ca.us

LANDMARK PRESERVATION COMMISSION

Landmark, Structure of Merit or Historic District Petition Form

Name of Property:	Elmwood Commercial District
Street Address(es) of Property:	2840-3000 College and 2629-2650 Ashby Ave

We the undersigned residents of the City of Berkeley, petition the Landmarks Preservation Commission to designate the property identified above, for consideration as a Landmark, Structure of Merit or Historical District under the provisions of Section 3.24.120 of the Berkeley Landmarks Preservation Ordinance. We certify, under penalty of perjury, that we are residents of the City of Berkeley at the addresses indicated.

1
Name: Mary Oram (Please Print)
Address: 2705 Hillegass Ave City: Berkeley Zip: 94705
Signature: Mary Oram Date: 8/26/2025

2
Name: Kit Vanbuskirk (Please Print)
Address: 2600 ASHBY AVE City: Berkeley Zip: 94705
Signature: Date: 8/26/25

3
Name: Lisa Bruce (Please Print)
Address: 3027 Claremont A City: Berkeley Zip: 94705
Signature: Date: 8.26.25

4
Name: DEAN METZGER (Please Print)
Address: MAZE City: BERKELEY Zip: 94705
Signature: Date: 8/26/25

5
Name: BARBARA GILBERT (Please Print)
Address: 476 VINCENTE City: BERKELEY Zip: 94707
Signature: Barbara Gilbert

Date:

Name of Property:	Elmwood Commercial District
Street Address(es) of Property:	2832-3000 College Ave - 2600-2630 Ashby Ave.

We the undersigned residents of the City of Berkeley, petition the Landmarks Preservation Commission to designate the property identified above, for consideration as a Landmark, Structure of Merit or Historical District under the provisions of Section 3.24.120 of the Berkeley Landmarks Preservation Ordinance. We certify, under penalty of perjury, that we are residents of the City of Berkeley at the addresses indicated.

6	Name: Burlington Willes (Please Print)			
	Address: 2829 Russell St.	City: Berkeley	Zip: 94705	
	Signature: Burlington Willes		Date: June 24, 2025	
7	Name: Allen Hibbard (Please Print)			
	Address: 149B Westview Dr.	City: Berkeley	Zip: 94705	
	Signature: Allen Hibbard		Date: 06-24-2025	
8	Name: David Salk (Please Print)			
	Address: 2746 Pringle	City: Berkely	Zip: 94705	
	Signature: David Salk		Date: 06/24/2025	
9	Name: Laurie Capitelli (Please Print)			
	Address: 1760 Rose	City: Berk	Zip: 94703	
	Signature: Laurie Capitelli		Date: 6/24/25	
10	Name: Nick Waugh (Please Print)			
	Address: 2312 Stuart St	City: Berkeley	Zip: 94705	
	Signature: Nick Waugh		Date: 6/24/25	

Land Use Planning 2120 Milvia Street, Berkeley, CA 94704
Tel: 510.981.7410 TDD: 510.981.9603 Fax: 510.981.7420 Email: Planning@ci.berkeley.ca.us

Date: _____

Name of Property:	Elmwood Commercial District
Street Address(es) of Property:	2840-3000 College and 26[illegible]39 Ashby

We the undersigned residents of the City of Berkeley, petition the Landmarks Preservation Commission to designate the property identified above, for consideration as a Landmark, Structure of Merit or Historical District under the provisions of Section 3.24.120 of the Berkeley Landmarks Preservation Ordinance. We certify, under penalty of perjury, that we are residents of the City of Berkeley at the addresses indicated.

6
Name: Marsha Moore (Please Print)
Address: 400 Yale Avenue City: Berkeley Zip: 94708
Signature: Marsha Moore Date: 9/22/25

7
Name: Caitlin Moore (Please Print)
Address: 2924 Florence St. #B City: Berkeley Zip: 94705
Signature: Cait Moore Date: 9/22/25

8
Name: Betsy Daley (Please Print)
Address: 100 Del Mar Ave City: Berkeley Zip: 94708
Signature: Betsy Daley Date: 9/24/25

9
Name: GREGOIRE VION (Please Print)
Address: 2814 CHERRY ST City: BERKELEY Zip: 94705
Signature: Date: 9/29/25

10
Name: Carol Berkenkotter (Please Print)
Address: 2521 Bonvenue City: Berkeley Zip: 94709
Signature: Carol Berkenkotter Date: 9/26/2025

Land Use Planning 2120 Milvia Street, Berkeley, CA 94704
Tel: 510.981.7410 TDD: 510.981.9603 Fax: 510.981.7420 Email: Planning@ci.berkeley.ca.us

Name of Property:	Elmwood Commercial District
Street Address(es) of Property:	2887–3000 College Ave 2620-2710 Ashby

We the undersigned residents of the City of Berkeley, petition the Landmarks Preservation Commission to designate the property identified above, for consideration as a Landmark, Structure of Merit or Historical District under the provisions of Section 3.24.120 of the Berkeley Landmarks Preservation Ordinance. We certify, under penalty of perjury, that we are residents of the City of Berkeley at the addresses indicated.

21	Name: JAMES R RILEY (Please Print)			
	Address: 2815 FOREST AVE	City: BERKELEY	Zip: 94705	
	Signature: James R Riley		Date: 25th June 2025	
22	Name: Kateiyn Randolph (Please Print)			
	Address: 2925 Benvenue Avenue	City: Berkeley	Zip: 94705	
	Signature: Kr		Date: 6/25/25	
23	Name: CELIA McCARTHY (Please Print)			
	Address: 2445 RUSSELL ST.	City: BERKELEY	Zip: 94705	
	Signature: Celia McC		Date: 6/25/25	
24	Name: Patrick Randolph (Please Print)			
	Address: 2925 Benvenue Ave	City: Berkeley	Zip: 94705	
	Signature:		Date: 6/30/25	
25	Name: TIM FITZPATRICK (Please Print)			
	Address: 2929 BENVENUE	City: BERKELEY	Zip: 9470	
	Signature:		Date: 7/11/25	

Land Use Planning 2120 Milvia Street, Berkeley, CA 94704
Tel: 510.981.7410 TDD: 510.981.9603 Fax: 510.981.7420 Email: Planning@ci.berkeley.ca.us

Name of Property:	Elmwood Commercial District
Street Address(es) of Property:	2840-3000 College and 2629-2650 Ashby

We the undersigned residents of the City of Berkeley, petition the Landmarks Preservation Commission to designate the property identified above, for consideration as a Landmark, Structure of Merit or Historical District under the provisions of Section 3.24.120 of the Berkeley Landmarks Preservation Ordinance. We certify, under penalty of perjury, that we are residents of the City of Berkeley at the addresses indicated.

21	Name: CHRISTOPHER WELLS (Please Print)			
	Address: 2763 GARBER Street, #3	City: BERKELEY	Zip: 94705	
	Signature:		Date: 9/15/2025	
22	Name: Maureen Mitchel-Wise (Please Print)			
	Address: 2807 Piedmont	City: Berkeley	Zip: 94705	
	Signature:		Date: 9/13/2025	
23	Name: JULIA OVERSHOOT (Please Print)			
	Address: 2536 Piedmont Ave	City: Berkeley	Zip: 94704	
	Signature:		Date: 9-5-25	
24	Name: KRISTIN ARGUE (Please Print)			
	Address: 1902 VIRGINIA ST	City: BERKELEY	Zip: 94709	
	Signature:		Date: 9.5.25	
25	Name: BRYAN BOWMAN (Please Print)			
	Address: 2717 RUSSELL	City: B	Zip: 94709	
	Signature:		Date: 9/5/25	

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Name of Property:	Elmwood Commercial District
Street Address(es) of Property:	

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26	Name: Roxanne Fiscella (Please Print)			
	Address: 2812 Russell	City: Berkeley	Zip: 94705	
	Signature: [signature]		Date: 7/27/25	
27	Name: Evelyn Oltman (Please Print)			
	Address: 2812 Russell St	City: Berk.	Zip: 94705	
	Signature: [signature]		Date: 7/27/25	
28	Name: MARY MONTALI (Please Print)			
	Address: 2920 RUSSELL ST	City: Berkeley	Zip: 94705	
	Signature: [signature]		Date: 7/27/25	
29	Name: Bettie Fong (Please Print)			
	Address: 2942 Russell St	City: Berkeley	Zip:	
	Signature: [signature]		Date: 7-27-25	
30	Name: DONNA Weinberg (Please Print)			
	Address: 2822 Russell ST	City: Berkeley	Zip: 94705	
	Signature: [signature]		Date: 7-27-25	

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¡ Save Our Stores!
¡ Salva Nuestras Tiendas!

Name of Property:	Elmwood Commercial District
Street Address(es) of Property:	2840-3000 College and 2629-2650 Ashby

We the undersigned residents of the City of Berkeley, petition the Landmarks Preservation Commission to designate the property identified above, for consideration as a Landmark, Structure of Merit or Historical District under the provisions of Section 3.24.120 of the Berkeley Landmarks Preservation Ordinance. We certify, under penalty of perjury, that we are residents of the City of Berkeley at the addresses indicated.

26
Name: Edmond Allery (Please Print)
Address: 721 Russell St City: Berkely Zip: 94705
Signature: [signature] Date: 8/17/25

27
Name: Gregory Kalkanis (Please Print)
Address: 2550 Dana Street, Apt 4D City: Berkeley Zip: 94704
Signature: [signature] Date: 8/22/2025

28
Name: Jason Rustick (Please Print)
Address: 2930 Domingo City: Berkely Zip: 94705
Signature: [signature] Date: 8/26/25

29
Name: Jane Martin (Please Print)
Address: 2418 Stuart St City: Berkeley Zip: 94705
Signature: [signature] Date: 8/30/25

30
Name: Gen Fujioka (Please Print)
Address: 929 Colusa City: Berkely Zip: 94707
Signature: [signature] Date: 8/30/25

Land Use Planning 2120 Milvia Street, Berkeley, CA 94704
Tel: 510.981.7410 TDD: 510.981.9603 Fax: 510.981.7420 Email: Planning@ci.berkeley.ca.us

Name of Property:	
Street Address(es) of Property:	

We the undersigned residents of the City of Berkeley, petition the Landmarks Preservation Commission to designate the property identified above, for consideration as a Landmark, Structure of Merit or Historical District under the provisions of Section 3.24.120 of the Berkeley Landmarks Preservation Ordinance. We certify, under penalty of perjury, that we are residents of the City of Berkeley at the addresses indicated.

31	Name: Soroush Shahabi (Please Print)			
	Address: 2942 Russell ST	City: Berkeley	Zip: 94705	
	Signature: [signature]		Date: 7/27/25	
32	Name: Nancy Bagley (Please Print)			
	Address: 2942 Russell ST	City: Berk	Zip: 94705	
	Signature: [signature]		Date: 7/27/25	
33	Name: Kara O'Connor (Please Print)			
	Address: 2811 Piedmont Ave	City: Berkeley	Zip: 94705	
	Signature: [signature]		Date: 7/27/25	
34	Name: David Grunwald (Please Print)			
	Address: 2717 Russell St	City: Berkeley	Zip: 94705	
	Signature: [signature]		Date: 7/27/25	
35	Name: PAUL CHAPMAN (Please Print)			
	Address: 2945 Russell St	City: Berk	Zip: 9470[illegible]	
	Signature: [signature]		Date: 7/27/25	

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Name of Property:	Elmwood Commercial District
Street Address(es) of Property:	2640-3000 College and 2629-2650 Ashby

We the undersigned residents of the City of Berkeley, petition the Landmarks Preservation Commission to designate the property identified above, for consideration as a Landmark, Structure of Merit or Historical District under the provisions of Section 3.24.120 of the Berkeley Landmarks Preservation Ordinance. We certify, under penalty of perjury, that we are residents of the City of Berkeley at the addresses indicated.

36	Name: P. Jill Boornazian (Please Print)				
	Address: 2482 Prince St.	City: Berkeley	Zip: 94705		
	Signature:		Date:		
37	Name: Elizabeth Ringrose (Please Print)				
	Address: 2901 Russell St	City: Berkeley	Zip: 94705		
	Signature: Elizabeth R Ringrose		Date: 8/26/25		
38	Name: Jacqueline DeSouza (Please Print)				
	Address: 2441 Prince St	City: Berkeley	Zip: 94705		
	Signature:		Date: 8/26/25		
39	Name: Neil Schneider (Please Print)				
	Address: 2441 Prince St	City: Berkeley	Zip: 94705		
	Signature:		Date: 8/26/25		
40	Name: Calvin Wong (Please Print)				
	Address: 89 Alvarado Road	City: Berkeley	Zip: 94705		
	Signature:		Date: 8-26-25		

Land Use Planning 2120 Milvia Street, Berkeley, CA 94704
Tel: 510.981.7410 TDD: 510.981.9603 Fax: 510.981.7420 Email: Planning@ci.berkeley.ca.us

Name of Property:	Elmwood Commercial District
Street Address(es) of Property:	2840-3000 College and 2629-2650 Ashby

We the undersigned residents of the City of Berkeley, petition the Landmarks Preservation Commission to designate the property identified above, for consideration as a Landmark, Structure of Merit or Historical District under the provisions of Section 3.24.120 of the Berkeley Landmarks Preservation Ordinance. We certify, under penalty of perjury, that we are residents of the City of Berkeley at the addresses indicated.

	Name: SARAH PINKERTON FITZGIBBON-FLAD (Please Print)				
36	Address: 2827 Russell	City: Berkeley	Zip: 94705	Signature: Sarah P. FitzGibbon Flad	Date: 1/27/25
	Name: Matthew Ross (Please Print)				
37	Address: 2734 Russell St	City: Berkeley	Zip: 94705	Signature: Matthew Ross	Date: 1/25/25
	Name: KATHERINE COHN (Please Print)				
38	Address: 65 Roble Rd	City: Berkeley	Zip: 94705	Signature: Katherine Cohn	Date: 9/3/25
	Name: Franco DeMarinis (Please Print)				
39	Address: 2807 Piedmont ave	City: Berkely Ca	Zip: 94705	Signature:	Date: 9/3/2025
	Name: Lisa Plank (Please Print)				
40	Address: 1706 Marin	City: Berkeley	Zip: 94707	Signature:	Date: 9/4/25

Land Use Planning 2120 Milvia Street, Berkeley, CA 94704
Tel: 510.981.7410 TDD: 510.981.9603 Fax: 510.981.7420 Email: Planning@ci.berkeley.ca.us

Name of Property:	Elmwood Commercial District
Street Address(es) of Property:	2890-3006 College and 2600-2629 Ashby

We the undersigned residents of the City of Berkeley, petition the Landmarks Preservation Commission to designate the property identified above, for consideration as a Landmark, Structure of Merit or Historical District under the provisions of Section 3.24.120 of the Berkeley Landmarks Preservation Ordinance. We certify, under penalty of perjury, that we are residents of the City of Berkeley at the addresses indicated.

41 Name: Natasha Franklin (Please Print)
Address: 2226 McGee Ave City: Berkeley Zip: 94703
Signature: Natasha Franklin Date: 12/5/25

42 Name: Deborah Roosevelt (Please Print)
Address: 5 Encina Pl City: Berkeley Zip: 94705
Signature: Deborah Roosevelt Date: 12/13/25

43 Name: Janet Caldwell (Please Print)
Address: 2737 Forest Ave, #302 City: Berkeley Zip: 94705
Signature: Janet M Caldwell Date: 12/13/2025

44 Name: Andrea Yankowski (Please Print)
Address: 2927 Wheeler St City: Berkeley Zip: 94705
Signature: Andrea Yankowski Date: 12/14/25

45 Name: Gremel Madolora (Please Print)
Address: 2927 Wheeler St City: Berkeley Zip: 94705
Signature: Gremel Madolora Date: 12/14/25

Land Use Planning 2120 Milvia Street, Berkeley, CA 94704
Tel: 510.981.7410 TDD: 510.981.9603 Fax: 510.981.7420 Email: Planning@ci.berkeley.ca.us

Name of Property:	Elmwood Commercial District
Street Address(es) of Property:	2890-3006 College and 2600-2629 Ashby

We the undersigned residents of the City of Berkeley, petition the Landmarks Preservation Commission to designate the property identified above, for consideration as a Landmark, Structure of Merit or Historical District under the provisions of Section 3.24.120 of the Berkeley Landmarks Preservation Ordinance. We certify, under penalty of perjury, that we are residents of the City of Berkeley at the addresses indicated.

Name: Christine Cosgrove (Please Print)

41 Address: 2750 Prince St. City: Berkeley Zip: 94705

Signature: Christine Cosgrove Date: 9/28/2025

Name: Rosemary CASTORINA (Please Print)

42 Address: 2742 Prince St City: Berkeley Zip: 94705

Signature: R Castorina Date: 9/28/25

Name: Panda Brett (Please Print)

43 Address: 2715 Prince City: Berkeley Zip: 94705

Signature: Panda T Brett Date: 9-29-25

Name: Robert Sternbach (Please Print)

44 Address: 2825 Prince City: Berkeley Zip: 94705

Signature: Robert Sternbach Date: 9-29-25

Name: Albert Su (Please Print)

45 Address: 2313 Channing Way Apt #C City: Berkeley Zip: 94704

Signature: Albert Su Date: 9-29-25

Land Use Planning 2120 Milvia Street, Berkeley, CA 94704
Tel: 510.981.7410 TDD: 510.981.9603 Fax: 510.981.7420 Email: Planning@ci.berkeley.ca.us

Name of Property:	Elmwood Commercial District
Street Address(es) of Property:	2840-3008 College and 2600-2629 Ashby

We the undersigned residents of the City of Berkeley, petition the Landmarks Preservation Commission to designate the property identified above, for consideration as a Landmark, Structure of Merit or Historical District under the provisions of Section 3.24.120 of the Berkeley Landmarks Preservation Ordinance. We certify, under penalty of perjury, that we are residents of the City of Berkeley at the addresses indicated.

41
Name: Mario Giarretto (Please Print)
Address: 3308 Claremont Ave. City: Berkeley Zip: 94705
Signature: [signature] Date: 9-30-25

42
Name: Lauren Parsons (Please Print)
Address: 1013 Cedar St City: Berk Zip: 94710
Signature: [signature] Date: 9/30/25

43
Name: Mary Coons (Please Print)
Address: 58 Domingo Ave City: Berkeley Zip: 94705
Signature: Mary Coons Date: Oct 1, 2025

44
Name: Judith Rubin (Please Print)
Address: 1537 Comstock Ct City: Berkeley Zip: 94703
Signature: [signature] Date: 10/2/2025

45
Name: Isabelle MOTAMEDI (Please Print)
Address: 2616 RUSSELL ST. City: BERKELEY Zip: 94705
Signature: [signature] Date: 10/02

Land Use Planning 2120 Milvia Street, Berkeley, CA 94704
Tel: 510.981.7410 TDD: 510.981.9603 Fax: 510.981.7420 Email: Planning@ci.berkeley.ca.us

Name of Property:	Elmwood Commercial District
Street Address(es) of Property:	2840-3000 College and 2600-2629 Ashby

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41 Name: ROBIN SOMERVILLE (Please Print)
Address: 2759 PRINCE ST City: BERKELEY Zip: 94705
Signature: Robin Somerville Date: 9/29/25

42 Name: Greg Urban (Please Print)
Address: 2751 Prince St City: BRK Zip: 94705
Signature: Date: 9/29/2025

43 Name: ANDREW FARAGO (Please Print)
Address: 2923 KING ST City: BERKELEY Zip: 94703
Signature: Date: 12-5-25

44 Name: ~~Nancy McKay~~ (Please Print)
Address: ~~340-63rd St~~ City: Oakland Zip: 94618
Signature: Date: 12.5.25

45 Name: Sally Knights (Please Print)
Address: [illegible] City: Oakland Zip: 94609
Signature: Date: 12/2/25

Land Use Planning 2120 Milvia Street, Berkeley, CA 94704
Tel: 510.981.7410 TDD: 510.981.9603 Fax: 510.981.7420 Email: Planning@ci.berkeley.ca.us

Name of Property:	Elmwood Commercial District
Street Address(es) of Property:	2890-3006 College and 2600-2629 Ashby

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41 Name: Anita Barrows (Please Print)
Address: 546 The Alameda City: Berkeley Zip: 94707
Signature: Anita Barrows Date: 14 Dec '25

42 Name: CLAUDIA RICE (Please Print)
Address: 1348 SACRAMENTO ST City: CA Zip: 94702
Signature: Claudia Rice Date: 12/15/2025

43 Name: Diana P Studebaker (Please Print)
Address: 90 El Camino Real City: Berkeley Zip: 94705
Signature: Diana P. Studebaker Date: 12/16/25

44 Name: Nicoletta Karam (Please Print)
Address: 1635 Parker St City: Berkeley Zip: 94703
Signature: Nicoletta Karam Date: 12/16/25

45 Name: Salima Karam (Please Print)
Address: 1635 Parker St. City: Berkeley Zip: 94703
Signature: Salima Karam Date: 12/16/25

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Tel: 510.981.7410 TDD: 510.981.9603 Fax: 510.981.7420 Email: Planning@ci.berkeley.ca.us

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Street Address(es) of Property:	2840-3006 College and 2600-2629 Ashby

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Name: CHRISTOPHER HOOTON (Please Print)

41 Address: 2312 OREGON ST APT. A City: BERKELEY Zip: 94705

Signature: Christopher Hooton Date: 12/2/25

Name: Charlie Stephen (Please Print)

42 Address: 2439 Oregon St City: Berkeley Zip: 94705

Signature: Charlie Stephen Date: 12/02/25

Name: DON CROCKETT (Please Print)

43 Address: 624 Alvarado Rd City: Berkeley Zip: 94705

Signature: Donald E Crockett Date: 12/2/25

Name: ALAN BANKS (Please Print)

44 Address: 2638 STUART ST City: Berkeley Zip: 94705

Signature: Alan Banks Date: 12/04/25

Name: Jeanne E. Sulton (Please Print)

45 Address: 2226 McGee City: Berkeley Zip: 94703

Signature: Jeanne E. Sulton Date: 12/3/25

Land Use Planning 2120 Milvia Street, Berkeley, CA 94704
Tel: 510.981.7410 TDD: 510.981.9603 Fax: 510.981.7420 Email: Planning@ci.berkeley.ca.us

Name of Property:	Elmwood Commercial District
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41 Name: Silvia Tricot (Please Print)
Address: 2332 9th St. City: Berkeley Zip: 94710
Signature: [signature] Date: 11/21/25

42 Name: Sara Trost (Please Print)
Address: 2330 Russell St City: Berkeley Zip: 94705
Signature: [signature] Date: 11/21/25

43 Name: JESSICA MOELLER-FARUQUE (Please Print)
Address: 1668 EUCLID AVE City: BERKELEY Zip: 94709
Signature: [signature] Date: 11/23/2025

44 Name: Soenke Alexander Moeller (Please Print)
Address: 1668 Euclid Ave City: Berkeley Zip: 94709
Signature: [signature] Date: 11/25/2025

45 Name: Theresa Hernandez (Please Print)
Address: 327 Wayne Ave City: Oakland Zip: 94610
Signature: [signature] Date: 11/24/25

Land Use Planning 2120 Milvia Street, Berkeley, CA 94704
Tel: 510.981.7410 TDD: 510.981.9603 Fax: 510.981.7420 Email: Planning@ci.berkeley.ca.us

Name of Property:	Elmwood Commercial District
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41	Name: Ruby Lim-Marano (Please Print)			
	Address: 2410 Browning St	City: Berkeley	Zip: 94702	
	Signature:		Date: 10/25/25	
42	Name: Marilynn Rowland (Please Print)			
	Address: 2717 Hillegass	City: Berkeley	Zip: 94705	
	Signature: Marilynn Rowland		Date: 11/22/25	
43	Name: JOANNA DWYER (Please Print)			
	Address: 1 ORCHARD LANE	City: BERKELEY	Zip: 94704	
	Signature:		Date: Nov. 25, 2025	
44	Name: Kathleen Rueger (Please Print)			
	Address: 2926 Benvenue Ave.	City: Berkeley	Zip: 94705	
	Signature:		Date: 11/28/25	
45	Name: Cindy Moody (Please Print)			
	Address: 2207 Tiffin Rd	City: Oakland	Zip: 94602	
	Signature:		Date:	

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41	Name: Michael Apte (Please Print)			
	Address: 1623 Walnut St	City: Berkeley	Zip: 94709	
	Signature:		Date: 11/1/25	
42	Name: Matt O'Brien (Please Print)			
	Address: 1910 Haste St.	City: Berkeley	Zip: 94704	
	Signature:		Date: Nov. 1, 202	
43	Name: Daniel Olmsted (Please Print)			
	Address: 9 Plaza Dr	City: Berkeley	Zip: 94705	
	Signature: Dan Olm		Date: 11-9-25	
44	Name: SUSAN CHASSON (Please Print)			
	Address: 2145 McGEE AVE	City: BERKELEY	Zip: 94703	
	Signature: Susan Chasson		Date: 11-13-25	
45	Name: DIANE SHAVELSON (Please Print)			
	Address: 2951 DERBY ST #103	City: BERKELEY	Zip: 94705	
	Signature: D Sh		Date: 11/12/25	

Land Use Planning 2120 Milvia Street, Berkeley, CA 94704
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41
Name: CONCHITA FERNANDEZ (Please Print)
Address: 2957 Hillegass ave City: Berkeley Zip: 94705
Signature: Conchita Fernandez Date: 11/16/25

42
Name: Tom Schluckebier (Please Print)
Address: 2828 College Ave City: Berkeley Zip: 94705
Signature: Date: 11-19-25

43
Name: SABE HUNDLEY (Please Print)
Address: 2927 Pine Ave. City: Berkeley Zip: 94705
Signature: Date: 11/20/25

44
Name: ~~Ann~~ Helen Brytan (Please Print)
Address: 802 Colusa Ave City: Berkeley Zip: 94707
Signature: Date: 11/22/25

45
Name: Annette Goldberg (Please Print)
Address: 2550 Dana St. #3G City: Berkeley Zip: 94704
Signature: Annette Goldberg Date: 11/22/2025

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41
Name: Frederick W Krieger (Please Print)
Address: 2510 Woolsey St City: Berkeley Zip: 94705
Signature: Frederick W Krieger Date: 11/6/25

42
Name: JENNIFER SHARPE (Please Print)
Address: 2515 RUSSELL STREET City: BERKELEY Zip: 94705
Signature: Date: Nov 7, 2025

43
Name: JOANNE CARDER (Please Print)
Address: 3034 Benvenue City: Berkeley Zip: 94705
Signature: Joanne Carder Date: 11/7/25

44
Name: Craig Upson (Please Print)
Address: 2803 Forest Ave City: Berkely Zip: 94705
Signature: Date: Nov 8, 2025

45
Name: Nina Katz (Please Print)
Address: 2803 Forest Ave City: Berkeley Zip: 94705
Signature: Date: 11/8/25

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41
Name: Wayne Huber (Please Print)
Address: 1185 Sterling Ave City: Berkeley Zip: 94708
Signature: Wayne Huber Date: 10/13/2025

42
Name: S D Sapeerman (Please Print)
Address: 2324 Webster City: Berkeley Zip: 94705
Signature: S D Sapeerman Date: 11-14-2025

43
Name: Nelsinya Causby (Please Print)
Address: 3132 Eton Ave City: Berkeley Zip: 94705
Signature: Nelsinya Causby Date: 11/14/25

44
Name: Michele McDuff (Please Print)
Address: 2716 MLK Jr Way City: Berkeley Zip: 94703
Signature: M. McDuff Date: 11-15-25

45
Name: EMILIO ESCUDERO (Please Print)
Address: 2957 HILLEGASS AVE City: BERKELEY Zip: 94705
Signature: Emilio Escudero Date: 11/16/2025

Land Use Planning 2120 Milvia Street, Berkeley, CA 94704
Tel: 510.981.7410 TDD: 510.981.9603 Fax: 510.981.7420 Email: Planning@ci.berkeley.ca.us

Name of Property:	Elmwood Commercial District
Street Address(es) of Property:	2890-3006 College and 2600-2629 Ashby

We the undersigned residents of the City of Berkeley, petition the Landmarks Preservation Commission to designate the property identified above, for consideration as a Landmark, Structure of Merit or Historical District under the provisions of Section 3.24.120 of the Berkeley Landmarks Preservation Ordinance. We certify, under penalty of perjury, that we are residents of the City of Berkeley at the addresses indicated.

41 Name: Holly H. Schenck (Please Print)
Address: 2325 Ward St City: Berk Zip: 94705
Signature: Holly H. Schenck Date: 10/8/25

42 Name: Abby Oyle (Please Print)
Address: 2316 Webster St City: Berkeley Zip: 94705
Signature: Date: 11/8/25

43 Name: Julie Tovenbaum (Please Print)
Address: 2316A Webster St. City: Berkeley Zip: 94705
Signature: Date: 11/8/25

44 Name: Ranaji Krishna (Please Print)
Address: 45 ALVARADO ROAD City: BERKELEY Zip: 94705
Signature: Ranaji Krishna Date: 11/8/25

45 Name: Vinithra Varadharajan (Please Print)
Address: 45 Alvarado Rd. City: BERKELEY Zip: 94705
Signature: Vinithra Date: 11/8/25

Land Use Planning 2120 Milvia Street, Berkeley, CA 94704
Tel: 510.981.7410 TDD: 510.981.9603 Fax: 510.981.7420 Email: Planning@ci.berkeley.ca.us

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41
Name: Tristen Taylor (Please Print)
Address: 900 Shattuck Ave. City: Berkeley Zip: 94707
Signature: Tristen Taylor Date: 11/3/25

42
Name: Tom L. Hedges (Please Print)
Address: 2154 Ward St City: Berkeley Zip: 94705
Signature: Tom L. Hedges Date: 11/3/25

43
Name: JACQUELYN D EVANS (Please Print)
Address: 30 ALTA Rd City: Berkeley Zip: 94708
Signature: Jacquelyn D Evans Date: 11/4/25

44
Name: Judith A. Bebelaar (Please Print)
Address: 3027 Hillegass Ave City: Berkeley Zip: 94705
Signature: Judith A Bebelaar Date: 11/6/25

45
Name: MARJORIE WINTER (Please Print)
Address: 2510 Woolsey St City: Berkeley Zip: 94705
Signature: Marjorie Winter Date: 11/6/25

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Tel: 510.981.7410 TDD: 510.981.9603 Fax: 510.981.7420 Email: Planning@ci.berkeley.ca.us

Name of Property:	Elmwood Commercial District
Street Address(es) of Property:	2840-3000 College and 2600-2629 Ashby

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41 Name: George Rose (Please Print)
Address: 1639 Derby St. City: Berkeley Zip: 94703
Signature: [signature] Date: 10/28/25

42 Name: Richard Bunce (Please Print)
Address: 2946 Magnolia St. City: Berkeley Zip: 94705
Signature: Richard Bunce Date: 10/28/25

43 Name: JOHN HOOD (Please Print)
Address: 2432 OREGON ST City: BERKELEY Zip: 94705
Signature: John Hood Date: 11/2/25

44 Name: Xanthe M Berry (Please Print)
Address: 3022 Hillegass Ave City: Berkeley Zip: 94705
Signature: Xanthe M Berry Date: 11/3/25

45 Name: Dawn Thomas (Please Print)
Address: 3016 Hillegass Ave City: Berkeley Zip: 94705
Signature: Dawn Thomas Date: 11/2/25

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41 Name: BARBARA HUNT (Please Print)
Address: 2840 Woolsey ST. City: BERKELEY CA. Zip: 94705
Signature: [signature] Date: 10/24/25

42 Name: Airason Heard (Please Print)
Address: 2451 Ashby Ave City: Berkeley Zip: 94705
Signature: [signature] Date: 10/24/25

43 Name: RITA FLANAGAN (Please Print)
Address: 2435 JEFFERSON #F City: BERKELEY Zip: 94703
Signature: Rita Flanagan Date: 10/28/25

44 Name: CAMERON OLEN (Please Print)
Address: 804 Camelia St City: Berkley Zip: ~~10~~ 94710
Signature: Cameron Olen Date: 10/28/25

45 Name: David W. Clark (Please Print)
Address: 2804 Stuart St. City: Berkeley Zip: 94705
Signature: David W. Clark Date: 10-28-2025

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41	Name: Tarah Ornelas (Please Print)			
	Address: 2926 College Ave.	City: Berkeley	Zip: 94705	
	Signature:		Date: 10/28/25	
42	Name: Robert McCourt (Please Print)			
	Address: 1821 Acton St.	City: Berkeley	Zip: 94702	
	Signature:		Date: 10/28/25	
43	Name: John Jody Horn (Please Print)			
	Address: 3016 Hillegass Ave	City: Berkeley	Zip: 94705	
	Signature:		Date: 11/2/2025	
44	Name: Ella Horn (Please Print)			
	Address: 3016 Hillegass Ave	City: Berkeley	Zip: 94705	
	Signature: ella horn		Date: 11/2/25	
45	Name: FINN HORN (Please Print)			
	Address: 3016 Hillegass Ave.	City: Berkeley	Zip: 94705	
	Signature: Finn Horn		Date: 11/2/25	

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Name of Property:	Elmwood Commercial District
Street Address(es) of Property:	2890-3006 College and 2600-2629 Ashby

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41	Name: Kay Heatherly (Please Print)			
	Address: 2147 Stuart St	City: Berk	Zip: 9470[illegible]	
	Signature:		Date:	
42	Name: Mollie Boero (Please Print)			
	Address: 1060 Keith Ave	City: Berkeley	Zip: 94708	
	Signature: Mollie Boero		Date:	
43	Name: Jessica Lu (Please Print)			
	Address: 1130 Bento Ave	City: Berkeley	Zip: 94705	
	Signature:		Date: 10/23/25	
44	Name: JANET T. McCALL (Please Print)			
	Address: 2995 SHASTA RD.	City: Berkeley	Zip: 94708	
	Signature: J. T. M'Call		Date: 10/23/25	
45	Name: Ada 2. McCall (Please Print)			
	Address: 2995 Shasta Rd.	City: Berkeley	Zip: 94708	
	Signature: Ada McCall		Date: 10/23/25	

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41	Name: Kari Smith (Please Print)			
	Address: 1377 Gilman St	City: Berkeley	Zip: 94706	
	Signature: Kari Smith		Date: 10/25/25	
42	Name: Jane Metcalf (Please Print)			
	Address: 1732 La Vereda Rd	City: Berkeley	Zip: 94709	
	Signature:		Date: 10/25/25	
43	Name: Anna Cederstav (Please Print)			
	Address: 1609 Virginia St	City: Berkeley	Zip: 94703	
	Signature:		Date: 10/25/25	
44	Name: Jessica Kass (Please Print)			
	Address: 19 Oakvale Ave	City: Berkeley	Zip: 94705	
	Signature:		Date: 10.25.25	
45	Name: Andrew Johnson (Please Print)			
	Address: 3073 Bateman	City: Berkeley	Zip: 94705	
	Signature: Andrew D John		Date: 28 Oct 2025	

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41	Name: Melissa Nelken (Please Print)			
	Address: 2933 Russell St	City: Berkeley	Zip: 94705	
	Signature: Melissa Nelken		Date: 10/6/25	
42	Name: ANGUS Powelson (Please Print)			
	Address: 1830 Carelton	City: Berkeley	Zip: 94705-	
	Signature: ANGUS Powelson		Date: 10/6/25	
43	Name: Bonnie Kraus (Please Print)			
	Address: 2409 College #17	City: Berkeley	Zip: 94704	
	Signature: Bonnie Kraus		Date: 10-8-25	
44	Name: Elizabeth Collins (Please Print)			
	Address: 2835 Hillegass	City: Berkeley	Zip: 94705	
	Signature: Elizabeth Collins		Date: 10/8/2025	
45	Name: RITA DICHTEL (Please Print)			
	Address: 2321 Webster St	City: Berkeley	Zip: 94705	
	Signature: Rita Dichtel		Date: 10/9/25	

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41
Name: Joshua Chuang (Please Print)
Address: 2239 Channing Way City: Berkeley Zip: 94704
Signature: [signature] Date: 9/29/25

42
Name: Mary White (Please Print)
Address: 2327-5th St City: Berkeley Zip: 94710
Signature: Mary White Date: 10/3/25

43
Name: Alex Kamras (Please Print)
Address: 2133 Haste street City: Berkeley Zip: 94704
Signature: AE Date: 10/3/25

44
Name: LINDA FOY (Please Print)
Address: 2377 WOOLSEY ST City: BERK Zip: 94705
Signature: L Foy Date: 10/4/25

45
Name: Kelly Hammargren (Please Print)
Address: 1709 BANCROFT Way City: BERKELEY Zip: 94703
Signature: Kelly Date: 10-4-25

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41
Name: Mary Oliphant (Please Print)
Address: _____ City: _____ Zip: _____
Signature: Mary Oliphant Date: 10/4/25

42
Name: Elizabeth Hawk (Please Print)
Address: 1019 Oxford City: Berkeley Zip: 94707
Signature: Date: 10/4/25

43
Name: Juliette Capra (JULIETTE CAPRA) (Please Print)
Address: 1019 OXFORD ST. City: BERKELEY Zip: 94707
Signature: Date: 10/4/25

44
Name: Kandy Piper (Please Print)
Address: 5566 Vicente OAK City: OAKland Zip: 94609
Signature: Kandy Piper Date: OCT 6, 2025

45
Name: TRACY ANNE THOMPSON (Please Print)
Address: 1630 Alston Way City: Berkeley Zip: 94703
Signature: Date: 10-6-25

Land Use Planning 2120 Milvia Street, Berkeley, CA 94704
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Name of Property:	Elmwood Commercial District
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Name: Julie Posey (Please Print)
46 Address: 2724 Piedmont Ave. City: Berkeley Zip: 94705
Signature: Julie Posey Date: 8/25/2025

Name: ANNE Gordon (Please Print)
47 Address: 838 Indian Rock Ave City: Berkeley Zip: 94707
Signature: Anne Gordon Date: 8/26/25

Name: CHRISTOPHER WEILLS (Please Print)
48 Address: 2763 GARBER, #3 City: Berkeley Zip: 94705
Signature: Christopher Weills Date: 8/26/2025

Name: ANDREW DETSCH (Please Print)
49 Address: 2815 CHERRY ST City: BERKELEY Zip: 94705
Signature: Andrew Detsch Date: 8/28/25

Name: Sabrina Kabella (Please Print)
50 Address: 2647 Stuart St. City: Berkeley Zip: 94705
Signature: Sabrina Kabella Date: 8/28/25

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Name: Bonnie Kraus (Please Print)
46 Address: 2409 College City: Berkeley Zip: 94704
Signature: Bonnie Kraus Date: 8-29-25

Name: Kathryn Hambly (Please Print)
47 Address: 2622 Benvenue Ave City: Berkeley CA Zip: 94704
Signature: Kathryn Hambly Date: 8-29-25

Name: Scott Hambly (Please Print)
48 Address: 2622 Benvenue Ave City: Berkeley Zip: 94704
Signature: Scott Hambly Date: 29 Aug '25

Name: Sam Frankel (Please Print)
49 Address: 1418 Blake St City: Berkeley Zip: 94702
Signature: Sam Frankel Date: 8/30/25

Name: Maryhope Watson (Please Print)
50 Address: 1418 Blake St. City: Berkeley Zip: 94702
Signature: Maryhope Watson Date: 8/30/25

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Name: SAMUEL Weissman (Please Print)
46 Address: 2901 Benvenue Ave. City: Berkeley Zip: 94705
Signature: [signature] Date: 8/19/2025

Name: SARAH LEVIN (Please Print)
47 Address: 2833 Benvenue Ave City: Berkeley Zip: 94705
Signature: [signature] Date: 8/19/2025

Name: Shirley Haberfeld (Please Print)
48 Address: 2604 Woolsey City: Berkeley Zip: 94705
Signature: [signature] Date: 8-23-25

Name: Carole Burns (Please Print)
49 Address: 2720 Piedmont Ave City: Berkeley Zip: 94705
Signature: [signature] Date: 8/23/25

Name: Susan Mickiewicz (Please Print)
50 Address: 2225C Parker St City: Berkeley Zip: 94704
Signature: [signature] Date: 08/25/25

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Name: Lucky H. Thomas (Please Print)
46 Address: 2950 Stanton St. Apt. C City: Berkeley Zip: 94702
Signature: Lucky H. Thomas Date: 9/04/25

Name: CAIZL NABIN (Please Print)
47 Address: 1326 Josephine St. City: Berkeley Zip: 94703
Signature: Date: 9/03/25

Name: CHARLES DENSAN (Please Print)
48 Address: 2215 DERBY ST City: BERK Zip: 94705
Signature: Date: 9-3-25

Name: Laura Michelle Leventer (Please Print)
49 Address: 2912 Pine Ave City: Berkeley Zip: 94705
Signature: Date: 9-3-25

Name: KATE NORMAN (Please Print)
50 Address: 2741 GARBER ST #2 City: BERKELEY Zip: 94705
Signature: Kate Norman Date: 5 Sept 2025

Land Use Planning 2120 Milvia Street, Berkeley, CA 94704
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	Name: Patricia NAVARRO (Please Print)			
46	Address: 1426 Spruce St. #2	City: Berkeley	Zip: 94709	
	Signature:		Date: 8/16/25	
	Name: Cristina LEVERT (Please Print)			
47	Address: 530 Ward St.	City: Berk.	Zip: 94703	
	Signature:		Date: 8/16/25	
	Name: Moni T. Law (Please Print)			
48	Address: 2325 McKinley Ave. #17	City: Berkeley	Zip: 94703	
	Signature:		Date: 8/19/25	
	Name: John Curl (Please Print)			
49	Address: 1507 Curtis ST	City: Berkeley	Zip: 94702	
	Signature:		Date: 8/19/25	
	Name: GINO BARICHELLO (Please Print)			
50	Address: 1245 Dwight Way	City: Berkeley	Zip: 94702	
	Signature:		Date: 8/19/25	

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46	Name: Bonnie Knight (Please Print)			
	Address: 1733 Sonoma Ave	City: Berkeley	Zip: 94707	
	Signature: Bonnie Knight		Date: 8/9/25	
47	Name: Kayoko Kieffer (Please Print)			
	Address: 2929 MLKing Jr. Way	City: Berkeley	Zip: 94703	
	Signature:		Date: 8/9/25	
48	Name: Leslie Adler (Please Print)			
	Address: 181 Hillcrest St.	City: Berkeley	Zip: 94705	
	Signature: Leslie Adler		Date: 8-9-2025	
49	Name: Farah Bakrani (Please Print)			
	Address: 3001 Derby St.	City: Berkeley	Zip: 94705	
	Signature:		Date: 8-9-2025	
50	Name: Natalie Balfour (Please Print)			
	Address: 621 Arlington Ave	City: Berkeley	Zip: 94707	
	Signature: Natalie Balfour		Date: 8-11-25	

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46 Name: Susan Louie (Please Print)
Address: P.O. Box 7605 City: Berkeley Zip: 94707
Signature: Susan Louie Date: Aug. 12, 2025

47 Name: Doreen Lee King (Please Print)
Address: P.O. Box 5062 City: Berkeley, CA Zip: 94705
Signature: Doreen Lee King Date:

48 Name: Laura Frances Mekin (Please Print)
Address: 906 Creston Road City: Berkeley Zip: 94708
Signature: Date: 8/16/25

49 Name: MARK SHIOZAKI (Please Print)
Address: 1014 - CEDAR ST City: BERKELEY CA Zip: 94718
Signature: Date:

50 Name: MAUREEN HANLON (Please Print)
Address: 1321 ARCH ST City: Berkeley Zip: 94709
Signature: Date: 8/23/25

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	Name: David Siegfried (Please Print)			
46	Address: 1335 Carleton St	City: Berkeley	Zip: 94702	
	Signature:		Date: 8-19-25	
	Name: LIGE Little			
47	Address: 2210 Virginia St #PH2	City: Berkeley	Zip: 94709	
	Signature:		Date: 8-19-25	
	Name: Maryann Sargent			
48	Address: 2905 Deakin St.	City: Berkeley	Zip: 94705	
	Signature: M. Sargent		Date: 8/22/25	
	Name: Luke Pavelchik			
49	Address: 2126 Channing Way	City: Berkeley	Zip: 94074	
	Signature:		Date: 8/23/25	
	Name: Aliya Schwartz			
50	Address: 1811 Derby St	City: Berkeley	Zip: 94703	
	Signature: Aliya		Date: 8/23/25	

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46 Name: Anna McPherson (Please Print)
Address: 1811 Derby St City: Berkeley Zip: 94703
Signature: Anna McPherson Date: 8/23/25

47 Name: Harriet Sidwell Wood (Please Print)
Address: 1811 Derby St City: Berkeley Zip: 94703
Signature: Harriet Wood Date: 8/23/25

48 Name: Suzanne Lundy (Please Print)
Address: 3056 Hillegass Ave City: Berkeley Zip: 94705
Signature: Suzanne Lundy Date: 8/23/25

49 Name: Austen Schrieb (Please Print)
Address: 770 Ohlone Ave, Apt 755 City: Albany Zip: 94706
Signature: Austen Schrieb Date: 8/23/25

50 Name: Laurel Miller (Please Print)
Address: 770 ohlone ave Apt 755 City: Albany Zip: 94706
Signature: Laurel Miller Date: 8/23/25

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We the undersigned residents of the City of Berkeley, petition the Landmarks Preservation Commission to designate the property identified above, for consideration as a Landmark, Structure of Merit or Historical District under the provisions of Section 3.24.120 of the Berkeley Landmarks Preservation Ordinance. We certify, under penalty of perjury, that we are residents of the City of Berkeley at the addresses indicated.

	Name: Julien Mercier (Please Print)			
46	Address: 1719 McGee Ave	City: Berkeley	Zip: 94703	
	Signature: Julien Mercier		Date: 8/25/25	
	Name: AMANDA MOODY (Please Print)			
47	Address: 1723 Stuart St	City: Berkley	Zip: 94703	
	Signature:		Date: 8-25-25	
	Name: KATHRYN RUIZ (Please Print)			
48	Address: 2816 Wallace Street	City: Berkeley	Zip: 94702	
	Signature:		Date: 8-25-25	
	Name: Robbin Everson (Please Print)			
49	Address: 2477 Virginia St #205	City: Berkeley	Zip: 94709	
	Signature: Robbin Lee Everson		Date: 8-25-25	
	Name: Diana Godet (Please Print)			
50	Address: 2477 Virginia #202	City: Berkeley	Zip: 94709	
	Signature: Diana Godet		Date: 8/25/25	

Land Use Planning 2120 Milvia Street, Berkeley, CA 94704
Tel: 510.981.7410 TDD: 510.981.9603 Fax: 510.981.7420 Email: Planning@ci.berkeley.ca.us

Name of Property:	Elmwood Commercial District
Street Address(es) of Property:	2840-3000 College and 2629-2650 Ashby

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46 Name: S. Lydia Shiozaki (Please Print)
Address: 1014 Cedar St. City: Berkeley Zip: 94710
Signature: S Lydia Shiozaki Date: 9/9/25

47 Name: Susan Chasson (Please Print)
Address: 2145 McGEE Ave City: Berkeley Zip: CA 94703
Signature: Susan Chasson Date: 9/9/25

48 Name: SHAHRAM AARABI (Please Print)
Address: 2337 WARD St City: BERKELEY Zip: 94705
Signature: Date: 9/8/25

49 Name: RAYMOND CHOULETT (Please Print)
Address: 1821 CAPISTRANO AVE City: BERKELEY Zip: 94707
Signature: Date: 9/9/25

50 Name: Casey Garcia-Choulett (Please Print)
Address: 1509 Solano #230 City: Berkeley Zip: 94707
Signature: C. Garcia-Choulett Date: 9/9/25

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	Name: Ellen Katzman (Please Print)			
46	Address: 1260 Hopkins St #28	City: Berkeley	Zip: 94702	
	Signature: Ellen Katzman		Date: 8/23/25	
	Name: Ryan Patrick Smith (Please Print)			
47	Address: 2325 Vebster #pt C	City: Berkeley	Zip: 94705	
	Signature:		Date: 8/27/25	
	Name: JOAN BURLEIGH (Please Print)			
48	Address: 2828 PRINCE ST.	City: BERKELEY, CA	Zip: 94705	
	Signature: Joan Burleigh		Date: 9/2/2025	
	Name: MARY LYNN MORALES (Please Print)			
49	Address: 1337 DERBY ST	City: BERKELEY	Zip: 94702	
	Signature: Mary L. Morales		Date: 9/27/25	
	Name: Karen Rothblatt (Please Print)			
50	Address: 1337 Derby St	City: Berkeley	Zip:	
	Signature: Karen Rothblatt		Date: 9/27/25	

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	Name (Please Print)	Address	City	Zip	Signature	Date
46	PATRICK ROGUES	Pardee	Berkeley Pardee	94710		8/9/2025
47	Prudence Poliva	2227 Parker st	Berkeley CA	94704	Prudence Poliva	8/9/2025
48	WILL LOFT	2227 PARKER ST	BERKELEY	94704		8/9/25
49	KRISHA NAIR	2444 Hillegass Ave	Berkeley	94704		08/09/2025
50	Ashalia Donovan	2840 Chestnut Blvd	Berkeley	94705		8/9/2025

Jonathan Hilton
2221 Oregon St Berkeley 94705

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Name: William Bodell (Please Print)
46 Address: 2950 Linden Ave City: Berkeley Zip: 94705
Signature: W F Bodell Date: 9/30/2025

Name: IDA MARTINAC (Please Print)
47 Address: 2840 MILVIA STREET City: BERKELEY Zip: 94703
Signature: Date: 10/4/25

Name: LYNN FAUCET FRANCO (Please Print)
48 Address: 2935 Elmwood Ct City: Berkeley Zip: 94705
Signature: Date: 10/4/25

Name: Jesse Ickes (Please Print)
49 Address: 3074 Claremont Avenue City: Berkeley Zip: 94705
Signature: Date: 10/7/25

Name: Julie Searle (Please Print)
50 Address: 1705 Virginia St City: Berkeley Zip: 94703
Signature: Date: 10/7/25

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46 Name: Donna Mickleson (Please Print)
Address: 2926 Fulton St. City: Berkeley Zip: 94705
Signature: [signature] Date: 11/7/25

47 Name: Rebecca Egger (Please Print)
Address: 3126 College Ave #P City: Berkeley Zip: 94705
Signature: [signature] Date: 11/7/25

48 Name: Jeremy Castro & Family (Please Print)
Address: 1075 65th St City: Oakland Zip: 94608
Signature: [signature] Date: 11/8/25

49 Name: DENNIS MICK (Please Print)
Address: 1165 Solano Ave City: Albany Zip: 947
Signature: [signature] Date: 11/8/25

50 Name: Nashwa Kalil ENOUGH ENOUGH! (Please Print)
Address: 601 Spruce City: BERKELEY Zip: 94707
Signature: [signature] Date: 11.8.25

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Name: Martha Barclay (Please Print)
46 Address: 2953 Hillegass Ave City: Berkeley Ca Zip: 94705
Signature: [signature] Date: 8/30/25

Name: G. GREIG CRYSLER (Please Print)
47 Address: 2323 HOWE ST City: Berkeley Zip: 94705
Signature: [signature] Date: 8/30/25

Name: Ron Kruger (Please Print)
48 Address: 2937 Piedmont City: Berkeley Zip: 94705
Signature: Ron Kruger Date: 8/30/25

Name: R Spencer (Please Print)
49 Address: 2537 Woolsey Apt A City: Berkeley Zip: 94705
Signature: R Sp Date: Aug 30 2025

Name: MARION FREDMAN (Please Print)
50 Address: 22 Tunnel Rd City: Berk Zip: 94705
Signature: Marion Fredman Date: 8/30/25

Lois Yuen
1940 Yosemite Road
Berkeley, CA 94707-1651 9/2/25

Lois Yuen

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46 Name: MARVIN A. LARSEN (Please Print)
Address: 45 HAZEL RD City: BERKELEY Zip: 94705
Signature: Marvin A Larsen Date: 8-9-2025

47 Name: SUSAN LARSEN (Please Print)
Address: 45 HAZEL ROAD City: BERKELEY Zip: 94705
Signature: Susan C. Larsen Date: 8-9-2025

48 Name: Roan Kline (Please Print)
Address: 3009 Fulton street City: Berkeley Zip: 94705
Signature: Roan Kline Date: 8-9-25

49 Name: Gale Garcia (Please Print)
Address: 2538 Fulton St City: Berkely Zip: 94704
Signature: G Garcia Date: 8/11/25

50 Name: Ann Overton (Please Print)
Address: 2407 Ward St. apt 1 City: Berkeley CA Zip: 94705
Signature: Ann Overton Date: 8/15/25

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46	Name: Gurcharul (Please Print)			
	Address: 2649 Russell St	City: Berkeley	Zip: 94705	
	Signature:		Date: 8/8/25	
47	Name: Abby Davis (Please Print)			
	Address: Berkeley	City: Berkeley	Zip: 94705	
	Signature: Abby Davis		Date: 8/8/25	
48	Name: Adrian Linares (Please Print)			
	Address: 2400 Durant Ave	City: Berkeley	Zip: 94720	
	Signature: Adrian Linares		Date: 8/8/25	
49	Name: KAREN KEMP (Please Print)			
	Address: 2615 Benvenue Av #2	City: Berkeley	Zip: 94704	
	Signature: Karen Kemp		Date: 8/8/25	
50	Name: Sharon Weintraub (Please Print)			
	Address: 2615 Stuart Apt #1	City:	Zip: 94705	
	Signature:		Date: 8/9/25	

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Name: Carla Bell (Please Print)
46 Address: 1214 Rose St City: Berkeley Zip: 94702
Signature: Carla Bell Date: 8/3/25

Name: Peter Hoffman (Please Print)
47 Address: 1123 Harrison St City: Berkeley Zip: 94706
Signature: Date: 8/4/25

Name: CHRISTOPHER GRACE (Please Print)
48 Address: 1214 ROSE ST City: BERKELEY Zip: 94702
Signature: Date: 8/4/25

Name: BARBARA ANDERSON (Please Print)
49 Address: 2232 TENTH ST. City: BERKELEY Zip: 94710
Signature: Date: 8/4/25

Name: JOSEPH CRUZ (Please Print)
50 Address: 1503 CURTIS ST. City: BERKELEY Zip: 94702
Signature: Date: 8/4/2025

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46
Name: Alan Leedsma (Please Print)
Address: 1777 Euclid Ave. City: Berkeley Zip: 94709
Signature: Date: 8-4-25

47
Name: Chieu Lipscomb (Please Print)
Address: 1128 cedar street City: Berkeley Zip: 94702
Signature: Date: 8/5/2025

48
Name: David Haup (Please Print)
Address: 1128 Cedar St, City: Berk Zip: 94702
Signature: David Haup Date: 8/5/25

49
Name: Mitali Ganguly (Please Print)
Address: 1512 Curtis St City: Berkeley Zip: 94702
Signature: Date: 8/5/25

50
Name: Doerthis K. Schultz-Alley (Please Print)
Address: 1514 Curtis St. City: Berkely Zip: 94702
Signature: Date: 8/5/25

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46
Name: KAREN BIRD (Please Print)
Address: 2712 Garber St. City: Berkeley Zip: 94705
Signature: [signature] Date: 7/21/25

47
Name: Warren Bird (Please Print)
Address: 2712 Garber St. City: Berkeley Zip: 94705
Signature: Warren M Bird Date: 7/21/25

48
Name: Elaine Jackson (Please Print)
Address: 2804 College Ave City: Berkely Zip: 94705
Signature: [signature] Date: 7/21/2025

49
Name: DORIS NARVAEZ (Please Print)
Address: 2746 WEBSTER ST. City: BERKELEY Zip: 94705
Signature: Doris N Date: 7/22/25

50
Name: Florence Kuyt (Please Print)
Address: 2731 Benvenue City: Berkeley Zip: 94705
Signature: [signature] Date: 7/22/25

Land Use Planning 2120 Milvia Street, Berkeley, CA 94704
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	Name: Jane SELBY (Please Print)			
46	Address: 3101 Benvenue Ave	City: Berkeley	Zip: 94705	
	Signature: Jane Selby		Date: 9/15/25	
	Name: JOANNE CARTER (Please Print)			
47	Address: 3034 BENVENUE AVE	City: BERKELEY	Zip: 94705	
	Signature: Joanne Carter		Date: 9/17/2025	
	Name: Olin WONG (Please Print)			
48	Address: 2983 Magnolia St	City: Berkeley	Zip: 94705	
	Signature: OW		Date: 9/17/25	
	Name: Jim DiNapoli (Please Print)			
49	Address: 2943 Magnolia	City: Berkeley	Zip: 94705	
	Signature: Jim DiNapoli		Date: 9-17-25	
	Name: Angelina Kelly (Please Print)			
50	Address: 1884 Harmon St.	City: Berkeley	Zip: 94703	
	Signature:		Date: 9-18-25	

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46 Name: Wendy Reid (Please Print)
Address: 1326 Shattuck Ave #2 City: Berkeley Zip: 94709
Signature: Wendy Reid Date: 9-15-25

47 Name: MARGARET L. ANDERSON (Please Print)
Address: 2742 BENVENUE AVE City: BERKELEY Zip: 94705
Signature: Margaret L Anderson Date: 9/15/2025

48 Name: JAMES SHEEHAN (Please Print)
Address: 2742 BENVENUE City: BERKELEY Zip: 94705
Signature: James Sheehan Date: 9/15/2025

49 Name: Sally Smith (Please Print)
Address: 2844 Forest Ave City: Berkeley Zip: 94705
Signature: Sally Smith Date: 9 15 25

50 Name: CAROLYN PAONAS (Please Print)
Address: 2905 Pine Ave City: Berkeley Zip: 94705
Signature: Carolyn Paonas Date: 9-12-25

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46 Name: Merielle Olson (Please Print)
Address: 2906 Ellis St. City: Berkeley Zip: 94703
Signature: Merielle Olson Date: 9-16-2025

47 Name: Alice Meyers (Please Print)
Address: 2933 Linden Ave City: Berkeley Zip: 94705
Signature: Alice L. Meyers Date: 9-16-25

48 Name: Donna Pitetti (Please Print)
Address: 2735 Regent St. #5 City: Berkeley, CA Zip: 94705
Signature: Donna Pitetti Date: 9/16/25

49 Name: Nancy Bartell (Please Print)
Address: 3112 Lawiston Ave City: Berkeley Zip: 94705
Signature: Nancy Bartell Date: 9-16-25

50 Name: Wendy Absher (Please Print)
Address: 6 Nogales St. City: Berkeley Zip: 94705
Signature: Wendy Absher Date: 9/17/2025

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46	Name: Carrie Blake (Please Print)			
	Address: 1634 Derby St	City: Berkeley	Zip: 94703	
	Signature: Carrie Blake		Date: 9/10/25	
47	Name: Gail Stewart (Please Print)			
	Address: 2369 Woolsey	City: Berkeley CA	Zip: 94705	
	Signature: Gail Stewart		Date: 9/11/25	
48	Name: Marcia Falk (Please Print)			
	Address: 2905 Benvenue Ave.	City: Berkeley	Zip: 94705	
	Signature: Marcia Falk		Date: 9/11/25	
49	Name: Steven Rood (Please Print)			
	Address: 2905 Benvenue Ave	City: Berkeley	Zip: 94705	
	Signature:		Date: 9/11/25	
50	Name: Jennifer Niles (Please Print)			
	Address: 2615 Russell ST.	City: Berkeley	Zip: 94705	
	Signature:		Date: 9/12/25	

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46
Name: WILLIAM D. TORCHIANA (Please Print)
Address: 2967 Avalon Ave City: Berkeley Zip: 94705
Signature: [signature] Date: 9/17/25

47
Name: Stephanie K. Thomas (Please Print)
Address: 1824 San Lorenzo Ave City: Berkeley Zip: 94707
Signature: Stephanie K. Thomas Date: 9/17/25

48
Name: Donna DeDiemar (Please Print)
Address: 1316 Albina Ave. City: Berk Zip: 94706
Signature: [signature] Date: 9/17/25

49
Name: Catharine Varnam (Please Print)
Address: 1826 Catalina Ave City: Berkeley Zip: 94707
Signature: Catharine B. Varnam Date: 9-17-2025

50
Name: Ruth "Kelly" Hammargren (Please Print)
Address: 1709 Bancroft City: Berkeley Zip: 94703
Signature: [signature] Date: 9-17-2025

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	Name: Odette Lardé (Please Print)			
46	Address: 2738 Garber St	City: Berkeley	Zip: 94705	
	Signature: Odette Lardé		Date: 8/5/25	
	Name: Leonard Schwab (Please Print)			
47	Address: 2728 GARBER ST.	City: Berkeley	Zip: 94705	
	Signature: Leonard C Schwab		Date: 8/5/25	
	Name: Diane Meltzer (Please Print)			
48	Address: 110 Brookside Dr.	City: Berkeley	Zip: 94705	
	Signature:		Date: 8/5/25	
	Name: Selma Bankin (Please Print)			
49	Address: 2738 #1 Garber St	City: Berkeley	Zip: 94705	
	Signature: Selma Bankin		Date: 8/5/25	
	Name: Jessica Tracy (Please Print)			
50	Address: 2726 Garber St.	City: Berkeley	Zip: 94705	
	Signature: (GP)		Date: 8/5/25	

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Name of Property:	Elmwood Commercial District
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46
Name: Walter Scott (Please Print)
Address: 1810 9th Apt D City: Berkeley Zip: 94710
Signature: Walt Scott Date:

47
Name: MARIE PAPPAS (Please Print)
Address: 2667 Derby St. City: Berkeley Zip: 94705
Signature: Marie Pappas Date: 7/14/25

48
Name: Lauren Kayed (Please Print)
Address: 1923 Russell St. City: Berkeley Zip: 94703
Signature: Date: 7/15/25

49
Name: MARTINE KRAUS (Please Print)
Address: 1481 Greenwood Terrace City: Berkeley Zip: 94708
Signature: Martine Kraus Date: 7/15/25

50
Name: Deborah Dille (Please Print)
Address: 2619 Benvenue Ave #A City: Berkeley Zip: 94704
Signature: Deborah Dille Date: 7-16-25

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46
Name: KATHLEEN MCGUIRE (Please Print)
Address: 2708 Piedmont Ave City: Berkeley Zip: 94705
Signature: [signature] Date: 7/27/25

47
Name: MARCIA CAMPOS (Please Print)
Address: 2956 DERBY ST #127 City: Berkeley Zip: 94705
Signature: [signature] Date: 7/27/25

48
Name: PAUL VALENSTEIN (Please Print)
Address: 70 HAZEL ROAD City: BERKELEY Zip: 94705
Signature: [signature] Date: 7.27.2025

49
Name: ROBERT RITMER (Please Print)
Address: 3025 COLLEGE AVE City: BERKELEY CA Zip: 94705
Signature: [signature] Date: 7-27-25

50
Name: DEAN METZGER (Please Print)
Address: 1 HAZEL RD City: BERKELEY Zip: 94705
Signature: [signature] Date: 7/28/25

Land Use Planning 2120 Milvia Street, Berkeley, CA 94704
Tel: 510.981.7410 TDD: 510.981.9603 Fax: 510.981.7420 Email: Planning@ci.berkeley.ca.us

Name of Property:	Elmwood Commercial District
Street Address(es) of Property:	2840-3000 College and 2629-2650 Ashby

We the undersigned residents of the City of Berkeley, petition the Landmarks Preservation Commission to designate the property identified above, for consideration as a Landmark, Structure of Merit or Historical District under the provisions of Section 3.24.120 of the Berkeley Landmarks Preservation Ordinance. We certify, under penalty of perjury, that we are residents of the City of Berkeley at the addresses indicated.

46 Name: Elena Levin (Please Print)
Address: 2516 Piedmont Ave. City: Berkeley Zip: 94704
Signature: [signature] Date: 08/08/25

47 Name: Gianna Cavallo (Please Print)
Address: 3001 Dana St City: Berkeley Zip: 94705
Signature: [signature] Date: 08/08/25

48 Name: Hannah Kaminker (Please Print)
Address: 2512 Hillegass Ave. City: Berkeley Zip: 94704
Signature: [signature] Date: 08/16/25

49 Name: Hossein Attar (Please Print)
Address: 2309 Eunice St. City: Berkeley Zip: 94708
Signature: [signature] Date: 8/16/25

50 Name: Jan Stranger Webster (Please Print)
Address: 2505 Russell St. City: Berkeley Zip: 94705
Signature: [signature] Date: 8/16/25

Land Use Planning 2120 Milvia Street, Berkeley, CA 94704
Tel: 510.981.7410 TDD: 510.981.9603 Fax: 510.981.7420 Email: Planning@ci.berkeley.ca.us

Name of Property:	Elmwood Commercial District
Street Address(es) of Property:	2840-3000 College and 2629-2650 Ashby

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46
Name: HARVEY E. LEVINE (Please Print)
Address: 2522 Piedmont Ave (Apt 6) City: Berkeley Zip: 94704
Signature: [signature] Date: 8/16/25

47
Name: MIKE & DARA POND (Please Print)
Address: 2824 COLLEGE City: BERKELEY Zip: 94705
Signature: [signature] Date: 8/17/25

48
Name: Mary Shaffer (Please Print)
Address: 277 Alvarado Rd City: Berkely Zip: 94705
Signature: [signature] Date:

49
Name: Claudine Ozzello (Please Print)
Address: 1626 Berkeley Way City: Berkeley Zip: 94703
Signature: [signature] Date: 8/18/25

50
Name: Julie A. Nachtwey (Please Print)
Address: 136 Alvarado Road City: Berkeley Zip: 94705
Signature: julie a. nachtwey Date: 8.19.25

Land Use Planning 2120 Milvia Street, Berkeley, CA 94704
Tel: 510.981.7410 TDD: 510.981.9603 Fax: 510.981.7420 Email: Planning@ci.berkeley.ca.us

Name of Property:	Elmwood Commercial District
Street Address(es) of Property:	2840-3000 College and 2629-2650 Ashby

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46 Name: Gianna Lunetta (Please Print)
Address: 3109 Telegraph Ave City: Berkeley Zip: 94709
Signature: Gianna Lunetta Date: 8/9/25

47 Name: Jonathan Hilton (Please Print)
Address: 2221 Oregon St City: Berkeley Zip: 94705
Signature: Jonathan Hilton Date: 8/9/25

48 Name: ~~Heather Tucker~~ Jordan Franke (Please Print)
Address: 1735 Highland Place City: Berkeley Zip: 94704
Signature: Date: 08/09/25

49 Name: Charis Gruber (Please Print)
Address: 2600 Ridge Rd City: Berkeley Zip: 94709
Signature: Date: 08/10/25

50 Name: Jason Marsh (Please Print)
Address: 2360 Woolsey St, Apt B City: Berkeley Zip: 94705
Signature: Date: 8/16/25

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46 Name: Stephanie Sehsler (Please Print)
Address: 2726 Dwight Way #4 City: Berkeley Zip: 94704
Signature: Date: 8/10/25

47 Name: Brooke Fennych (Please Print)
Address: 2600 Piedmont Avenue City: Berkeley Zip: 94704
Signature: Date: 8/10/25

48 Name: RAWDA CLINTON (Please Print)
Address: 2914 Lorina St City: Berkeley Zip: 94705
Signature: Date: 08/10/25

49 Name: Day DiMichele (Please Print)
Address: 2833 Bancroft #8ES City: Berkeley Zip: 94704
Signature: Date: 8/10/2025

50 Name: Alayna Gilliland (Please Print)
Address: 2667 Parker St City: Berkeley Zip: 94704
Signature: Date: 08/10/25

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46
Name: Nathan Stahlut (Please Print)
Address: 2946 Webster St. City: Berkeley Zip: 94705
Signature: Date: 9/6/25

47
Name: Heather Wood (Please Print)
Address: 46 El Camino Real City: Berk Zip: 94705
Signature: Date: 9/17/25

48
Name: David Sdoff (Please Print)
Address: 46 Camino Real City: Berk Zip: 94705
Signature: Date: 9/17/25

49
Name: JONAH KUMIS (Please Print)
Address: 2719 WEBSTER STREET City: BERKELEY Zip: 94705
Signature: Jonah Kumis Date: 9/18/25

50
Name: Joe Samberg (Please Print)
Address: 221 The Uplands City: Berk. Zip: 94705
Signature: Joe Samberg Date: 9/22/25

Land Use Planning 2120 Milvia Street, Berkeley, CA 94704
Tel: 510.981.7410 TDD: 510.981.9603 Fax: 510.981.7420 Email: Planning@ci.berkeley.ca.us

Name of Property:	Elmwood Commercial District
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46 Name: EVA LIEBERMANN (Please Print)
Address: 2740 RUSSELL ST. City: Berkeley Zip: 94705
Signature: Eva Liebermann Date: 8.26.2025

47 Name: Lewis Dolinsky (Please Print)
Address: 2434 Woolsey St. City: Berkeley Zip: 94705
Signature: Lewis Dolinsky Date: August 26

48 Name: LARRY Hartsough (Please Print)
Address: 3007 Benvenue City: Berk Zip: 94705
Signature: L Hartsough Date: 8/26

49 Name: Nancy Ebbert (Please Print)
Address: 2721 Webster St. City: Berkeley Zip: 94705
Signature: N E Ebbert Date: 8/26/25

50 Name: Laura West (Please Print)
Address: 2218 Russell St City: Berkeley Zip: 94705
Signature: Laura West Date: 8/26/25

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Tel: 510.981.7410 TDD: 510.981.9603 Fax: 510.981.7420 Email: Planning@ci.berkeley.ca.us

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46	Name: Isaac Davis (Please Print)			
	Address: 2327 Warring Street	City: Berkeley	Zip: 94704	
	Signature:		Date: 8/29/25	
47	Name: Katherine Schever			
	Address: 3132 Lewiston Ave	City: Berkeley	Zip: 94705	
	Signature:		Date:	
48	Name: Nathan Pettyjohn			
	Address: 1926 Prince St	City: Berkeley	Zip: 94703	
	Signature:		Date: 09/06/2025	
49	Name: Genevieve LaBarbera			
	Address: 2400 Durant Ave	City: Berkeley	Zip: 94726	
	Signature:		Date: 09/06/2025	
50	Name: Mira Walker-Welch			
	Address: 3056 Hillegass Ave.	City: Berkeley	Zip: 94705	
	Signature:		Date: 09/07/25	

Land Use Planning 2120 Milvia Street, Berkeley, CA 94704
Tel: 510.981.7410 TDD: 510.981.9603 Fax: 510.981.7420 Email: Planning@ci.berkeley.ca.us

Name of Property:	Elmwood Commercial District
Street Address(es) of Property:	2840-3000 College and 2629-2650 Ashby

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46
Name: Ann Kirkpatrick (Please Print)
Address: 2919 Wheeler St City: Berkeley Zip: 94705
Signature: E. Ann Kirkpatrick Date: 9/17/25

47
Name: Nancy Rader (Please Print)
Address: 1198 Keith Ave. City: Berkeley Zip: 94708
Signature: Nancy Rader Date: 9-17-25

48
Name: Rose Frigo (Please Print)
Address: 2308 Carleton St City: Berkeley Zip: 94704
Signature: Rose Frigo Date: 9/19/2025

49
Name: Iliana Montauk (Please Print)
Address: 2729 Stuart St. City: Berkeley Zip: 94705
Signature: Date: 9/18/2025

50
Name: John Brogan (Please Print)
Address: 2804 OAK KNOLL TERRACE City: Berkeley Zip: 94705
Signature: John Brogan Date: 9/19/25

Land Use Planning 2120 Milvia Street, Berkeley, CA 94704
Tel: 510.981.7410 TDD: 510.981.9603 Fax: 510.981.7420 Email: Planning@ci.berkeley.ca.us

Name of Property:	Elmwood Commercial District
Street Address(es) of Property:	2840-3000 College and 2629-2650 Ashby

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46 Name: lena Ostroy Harp (Please Print)
Address: 942 Shattuck Ave City: Berkeley Zip: 94707
Signature: lena Ostroy Harp Date: 9/12/25

47 Name: Evan Doster (Please Print)
Address: 2712 Derby St City: Berkeley Zip: 94705
Signature: Date: 9/13/25

48 Name: Alexandra Evrard (Please Print)
Address: 2712 Derby St City: Berkeley Zip: 94705
Signature: Date: 9/13/25

49 Name: MONTAUK KRYSTYNA (Please Print)
Address: 3033 Bateman St City: Berkeley Zip: 94705
Signature: Date: 09/13/2025

50 Name: Emma Binns (Please Print)
Address: 2112 Sixth St. City: Berkeley Zip: 94710
Signature: Date: 09/13/25

Land Use Planning 2120 Milvia Street, Berkeley, CA 94704
Tel: 510.981.7410 TDD: 510.981.9603 Fax: 510.981.7420 Email: Planning@ci.berkeley.ca.us

Name of Property:	Elmwood Commercial District
Street Address(es) of Property:	2890-3006 College and 2600-2629 Ashby

We the undersigned residents of the City of Berkeley, petition the Landmarks Preservation Commission to designate the property identified above, for consideration as a Landmark, Structure of Merit or Historical District under the provisions of Section 3.24.120 of the Berkeley Landmarks Preservation Ordinance. We certify, under penalty of perjury, that we are residents of the City of Berkeley at the addresses indicated.

Name: Nathaniel Segal (Please Print)
41 Address: 2940 Shasta Rd City: Berkeley Zip: 94708
Signature: [signature] Date: 10/28/21

Name: MARTINA BACCARI (Please Print)
42 Address: 2596 College Ave. City: Berkeley Zip: 94704
Signature: Martina Baccari Date: 1/28/26

Name: Selena Schisa (Please Print)
43 Address: 2596 college ave City: Berkeley Zip: 94704
Signature: [signature] Date: 1/28/26

Name: RAYMOND CHAULETT (Please Print)
44 Address: 1821 CAPISTRANO City: BERKELEY Zip: 94707
Signature: [signature] Date: 1/29/26

Name: Diane WeberShapiro (Please Print)
45 Address: 2516 Ridge Rd #6 City: Berkeley Zip: 94709
Signature: [signature] Date: 1/31/25

Land Use Planning 2120 Milvia Street, Berkeley, CA 94704
Tel: 510.981.7410 TDD: 510.981.9603 Fax: 510.981.7420 Email: Planning@ci.berkeley.ca.us

Name of Property:	Elmwood Commercial District
Street Address(es) of Property:	2840-3000 College and 2629-2650 Ashby

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	Name: Margie Samberg (Please Print)			
46	Address: 221 The Upland	City: Berk.	Zip: 94705	
	Signature: Margie Samberg		Date: 9/22/25	
	Name: Joe Samberg (Please Print)			
47	Address: 221 The Uplands	City: Berk.	Zip: 94705	
	Signature: Joe Samberg		Date: 9/22/25	
	Name: Andrea Yankowski (Please Print)			
48	Address: 2927 Wheeler St	City: Berkeley	Zip: 94705	
	Signature: Andrea Yank		Date: 12/10/25	
	Name: IAN HART (Please Print)			
49	Address: 1614 TYLER ST	City: BERKELEY	Zip: 94703	
	Signature: Ian Hart		Date: 12/10/25	
	Name: Suzanna Cortes (Please Print)			
50	Address: 2907 Fulton St.	City: Berkeley	Zip: 94705	
	Signature: Suzanna A Cortes		Date: 12/13/25	

Land Use Planning 2120 Milvia Street, Berkeley, CA 94704
Tel: 510.981.7410 TDD: 510.981.9603 Fax: 510.981.7420 Email: Planning@ci.berkeley.ca.us

Name of Property:	Elmwood Commercial District
Street Address(es) of Property:	2840-3000 College + 2629-2650 Ashby

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Name: KATHRYN VANBUSKIRK (Please Print)

46 Address: 2600 ASHBY AVE #2 City: BERKELEY Zip: 94705

Signature: [signature] Date: 7/27/2025

Name: Lesley Emmington Jones (Please Print)

47 Address: 195 The Uplands City: Berkeley Zip: 94705

Signature: Lesley Emmington Jones. Date: 7/27/2025

Name: DAN LINDHEIM (Please Print)

48 Address: 103 EL CAMINO REAL City: BERKELEY Zip: 94705

Signature: [signature] Date: 7/28/25

Name: Joel Rutenzahl (Please Print)

49 Address: 3159 Lewiston Ave. City: Berkeley Zip: 94705

Signature: [signature] Date: 7/28/2025

Name: NOELLE DUNCAN (Please Print)

50 Address: 2918 Hillegass Apt D City: Berkeley Zip: 94705

Signature: [signature] Date: 8/5/25

Land Use Planning 2120 Milvia Street, Berkeley, CA 94704
Tel: 510.981.7410 TDD: 510.981.9603 Fax: 510.981.7420 Email: Planning@ci.berkeley.ca.us

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Street Address(es) of Property:	2840-3000 College and 2629-2650 Ashby,

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46 Name: Phillip Bokovoy (Please Print)
Address: 2601 Piedmont Ave City: Berkeley Zip: 94704
Signature: [signature] Date: 28 July 25

47 Name: Patricia Matoxey (Please Print)
Address: 2716 Alcatraz Ave City: Berkeley Zip: 94705
Signature: [signature] Date: 7/28/25

48 Name: Irene Elmer (Please Print)
Address: 2806 Cherry St City: Berkeley Zip: 94705
Signature: Irene Elmer Date: 8/2/25

49 Name: ARUN NEVADER (Please Print)
Address: 1065 SIERRA St City: BERKELEY Zip: 94707
Signature: [signature] Date: 08/03/25

50 Name: Susan L. Sharp (Please Print)
Address: 1065 Sierra St. City: Berk Zip: 94707
Signature: [signature] Date: 8/3/25

Land Use Planning 2120 Milvia Street, Berkeley, CA 94704
Tel: 510.981.7410 TDD: 510.981.9603 Fax: 510.981.7420 Email: Planning@ci.berkeley.ca.us

Name of Property:	Elmwood Commercial District
Street Address(es) of Property:	2840-3000 College and 2639-2650 Ashby

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46	Name: Monique Buffler (Please Print)				
	Address: 85 El Camino Road	City: Berkeley	Zip: 94705		
	Signature: Monique Buffler		Date: 8/9/2025		
47	Name: Sam Visick (Please Print)				
	Address: 1324 Josephine st	City: Berkeley	Zip: 94703		
	Signature: Sam Visick		Date: 8/9/2025		
48	Name: DAVID VISICK (Please Print)				
	Address: 1324 JOSEPHINE	City: BERKELEY	Zip: 94703		
	Signature:		Date: 9 AUG 2025		
49	Name: Barbara Fink (Please Print)				
	Address: 2615 Russell St.	City: Berkeley	Zip: 94705		
	Signature: Barbara Fink		Date: 8/9/25		
50	Name: DHIAN PINC (Please Print)				
	Address: 2649 Russell St	City: BERKELY	Zip: 94705		
	Signature: Dhian Pinc		Date: 8/8/2025		

Land Use Planning 2120 Milvia Street, Berkeley, CA 94704
Tel: 510.981.7410 TDD: 510.981.9603 Fax: 510.981.7420 Email: Planning@ci.berkeley.ca.us

Name of Property:	Elmwood Commercial District
Street Address(es) of Property:	2836-3000 College Ave - 2629-2650 Ashby Avenue

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16
Name: Mollie Carlene St. John (Please Print)
Address: 2930 Russell St City: Berkeley Zip: 94705
Signature: M. Carlene St. John Date: July 23, 2025

17
Name: Sas Colby (Please Print)
Address: 2817 Ellsworth St City: Berkeley Zip: 94705
Signature: Sas Colby Date: 8/5/25

18
Name: HELGA TSACONAS (Please Print)
Address: 1625 Scenic Ave City: Berk Zip: 9470[illegible]
Signature: [signature] Date: 8/6/2025

19
Name: Samuela Evans (Please Print)
Address: 2934 Magnolia City: Berkeley Zip: 94705
Signature: Samuela Evans Date: 8/7/25

20
Name: James Clardy (Please Print) APT 308 AVE
Address: 2540 Benvenue City: Berkeley Zip: 94704
Signature: James Clardy Date: 8/9/25

Land Use Planning 2120 Milvia Street, Berkeley, CA 94704
Tel: 510.981.7410 TDD: 510.981.9603 Fax: 510.981.7420 Email: Planning@ci.berkeley.ca.us

Name of Property:	Elmwood Commercial District
Street Address(es) of Property:	2840-3000 College + 2629-2650 Ashby Avenue

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Name: David Anderson (Please Print)
46 Address: 1760 Walnut St. #306 City: Berkeley Zip: 94709
Signature: [signature] Date: 8-6-25

Name: NED GETLINE (Please Print)
47 Address: 1206 ROSE City: BERKELEY Zip: 94702
Signature: Ned Getline Date: 8/7/2025

Name: Diana Lee Keena (Please Print)
48 Address: 1508 Curtis st. City: Berkeley Zip: 94702
Signature: Diana Lee Keena Date: 8/7/2025

Name: LUPE SARABIA (Please Print)
49 Address: 1503 CURTIS City: Berkeley Zip: 94702
Signature: Lupe Sarabia Date: 8/7/25

Name: Andrew Dejarlais (Please Print)
50 Address: 1511 Curtis ST City: Berkeley Zip: 94702
Signature: Andrew Date: 8/7/25

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46	Name: Yvonne Donnelley (Please Print)			
	Address: 2835 Benvenue	City: Berkeley	Zip: 94705	
	Signature: Yvonne Donnelley		Date: 8/8/25	
47	Name: Ava Chamberlin (Please Print)			
	Address: 2019 Emerson St	City: Berkeley	Zip: 94703	
	Signature: Ava Chamberlin		Date: 8/08/25	
48	Name: Aida Arms (Please Print)			
	Address: 104 Hill Rd	City: Berkeley	Zip: 94708	
	Signature:		Date: 08/08	
49	Name: Martin Bernasconi (Please Print)			
	Address: 2246 Carleton	City: Berkeley	Zip: 94704	
	Signature:		Date: 8/8/25	
50	Name: Naima Masia (Please Print)			
	Address: 1521 Hawthorne Ter	City: Berkeley	Zip: 94708	
	Signature:		Date: 8/8/25	

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46
Name: Navara Buxton (Please Print)
Address: 3640 Butters Dr. City: Oakland Zip: 94602
Signature: Date: 9/13/25

47
Name: Hoan Ton-That (Please Print)
Address: 3640 Butters Dr. City: Oakland Zip: 94602
Signature: Date: 9/13/25

48
Name: Phoenix Ton-That (Please Print)
Address: 3640 Butters Dr City: Oakland Zip: 94602
Signature: Date: 94602

49
Name: Woody Wolfe (Please Print)
Address: 3441 20th City: MPLS Zip: 55406
Signature: Date: 9-12-25

50
Name: Rebecca Dahmani (Please Print)
Address: 2432 9th St City: Berkeley Zip: 94709
Signature: Date: 9/15/25

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	Name: Sally Lapper (Please Print)				
46	Address: 1449 Oxford St	City: Berkeley	Zip: 94709	Signature: Sally Lapper	Date: 9-12-25
	Name: LISA ALVAREZ-COHEN (Please Print)				
47	Address: 53 PLAZA DR	City: Berkeley	Zip: 94705	Signature:	Date: 9/10/25
	Name: Michael Cohen (Please Print)				
48	Address: 53 Plaza Dr.	City: Berkeley	Zip: 94705	Signature:	Date: 2025 Sept 13
	Name: [illegible] Button (Please Print)				
49	Address: 3640 Butters Drive	City:	Zip: 9460[illegible]	Signature:	Date: 9/13/25
	Name: Mark Buxton (Please Print)				
50	Address: 3640 Butters Dr.	City: Oakland	Zip: 94602	Signature:	Date: 9/13/25

Land Use Planning 2120 Milvia Street, Berkeley, CA 94704
Tel: 510.981.7410 TDD: 510.981.9603 Fax: 510.981.7420 Email: Planning@ci.berkeley.ca.us

Name of Property:	Elmwood Commercial District
Street Address(es) of Property:	2840-3006 College and 2600-2629 Ashby

We the undersigned residents of the City of Berkeley, petition the Landmarks Preservation Commission to designate the property identified above, for consideration as a Landmark, Structure of Merit or Historical District under the provisions of Section 3.24.120 of the Berkeley Landmarks Preservation Ordinance. We certify, under penalty of perjury, that we are residents of the City of Berkeley at the addresses indicated.

41 Name: Stephen Born (Please Print)
Address: 2708 Benvenue Ave City: Berkeley Zip: 94705
Signature: Born Date: 1/30/26

42 Name: NAOMI H BORN (Please Print)
Address: 2708 Benvenue Ave City: Berkeley Zip: 94705
Signature: Date: 1/31/2026

43 Name: Susan Sharp (Please Print)
Address: 1065 Sierra St. City: Berk Zip: 94707
Signature: Date: 2/1/26

44 Name: ARUN NEVADER (Please Print)
Address: 1065 SIERRA ST City: Berkeley Zip: 94707
Signature: Date: 2/1/26

45 Name: ANNE-MARIE MILLER (Please Print)
Address: 1305 LINCOLN ST City: Berkeley Zip: 94702
Signature: Anne-Marie Miller Date: 2/2/26

Land Use Planning 2120 Milvia Street, Berkeley, CA 94704
Tel: 510.981.7410 TDD: 510.981.9603 Fax: 510.981.7420 Email: Planning@ci.berkeley.ca.us

Name of Property:	Elmwood Commercial District
Street Address(es) of Property:	2890-3000 College and 2600-2629 Ashby

We the undersigned residents of the City of Berkeley, petition the Landmarks Preservation Commission to designate the property identified above, for consideration as a Landmark, Structure of Merit or Historical District under the provisions of Section 3.24.120 of the Berkeley Landmarks Preservation Ordinance. We certify, under penalty of perjury, that we are residents of the City of Berkeley at the addresses indicated.

	Name: Lynn Eudey (Please Print)			
41	Address: 185 Hillcrest Road	City: Berkeley	Zip: 94705	
	Signature: Lynn Eudey		Date: 7 Feb 2026	
	Name: Sabrina Maras (Please Print)			
42	Address: 1830 Woolsey St	City: Berkeley	Zip: 94703	
	Signature: Sabrina		Date: 2/13/26	
	Name: NICOLE BOCHÉ (Please Print)			
43	Address: 2449 California st	City: Berkeley	Zip: 94703	
	Signature: Nicole Boché		Date: 2/15/26	
	Name: JOSEPH GREEN (Please Print)			
44	Address: 2944 Pine Avenue	City: Berkeley	Zip: 94705	
	Signature: Joseph Green		Date: 2/16/2026	
	Name: Kayla Fedec (Please Print)			
45	Address: 3030 Hillegass	City: Berkeley	Zip: 94705	
	Signature: Kayla		Date: 2/18/26	

Land Use Planning 2120 Milvia Street, Berkeley, CA 94704
Tel: 510.981.7410 TDD: 510.981.9603 Fax: 510.981.7420 Email: Planning@ci.berkeley.ca.us

Name of Property:	Elmwood Commercial District
Street Address(es) of Property:	2890-3006 College and 2600-2629 Ashby

We the undersigned residents of the City of Berkeley, petition the Landmarks Preservation Commission to designate the property identified above, for consideration as a Landmark, Structure of Merit or Historical District under the provisions of Section 3.24.120 of the Berkeley Landmarks Preservation Ordinance. We certify, under penalty of perjury, that we are residents of the City of Berkeley at the addresses indicated.

Name: Erica Wandner (Please Print)
41 Address: 1135 Ward St City: Berkeley Zip: 94702
Signature: Date: 12/29/25

Name: MARIAN BRADLEY-KOHR (Please Print)
42 Address: 1817 62nd Street City: Berkeley Zip: 94703
Signature: Marian Bradley-Kohr Date: 12/29/25

Name: Christine McArthur (Please Print)
43 Address: 2745 Stuart St. #2 City: Berkeley Zip: 94705
Signature: Date: 12/30/25

Name: Conrad Aller (Please Print)
44 Address: 2904 AVALON City: BERK Zip: 94705
Signature: Date:

Name: James Lloyd Linford (Please Print)
45 Address: 2751 Buena Vista City: Berkeley Zip: 94708
Signature: Date: 1/7/26

Land Use Planning 2120 Milvia Street, Berkeley, CA 94704
Tel: 510.981.7410 TDD: 510.981.9603 Fax: 510.981.7420 Email: Planning@ci.berkeley.ca.us

Name of Property:	Elmwood Commercial District
Street Address(es) of Property:	2890-3006 College and 2600-2629 Ashby

We the undersigned residents of the City of Berkeley, petition the Landmarks Preservation Commission to designate the property identified above, for consideration as a Landmark, Structure of Merit or Historical District under the provisions of Section 3.24.120 of the Berkeley Landmarks Preservation Ordinance. We certify, under penalty of perjury, that we are residents of the City of Berkeley at the addresses indicated.

41 Name: Shannon McCune (Please Print)
Address: 2725 Claremont Blvd City: Berkeley Zip: 94705
Signature: [signature] Date: 1/10/2026

42 Name: Kathy McVey-Olmsted (Please Print)
Address: 9 Plaza Drive City: Berkeley Zip: 94705
Signature: Kathy McVey Olmsted Date: 1/16/26

43 Name: Daniel Olmsted (Please Print)
Address: 9 Plaza Dr. City: Berkeley Zip: 94705
Signature: Dan O Date: 1-16-26

44 Name: [illegible] (Please Print)
Address: [illegible] City: Zip:
Signature: Date:

45 Name: RICHARD W SPAID (Please Print)
Address: 2550 ELLSWORTH City: BERKELEY Zip: 94704
Signature: Richard W Spaid Date: 1-17-26

Land Use Planning 2120 Milvia Street, Berkeley, CA 94704
Tel: 510.981.7410 TDD: 510.981.9603 Fax: 510.981.7420 Email: Planning@ci.berkeley.ca.us

Name of Property:	Elmwood Commercial District
Street Address(es) of Property:	2840-3006 College and 2600-2629 Ashby

We the undersigned residents of the City of Berkeley, petition the Landmarks Preservation Commission to designate the property identified above, for consideration as a Landmark, Structure of Merit or Historical District under the provisions of Section 3.24.120 of the Berkeley Landmarks Preservation Ordinance. We certify, under penalty of perjury, that we are residents of the City of Berkeley at the addresses indicated.

41
Name: Sitara Carrico (Please Print)
Address: 1499 Alcatraz Ave #1 City: Berkeley Zip: 94702
Signature: Sitara Carrico Date:

42
Name: Linda Carrera (Please Print)
Address: 1402 Fairview St #B City: Berkeley Zip: 94702
Signature: Linda Carrera Date: 1/14/26

43
Name: HEATHER WOOD (Please Print)
Address: 1615 CURTIS ST City: Berkeley Zip: 94702
Signature: Heather Wood Date: 1/14/26

44
Name: DIANNA JACOBS (Please Print)
Address: 40 ARDEN RD City: Berkely Zip: 94704
Signature: Dianna Jacobs Date: 1/14/26

45
Name: JAMES SYMONS (Please Print)
Address: 40 ARDEN ROAD City: BERKELEY Zip: 94704
Signature: JS Date:

Land Use Planning 2120 Milvia Street, Berkeley, CA 94704
Tel: 510.981.7410 TDD: 510.981.9603 Fax: 510.981.7420 Email: Planning@ci.berkeley.ca.us

Name of Property:	Elmwood Commercial District
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41
Name: David W. Clark (Please Print)
Address: 2804 Stuart St. City: Berkeley Zip: 94705
Signature: David W. Clark Date: Jan. 19, 2026

42
Name: Susan Bluestone (Please Print)
Address: 2125 Russell St. City: Berkely CA Zip: 94705
Signature: [signature] Date: 1/20/2026

43
Name: DAVID LEE (Please Print)
Address: 2641 St City: BERKELY Zip: 94705
Signature: [signature] Date: 01/20/26

44
Name: Lauren Mezey (Please Print)
Address: 2305 Derby Street City: Berkeley Zip: 94705
Signature: Lauren Mezey Date: 1/21/2026

45
Name: PEGGY DATZ (Please Print)
Address: 2432 RUSSELL City: Berkeley CA Zip: 94705
Signature: Margaret (Peggy) Datz Date: Jan 22, 2026

Land Use Planning 2120 Milvia Street, Berkeley, CA 94704
Tel: 510.981.7410 TDD: 510.981.9603 Fax: 510.981.7420 Email: Planning@ci.berkeley.ca.us

Name of Property:	Elmwood Commercial District
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41 Name: SUSAN RUNYAN (Please Print)
Address: 2951 Derby St City: Berkeley Zip: 94705
Signature: S Runyan Date: 12/27/25

42 Name: Anita L Runyan (Please Print)
Address: 2951 Derby # 251 City: Berkeley Zip: 94705
Signature: Anita L Runyan Date: 12/27/25

43 Name: ESTHER DAVIS (Please Print)
Address: 2746 COLLEGE AVE City: BERKELEY Zip: 94705
Signature: Esther Davis Date: 12-28-25

44 Name: DAVID B HASSALL (Please Print)
Address: 1240 DWIGHT WAY City: BERKELEY Zip: 94702
Signature: Dan Hassall Date: 12/28/25

45 Name: Jill McCoy (Please Print)
Address: 1240 Dwight Way City: Berkeley Zip: 94702
Signature: Jill McCoy Date: 12-28-25

Land Use Planning 2120 Milvia Street, Berkeley, CA 94704
Tel: 510.981.7410 TDD: 510.981.9603 Fax: 510.981.7420 Email: Planning@ci.berkeley.ca.us

27 April 2026 ADDENDUM to the Elmwood Commercial Historic District Application

Amplified Statement of Significance

1. Identification & Overview

The Elmwood Commercial Historic District, centered on College Avenue between Webster and Russell streets with extensions along both Ashby Avenue (east and west of College) and on College Avenue north of Russell Street (both sides of College), is a compact, two-block neighborhood commercial district comprising 34 parcels. It represents a complete and legible historic environment of storefront, mixed-use, institutional, and streetscape resources that collectively form one of Berkeley's most intact neighborhood-scale commercial corridors.

2. Statement of Significance

The district is significant under Berkeley's Landmarks Preservation Ordinance and National Register Criteria A and C (California Criteria 1 and 3) as a rare and highly intact example of a streetcar-era neighborhood commercial district. It embodies the patterns of early 20th-century suburban development and neighborhood-serving commerce, while also representing a cohesive body of commercial architecture distinguished by 1920s storefront design, decorative tilework, and pedestrian-oriented scale.

3. Historical Context

The Elmwood area developed directly from the Key System streetcar line established on College Avenue in 1904, which transformed former ranch land and early subdivision land into a thriving residential district supported by a localized commercial core. The district reflects the classic evolution of a streetcar suburb, where transit access generated walkable neighborhood retail. Its history also captures defining civic moments, including Berkeley's early zoning framework (1916), mid-century transportation pressures, and the nationally significant 1981–82 "Save the Elmwood" movement that produced one of the first commercial rent-control ordinances in the United States.

4. Description of Physical Characteristics

The district retains a highly cohesive physical character defined by narrow street width, small parcels, continuous storefront rhythm, and predominantly one-story commercial buildings with a few strategically placed two-story anchors. Character-defining features include inset entries, transom windows, tiled bulkheads, stucco façades, and decorative detailing from the 1910s–1920s. The later addition of ginkgo street trees and period-style lighting enhances—but does not obscure—the district's historic pedestrian scale and form, reinforcing its identity as a "Main Street" within a residential neighborhood.

5. Integrity Analysis

The Elmwood Commercial District retains a high degree of integrity across all seven aspects: location, design, setting, materials, workmanship, feeling, and association. Its original street pattern, scale, building massing, and concentration of early commercial structures remain intact and readily convey its period of significance. While some storefront alterations have occurred, these do not diminish the district's overall cohesion or its clear expression of a streetcar-era commercial environment.

6. Inventory of Resources

The district contains a well-documented and cohesive inventory of contributing resources, including early commercial buildings dating from 1907 to 1928, along with a limited num-

ber of compatible later structures. The concentration of intact buildings, consistent scale, and shared architectural vocabulary create a unified historic district in which the resources contribute to its significance and historic character.

7. Comparative Analysis

When compared to other designated commercial districts in California and nationally—such as Point Arena's Main Street, Los Angeles streetcar commercial corridors, and neighborhood districts in San Jose, Sacramento, and Chicago—Elmwood stands out for its exceptional integrity, small scale, and continuous use as a neighborhood-serving commercial center. Unlike larger or more heavily altered districts, Elmwood retains both its historic fabric and its original function. It is therefore one of the clearest and most complete surviving examples of a streetcar-suburb commercial village embedded within an intact residential context, and among the strongest examples of this typology in California.

8. Boundary Justification

The district boundaries are logical and historically grounded, encompassing the contiguous commercial core that developed in direct response to the streetcar line and surrounding residential growth. The defined area captures the full extent of the historic commercial concentration while excluding adjacent residential blocks that serve as context but do not share the same commercial character. This results in a clear, defensible district that reflects historic development patterns.

9. Documentation & Supporting Materials

The application is supported by extensive documentation, including historic photographs, development-era mapping, building permit records, architectural analysis, and archival research from local and regional sources. These materials collectively demonstrate the district's continuity, integrity, and significance, and align with established standards used by the Berkeley Landmarks Preservation Ordinance, the California Historic Preservation Act, and the National Historic Preservation Act for historic district designation.

10. Regulatory & Planning Context

Landmark designation is both appropriate and necessary to recognize and protect the Elmwood Commercial District as a rare surviving example of a streetcar-era neighborhood commercial center. The district's historic scale, character, and function are vulnerable to incompatible zoning changes and redevelopment pressures.

Designation will ensure that future planning decisions respect its defining features and preserve its role as a living historic "Main Street," sustaining both its cultural heritage and its ongoing economic vitality within Berkeley.

Overall Conclusion:

The Elmwood Commercial Historic District is not simply a collection of older buildings—it is a remarkably intact and continuously functioning artifact of early 20th-century urban planning, transit-oriented development, and neighborhood life. As one of the best-preserved examples of a streetcar-suburb commercial district in California, it clearly meets and strongly supports landmark designation at the local, state, and national levels.

Outlook

Support for Elmwood Commercial District Landmark

From Lorna Byrne <lornabyrne23@icloud.com>
Date Mon 4/27/2026 1:11 PM
To Landmarks Preservation Commission <PlanningLPC@berkeleyca.gov>

WARNING: This is not a City of Berkeley email. Do not click links or attachments unless you trust the sender and know the content is safe.

The Elmwood is our one architecturally coherent business district. It has thrived for decades serving the neighborhood and greater Berkeley. It well deserves the protection of a Landmark Designation.

I am a resident of District 8

Outlook

Elmwood Historic District Landmark Designation

From Paul Valenstein <paul@valenstein.org>
Date Thu 4/30/2026 8:16 AM
To Landmarks Preservation Commission <PlanningLPC@berkeleyca.gov>

WARNING: This is not a City of Berkeley email. Do not click links or attachments unless you trust the sender and know the content is safe.

I support the effort to designate the Elmwood commercial area along both College and Ashby as a Historic District, as specified in the application to the Landmark Commission.

However, if it were up to me (which it isn't), I would exclude the three "opportunity parcels" identified by Councilmember Humbert from the Historic District designation. These three parcels have less historic value, less aesthetic merit (in my opinion), and excluding these three provides opportunity to increase housing stock without materially damaging the rest of the district or local businesses.

Paul Valenstein
70 Hazel Rd, Berkeley, CA 94705
paul@valenstein.org

Outlook

Elmwood commercial historic district

From Charles Denson <crdenson@earthlink.net>
Date Thu 4/30/2026 8:23 PM
To Landmarks Preservation Commission <PlanningLPC@berkeleyca.gov>

WARNING: This is not a City of Berkeley email. Do not click links or attachments unless you trust the sender and know the content is safe.

April 29, 2026

TO: LPC. Landmarks Preservation Commission Secretary City of Berkeley Land Use fPlanning Division

Please preserve the Elmwood commercial district. There is no reason to destroy what is an anchor of the community through ill-conceived development. This area cannot be replaced if it is bulldozed by greedy developers as has happened in other areas. There is already too much high-rise destructive development that has ruined the small businesses that make Berkeley special.

This stretch of College Avenue must be saved!

Thank you,

Charles Denson
2215 Derby Street
Berkeley, 94705

Outlook

Elmwood's historic commercial district

From Pamela Jackson <pamelaj12@gmail.com>
Date Thu 4/30/2026 10:09 PM
To Landmarks Preservation Commission <PlanningLPC@berkeleyca.gov>

WARNING: This is not a City of Berkeley email. Do not click links or attachments unless you trust the sender and know the content is safe.

Dear Commission,
I'm writing in support of designating the Elmwood commercial district a protected landmark. This short stretch of shops has survived and retained its local flavor for the 50 years I've lived in Berkeley. I grew up with Dream Fluff, Nabolom, the old Elmwood soda fountain, Sweet Dreams and Basic Bird. Now I live in walking distance, and I marvel every day that Dream Fluff and Basic Bird are still there, the hardware store sign survives, the Elmwood cinema is still open, there's an independent bookstore, toy store, and even a stationer's shop--and I think the fact these businesses survive has much to do with the fact that people love coming to this small scale, walkable neighborhood with its charming old storefronts and independent businesses. So much of Berkeley's commercial districts is developed and has lost any unified historic character, even if an older building survives here and there. In the Elmwood, the whole stretch of small storefronts contributes to the character of the street. It's a bit of old Berkeley, beloved by both locals and visitors, and it's only a few blocks long. Can't we keep it as it is?
Thank you,
Pamela Jackson

Outlook

Landmark certification for Elmwood Commercial Historic District

From Babette & Bruce Jackson <bjackson@jps.net>
Date Thu 4/30/2026 10:11 PM
To Landmarks Preservation Commission <PlanningLPC@berkeleyca.gov>

WARNING: This is not a City of Berkeley email. Do not click links or attachments unless you trust the sender and know the content is safe.

Dear Landmark Preservation Commission,

As a long-time Berkeley resident with personal ties to the Elmwood District, I strongly urge the commission to designate this unique part of Berkeley as a Historic District.

I first got to know the Elmwood as a Cal summer school student in 1959, and for the past 55 years have lived within easy walking distance of College and Ashby. Retail spaces have changed hands over the years as they inevitably will, but the character of the neighborhood has remained much the same. Please give this beloved area the protection it deserves.

Bruce Jackson

Riemer, Allison

From: Landmarks Preservation Commission
Subject: FW: Application LMIN2026-0001

WARNING: This is not a City of Berkeley email. Do not click links or attachments unless you trust the sender and know the content is safe.

From: Leila Moncharsh <101550@msn.com>
Sent: Tuesday, May 5, 2026 1:19 PM
To: planninglpc@berkeleyca.gov <planninglpc@berkeleyca.gov>
Subject: Fw: Application LMIN2026-0001

Dear Commissioners:

Our Executive Director Anthony Bruce was hired by the Elmwood Property Owners Association to prepare the Elmwood Commercial Historic District application (LMIN2026-0001). As such, the Berkeley Architectural Heritage Association will not be taking a position on the merits of this application.

Leila H. Moncharsh, President, BAHA

Riemer, Allison

From: Ken Berland <ken@hero.net>
Sent: Tuesday, May 5, 2026 10:55 AM
To: Landmarks Preservation Commission; All Council
Subject: Reject Landmarks in the Elmwood

WARNING: This is not a City of Berkeley email. Do not click links or attachments unless you trust the sender and know the content is safe.

Council,

I am a resident of District 3. I'm sick of these NIMBYs. This "preservation" effort, like all of their tactics, just increases the cost of development and drives folks out of Berkeley and California. Why will California loose 5 House seats between 2020 and 2030? Look no farther than these sanctimonous NIMBYs.

Good on your for limiting the power of the LPC to landmark dry cleaners and old gas stations to block development.

Do what you can to entice developers to build in our City. Read "The Real Reason California Can't Build" by Rogé Karma in the Atlantic.

-Ken Berland
2528 Chilton Way

Riemer, Allison

From: kelly hammargren <kellyhammargren@gmail.com>
Sent: Tuesday, May 5, 2026 9:15 AM
To: Landmarks Preservation Commission
Subject: May 7, 2026 Elmwood Historic District Designation

WARNING: This is not a City of Berkeley email. Do not click links or attachments unless you trust the sender and know the content is safe.

Dear Commissioners,

When I said on the evening of April 14, 2026 at the city council meeting "Berkeley is a special place, it's important that we not erase the history that started here" I did not expect that statement to close the article in the San Francisco Chronicle on landmarking procedures in Berkeley.

The Elmwood is a special place and I appreciate it even more after reading the staff report. Thank you.

In the City Council evening discussion on landmarking procedures, Councilmember O'Keefe called historic resources a public good saying, "if we step back and think about the theory of what we're doing like the legal theory historic resources are a public good."

Historic resources are a public good. As we move forward across the city to add housing so more people can enjoy this special place it is important for you as commissioners to designate historic architecture and districts for preservation.

The Elmwood with its historic buildings creates an inviting vibrant ecosystem.

This is a request for a yes on designating the Elmwood a historic district. A unanimous yes would make your vote even more special.

kelly hammargren
District 4

LANDMARKS PRESERVATION COMMISSION

ACTION MINUTES

PLANNING AND DEVELOPMENT DEPARTMENT
LAND USE PLANNING DIVISION

Date: **Monday, May 7, 2026**
Time: 6:30 PM
Place: 1901 Hearst Avenue, North Berkeley Senior Center

Attendees: 92

Staff: Allison Riemer, LPC Secretary
Samella Stover, Assistant Planner/LPC Clerk
Boshi Fu, Assistant Planner
Anne Hersch, Land Use Planning Manager

1. ELECTION OF TEMPORARY CHAIRPERSON FOR THE MAY 7, 2026 LPC MEETING

Motion: Election of Susan Orbuch to serve as chairperson for the May 7, 2026, meeting.
M/S/C: Montilla/Greene

Vote: 6-0-0-1 (Yes-No-Abstain-Absent)
Leave of Absence: Crandall

2. ROLL CALL (*note: two vacancies*)**:**

Michael Montilla
Steve Finacom
Susan Orbuch
Ellie Greene
Paul Schwartz
Molly Turner – *Alternate for Chair Montgomery*

Kathleen Crandall, Vice Chairperson – *Leave of Absence*
Denise Hall Montgomery, Chairperson – *Leave of Absence*

3. EX-PARTE COMMUNICATIONS

4. LAND ACKNOWLEDGEMENT STATEMENT

5. PUBLIC COMMENT on Non-Agenda and Information Items

Speakers: 1

6. ORDER OF AGENDA

8. PUBLIC HEARING AND DISCUSSION ITEMS

Discussion

a. Elmwood Historic District – Historic District Designation (#LMIN2026-0001)**

Consideration and approval of a City Landmark Historic District on College Avenue between Russell and Webster Street, also known as the Elmwood, comprised of 28 properties.

Recommendation: Consider the extent to which these properties meet the criteria for City Historic District designation, pursuant to BMC Section 3.24.110, and make findings deemed appropriate for final action.

CEQA: Categorically exempt pursuant to CEQA guidelines Section 15308 "Actions by Regulatory Agencies for Protection of the Environment."

Speakers: 36

Motion: Close the public hearing.
M/S/C: Greene/Montilla
Vote: 6-0-0-1 (Yes-No-Abstain-Absent)
Leave of Absence: Crandall

Motion: Continue to June.
M/S/F: Schwartz/Finacom
Vote: 3-3-0-1 (Yes-No-Abstain-Absent)
Yes: Finacom, Orbuch, Schwartz
No: Greene, Montilla, Turner
Leave of Absence: Crandall

Motion: To reject the application and nominate individual properties at the next meeting.
M/S/F Greene/Turner
Vote: 3-3-0-1 (Yes-No-Abstain-Absent)
Yes: Greene, Montilla, Turner
No: Finacom, Orbuch, Schwartz
Leave of Absence: Crandall

Motion: Continue to June.
M/S/C: Montilla/Greene
Vote: 6-0-0-1 (Yes-No-Abstain-Absent)
Leave of Absence: Crandall

17. ADJOURN – 9:55 PM

M/S/C: Montilla/Schwartz
Vote: 6-0-0-1
Leave of Absence: Crandall

ATTEST: _____

Allison Riemer, LPC Secretary

LANDMARKS PRESERVATION COMMISSION

ACTION MINUTES

PLANNING AND DEVELOPMENT DEPARTMENT
LAND USE PLANNING DIVISION

Date: **Thursday, June 4, 2026**
Time: 6:30 PM
Place: 1901 Hearst Avenue, North Berkeley Senior Center

Attendees: 107

Staff: Allison Riemer, LPC Secretary
Karen C. Hernandez, Assistant Planner/LPC Clerk
Boshi Fu, Assistant Planner
Anne Hersch, Land Use Planning Manager
Joshua Muller, Associate Planner

1. ROLL CALL:

Michael Montilla
Theo Gordon
Kathleen Crandall, Vice Chairperson
Steve Finacom
Paul Schwartz
Susan Orbuch
Ellie Greene
Molly Turner
Barry Fike

Denise Hall Montgomery – *Leave of Absence**
**Due to recusal from agenda item 7D.*

2. EX-PARTE COMMUNICATIONS

3. LAND ACKNOWLEDGEMENT STATEMENT

4. PUBLIC COMMENT on Non-Agenda and Information Items

Speakers: 3

5. ORDER OF AGENDA

6. CONSENT CALENDAR

7. PUBLIC HEARING AND DISCUSSION ITEMS

D. Elmwood Historic District – Historic District Designation (#LMIN2026-0001)
Consider the proposal to designate a Historic District on College Avenue between Russell and Webster Streets, also known as the Elmwood, comprised of 28 properties.

Recommendation: Consider the extent to which these properties meet the criteria for City Historic District designation, pursuant to BMC Section 3.24.110, and make findings as deemed appropriate for final action.

CEQA: Categorically exempt pursuant to CEQA Guidelines Section 15308 "Actions by Regulatory Agencies for Protection of the Environment."

Speakers: 17

Motion: Open the public hearing.
M/S/C: Crandall/Orbuch
Vote: 5-4-0-0
Yes: Crandall, Fike, Finacom, Montilla, Orbuch
No: Gordon, Greene, Schwartz, Turner
Abstain: none;
Absent: none

Motion: Close the public hearing.
M/S/C: Montilla/Greene
Vote: 9-0-0-0

Motion: Approve the staff recommendation to designate a district comprised of 28 buildings, and add 2838-2840 College Avenue, 2832 College Avenue as contributors; change 2644 Ashby Avenue/2960 College Avenue, and 2974 College Avenue from noncontributing to contributing; extend the period of significance to 1983; change the name to College Avenue Historic Commercial District; and add the third paragraph from page 3 of the suggestions provided by Commissioner Finacom to the Findings.
M/S/F: Crandall/Orbuch
Vote: 4-5-0-0
Yes: Crandall, Finacom, Montilla, Orbuch
No: Fike, Gordon, Greene, Schwartz, Turner
Abstain: none;
Absent: none

F. ADJOURN – 9:53 PM

Motion: Adjourn.
M/S/C: Montilla/Greene
Vote: 9-0-0-0

ATTEST: _____
Allison Riemer, LPC Secretary

APPLICATION CITY OF BERKELEY **LAND USE PLANNING**

LANDMARKS APPLICATION

Planning and Development
1947 Center St, 2nd Floor
Berkeley, CA 94704

planning@berkeleyca.gov • Phone **(510) 981-7410**, TDD **(510) 981-7450**

Landmarks Application

For:

☐ **Alteration** ☐ **Sign Permit** ☒ **Landmark Designation**

ADDITIONAL INFORMATION ABOUT LANDMARKS PERMITS:

- **Landmark Alterations**
- **Landmarks Designation Petition**
- **Landmarks Designation Form**
- **Landmarks Alteration Submittal Checklist (must accompany this application)**
- **How to Submit a Zoning Project Application**
- **Supplemental Land Use applications, forms, and instructions**

PROJECT INFORMATION

Project Address(es):

Unit(s)/Suite(s) #:

Assessor Parcel Number(s):

Project Description:
(include applicable demolition/removal, proposed use(s), total square feet of new/addition, height, number of units and very-low income units, and parking)

Application-Specific Info:
Associated Use or Zoning Permit / Sign Permit / Building Permit number(s) (if applicable):

Does your project include demolition of, or exterior modifications to, a designated City of Berkeley landmark, structure of merit, or structure in a historic district?

☒ **NO** ☐ **YES** (refer to the "Landmark Preservation Commission: Structural Alteration Permit and Design Review Submittal Requirements")

Application to designate a landmark, structure of merit or historic district?

☐ **NO** ☒ **YES** (refer to the "Landmark, Structure of Merit or Historic District Designation Form")

PROPERTY OWNER'S NAME: reference application

Owner's Mailing Address:

Phone Number:

Email:

APPLICANT'S NAME (or enter "same."): Anthony Bruce

Applicant's Mailing Address: 6 Encina Place Berkeley CA 94705

Phone Number:: 510 847-1379

Email: anthony@berkeleyheritage.com

APPLICATION CITY OF BERKELEY **LAND USE PLANNING**

LANDMARKS APPLICATION

DRAWINGS PROTECTED BY COPYRIGHT STATEMENT

Effective January 1, 2023, (State Government Code, Section 65103.5 (e), SB 1214), if an official copy of architectural drawings are submitted to the Land Use Division of the Planning and Development Department as part of a zoning permit application, the design professional (or the owner of the copyright if different from the design professional) may submit a separate "site plan" or "massing diagram" for posting online or for distribution to the public.

If a separate "site plan" or "massing diagram" is not submitted in addition to the official architectural plans, permission is deemed granted to the Land Use Division to post online or to provide to the public copies of the architectural drawings without the restrictions that would otherwise apply.

A massing diagram and a site plan are defined as follows per Government Code Section 65103.5 (f): "Massing diagram" means a document that displays the three-dimensional form of a building and describes the general profile, bulk, setbacks, and size of the building, but does not contain specific architectural detail.

"Site plan" means a document for a project that is drawn to scale and displays all of the following: property lines, setback lines, topographic lines, easements, drainage, utilities, lighting, driveways, surrounding streets and traffic flow, parking lots and parking spaces, landscaped areas, setback distance between buildings and property lines, outline of existing and proposed buildings and structures, distance between buildings, and ground sign location.

PLEASE CHECK ONE OF THE FOLLOWING (required):

☑ **My application includes a separate "site plan" or "massing diagram," defined in Government Code Section 65103.5(f), for posting online or for distribution to the public.**

☐ **Permission is granted to make publicly available the submitted architectural drawings without restriction to posting online or distribution to the public.**

Under penalty of perjury, I certify that:

(1) the application materials are true and complete to the best of my knowledge; and
(2) if provided, the attached paper and electronic copies of this application are the same; and
(3) I agree to pay all expenses associated with this application

(*Owner's signature, or signed letter authorizing applicant to apply on owner's behalf, is required for all applications)

APPLICANT'S SIGNATURE:		**OWNER'S SIGNATURE:**	
Anthony Bruce		See application	
Printed Name:	Date:	Printed Name:	Date:
Anthony Bruce	3-2-2026		

CITY OF BERKELEY
Ordinance #4694 N.S.
HISTORIC DISTRICT APPLICATION

Elmwood Commercial Historic District

2832 – 2999 College Avenue
2705 Webster Street
2632 – 2648 Ashby Avenue
2700, 2701, 2711 Ashby Avenue



Elmwood Commercial District, Ashby and College avenues looking north. Anthony Bruce, 2025.



Elmwood Commercial District, College Avenue looking north from Webster Street. Anthony Bruce, 2025.

1. **Street Addresses:** 2832, 2836, 2838, 2840, 2842, 2887, 2900, 2901, 2901 1/2, 2903, 2903 1/2 , 2904, 2905, 2907, 2908, 2910, 2909, 2911, 2912, 2913, 2914, 2915, 2917, 2918, 2921, 2923, 2924, 2925, 2926, 2927, 2928, 2930, 2935, 2936, 2937, 2939, 2940, 2941, 2942, 2943, 2944, 2945, 2947, 2949. 2956, 2959, 2960, 2961, 2963, 2965, 2966, 2967, 2969, 2973, 2975. 2977, 2979, 2980, 2981, 2982, 2983, 2984, 2985, 2986, 2987, 2988, 2989, 2991, 2992, 2993, 2995, 2996, 2997, 2998, 2999 **College Avenue**; 2705 **Webster Street**; 2627, 2629, 2632, 2633, 2634, 2635, 2636, 2637, 2638, 2642, 2644, 2646, 2648, 2700, 2701, 2711 **Ashby Avenue.**

County: Alameda **City**: Berkeley **ZIP**: 94705

2. **Assessor's Parcel Numbers**: 052–1568–00400, 052–1568–00500, 052–1568–00600, 052–1568–00800, 052–1568–00900, 052–1568–01101, 052–1568–01201, 052–1573–01400, 052–1568–01500, 052–1573–00100, 052–1573–00200, 052–1573–00300, 052–1573–00401, 052–1573–00600, 052–1567–00400, 052–1567–06301, 052–1567–06401, 052–1567–06600, 052–1567–06700, 052–1567–06800, 052–1567–01700, 052–1567–01600, 052–1567–01800, 052–1567–01900, 052–1567–02000, 052–1567–02100, 052–1567–02200, 052–1567–02300, 052–1567–02401, 053–1696–01500, 053–1695–01100, 053–1695–01202.

Dimensions:

Cross Streets: Russell Street, Ashby Avenue, Webster Street

3. **Is property on the State Historic Resource Inventory?** No

Is property on the Berkeley Urban Conservation Survey? Yes

Form #: Ø

4. **Application for Landmark Includes**:

a. Building(s): Yes **Garden:** **Other Feature(s)**: monuments, parking lots

b. Landscape or Open Space: Yes

c. Historic Site: No

d. District: Yes

e. Other: Entire property

5. **Historic Names:** College Avenue business district

Commonly Known Name: The Elmwood

6. **Date of Construction:** 1907–1983 **Factual**: Yes

Source of Information: City of Berkeley Applications for Building Permits

7. **Architects:** John B. Anthony, W. B. Baker, Alexander A. Cantin, Albert W. Cornelius, Cummings & Weymouth, Clarence Casebolt Dakin, Edgar+Thieme, Fog City Architects, Alben Froberg, Harold F. Genss, B. Reede Hardman, Holder/Parlette, Richard Alan Hurley, Hutchison & Mills, Bart Jones, George F. King, Edwin Wilkins Larmer, Thomas Lavin, Roger Lee, Leland S. Lewis, Eugene K. Martin, Max R. Garcia & Associates, Van V. Midgley, Solomon Morris, Ted Moulton, John Olmquist, James W. Plachek, The Ratcliff Architects, Walter H. Ratcliff, Jr., Roy O. Long Company, Peter Gray Scott, Ronald Dean Senna, Harvey Slocombe, A. W. Smith, Edwin Lewis Snyder, John Sullivan, The Bay Architects, William H. Weeks, A. J. Yerrick.

8. Builders: John A. Bischoff, Isaac W. Bridenbecker, Carlson L. Prest Company, Cedarborg & Anderson, Carroll Reginald Collupy, David & Company, William Dufour, Dunnie Construction Company, David M. Etter, K. E. Parker Company, Jacob Kollmer, Lambert & Wells, Edwin Wilkins Larmer, Leland S. Lewis, W. H. Livingstone, Van V. Midgley, Solomon Morris, John Olmquist, Patrick Bros., John Perona, H. C. Pfrang, R. W. Poole, Roy O. Long Company, Ed Sheffield, Steven Oliver & Company, F. Walter Thaxter, Leslie R. Wilson, A. J. Yerrick, E. L. Younger.

9. Style: Storefront

10. Original Owners: John A. Bischoff; Breed & Bancroft, Inc.; Battista Cianciarulo; Dr. Charles C. Conwell & Mrs. Julia Ann Conwell; Floyd C. Curry; Thomas S. & Janet David; John Faust Dondero; Lester R. Dray; Mildred M. Dye & James S. Dye; Frank Gallardo; Dr. Samuel W. Hussey; Harold P. Jennings; K. E. Parker Company; Fred C. Koerber; Caroline Litch, Emma Klumpp, Elizabeth Etter; David McCullough; Harry M. Martin; Mercantile Trust Company of California; Van V. Midgley; Solomon Morris; Steven Oliver, John Millar, and Mr. Komes; Frederick E. Romie; Olive Sager; Bert Thomas Scott; Dr. Edward Ernest Sparhawk; Mrs. Annie E. Stover; Bernard W. White; W. R. White; Leslie R. Wilson.

Original Use: commercial, residential, institutional, park

11. Present Owner: 2900 College Associates LLC;

ATC Building Company; Baghdassarian Garbis & Silva Trs; Barrett William S & Thatcher Ellen etal; BEH Building LLC; Bennett Susan L Tr; City of Berkeley; Claudia Hunka; College Avenue Building LLC; Delucchi Diane C & Goodhue; Dinapoli William W; Dinapoli William & Harris Marc; Durst Mose & Esther O Trs; Elmwood Theater Foundation; Gallardo Brothers LLC; Gallardo James F, Violette P, & Gregory F Trs; Gordon Commercial Properties LLC; Gordon John K & Mitchell Janis L Trs & Gordon etal; Gordon John K Tr, Mitchell Janis L Tr, Gordon Molly M Tr; Hibbard Lisbeth A Trust; JCJ9 Property Management LLC & March Earl J Tr; JLTsou LLC; Kazerooni Homayoon & Shoji Audrey; Kidson Jeremy M etal; Ludwig Alison F Tr; Miottell Ward J Jr Trustee; Neil Brian; Nishimura Jodi; Noble William F Tru; Plant Edward M III & Virginia B Trs; Rose Oriental Rugs Inc.; Srue Corporation & Mar/Dan Corporation; The Herbert Michael Jorgensen and Jean M. Jorgensen Revocable Living Trust-1996; Triantopoulos Christos Tr & Hamerler Hans J & etal; Trust Wu Shu Tr Bypass Trust; White, Catherine Y Trust etal.

Present Occupant: several (*see supportive material*)

12. Present Use: commercial, residential, institutional, park; parking lot

Current Zoning: C-E **Adjacent Property Zoning:** R-1; R-2; R-2A

13. Present Condition of Property:

Exteriors: Excellent **Interiors:** unknown **Grounds:** Excellent

Has the property's exterior been altered? some buildings have been altered

14. DESCRIPTION.

The Elmwood Commercial District is basically a two-block-long stretch of commercial activity along College Avenue between Webster Street at the south and Russell Street at the north. These two blocks of College are bisected by Ashby Avenue (Highway 13) that runs through the center of the District. The District then extends two lots north of Russell on both sides of College and also extends west on Ashby Avenue approximately two-thirds of the block.

The District application includes thirty-four parcels. Most of these parcels have been developed with commercial buildings; one is an institutional building (U. S. Post Office); two are City-owned parkways; and one is a parking lot.

The majority of the buildings in the District are one story. There are four two-story buildings, one three-story building, and one one-story building with a penthouse. The bank building is officially a one-story building, but its height is equal to two stories.

The first building to be constructed in the District was the Koerber Building, begun in May 1907, at the northwest corner of Ashby and College avenues. The commercialization of the two blocks of College was complete in 1928 with the construction of the Sparhawk Building. 1932 brought the northerly extension of the district on the east side of College with the construction of the Safeway building. The west side of College was extended north with the construction of the David Building in 1972 and the commercial conversion of the Bischoff Apartment Building, also in 1972. The District



Elmwood Commercial District, looking south on College Avenue from Russell Street. Anthony Bruce, 2025.



Elmwood Commercial District, looking north on College Avenue from Webster Street. Anthony Bruce, 2025.



Looking south on College from the Safeway store in 1944. Many retractable awnings and telephone poles—and even a streetcar—are visible. Found on-line.



Russell and College in the late fall with the golden ginkgo trees. Anthony Bruce, 2025.

extended east along Ashby behind the bank building with the addition of a landscaped parking lot in 1965. Two new commercial buildings have replaced earlier commercial buildings: the Gallardo Building in 1950 and Elmwood Village in 1983. There have been no changes to the District since 1983.

There are three distinct stylistic periods in the development of the District. The buildings from the earliest period (1907–1910) all had wood siding, and the Colonial Revival style prevailed. Seven buildings were built during these years. Five remain. The buildings from the 1910s were, for the most part, faced with stucco and had geometric ornamentation lightly reflecting that of the Viennese Secession. Seven buildings were built between 1912 and 1916. Of those seven, six remain. The 1920s brought more variety and more decorative touches, such as tile work. Eighteen buildings were built between 1920 and 1928; all remain.

Over the years, a number of buildings have been altered, although most remain in nearly original condition. The shopfronts have not fared as well. The pristine shopfronts are noted in the Application's supportive material, with the Morris Building being one of the best examples.

College Avenue itself is an unusually narrow street for a business district, but it managed to accommodate two sets of parallel tracks for streetcars from about 1903 until they were removed in 1947 and replaced with a bus line. The street supports two-way traffic and metered parallel parking. There is one mid-block crosswalk (between Russell and Ashby) that has been so marked for at least seventy years.



One of the new lamp posts installed in 1986. Anthony Bruce, 2025.

For most of the District's existence, the streets were enlivened by retractable canvas awnings that sheltered each shopfront from the sun. With muted colors, in both stripes and solids, the awnings "dressed" the fronts of the commercial buildings. Most of them were still in use in the 1980s; today there are only a handful remaining.

Most of the awning boxes have been covered over and some merchants have installed fixed-in-place awnings.

During the "awning age" the street was bereft of any form of greenery and the awnings were a necessity. In 1986, the merchants, led by Burl Willes, planted ginkgo trees along the two main commercial blocks of College. They have now matured. Not only do they provide shade to shops and pedestrians, they also turn the Elmwood Commercial District into a path of gold in the fall.

Also in 1986, electrical lines were put underground and the ubiquitous wooden telephone poles were removed. At the same time, new 1920s-style classic lamp posts were installed on the two blocks of College between Russell and Webster.

15. HISTORY.

The Elmwood Commercial District has been in the news of late. The City Council would like to up-zone the blocks of College Avenue between Dwight Way and the Oakland border in order to allow much taller buildings. Of course, up-zoning would destroy the historic character of the entire length of College which is lined with an attractive variety of early twentieth century houses as well as apartment buildings from the 1920s.

Hardest hit would be the vibrant Elmwood Commercial District with its charming low-scale architecture. This is one of Berkeley's "stand-alone" business districts, that does not merge with other business districts. It's historic neighborhood-scaled ambiance, providing many essentials and a movie theater, is an attraction for locals as well as regional shoppers and is an on-going reason for its commercial success. Consequently, the two blocks feel self-contained in the way that the Main Street of a small town does. The envisioned tall apartment houses would not necessarily even contain space for retail uses, thus changing the District, its historic character, and community service—for all time.

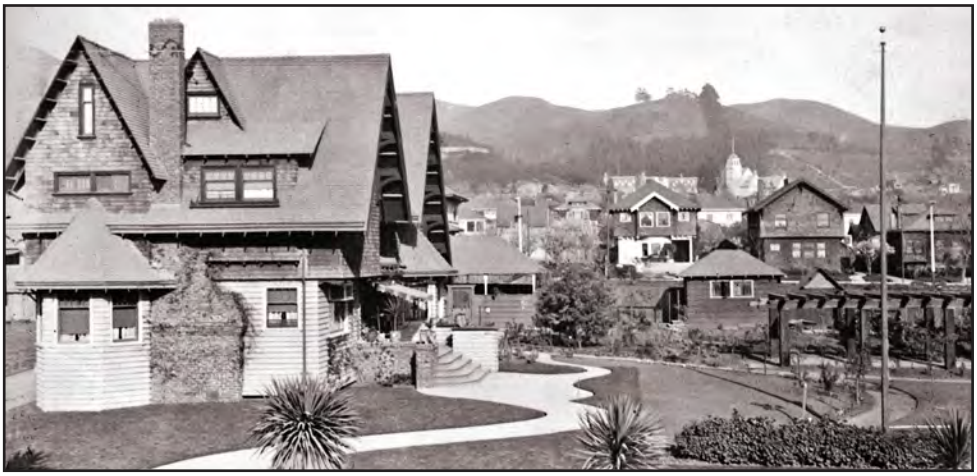
The Early Setting.

The Elmwood Commercial District was an unincorporated part of Alameda County until it was annexed by Berkeley in 1891. It consisted of open land, country estates, and ranches. Without transportation, it was too far from the center of town to develop into the residential subdivisions that exist today, although two enterprising individuals did just that. Mark Ashby created the Claremont Tract in 1886. This tract runs west on Ashby from the southwest corner of College and Ashby. Harvey Haseltine had purchased the Kelsey ranch (east side of College and north of Russell) and subdivided it as Berkeley View Homestead in 1891.



College Avenue decked out for the holiday season. Anthony Bruce, 2025.

The remainder of the land on which the District sits was not opened for development until after 1900 when there was a promise of a streetcar line on College Avenue. The Berry-Bangs Tract opened in stages between 1902 and 1903. Its eastern boundary was College Avenue, and it extended north to Derby from Ashby. Elmwood Park was subdivided in 1905 on the east side of College Avenue, running between Russell and Webster streets. The final subdivision, of which the Elmwood Commercial District is



Surrounding neighborhood about 1910. Looking east from Benvenue, showing houses on College between Russell and Stuart. Unfinished Claremont Hotel in the distance. Bethany Westenberg Collection, BAHA Archives.

a part, is the Dutard Property Tract, opened in August 1906. The southern half of the block of the west side of College between Ashby and Webster is in the Dutard Property.

When the Key Route's "K" line was established on College Avenue in 1904, the area was no longer considered remote. House-building began in earnest after that, and the aftermath of the 1906 Earthquake intensified the building boom that was begun with the establishment of Key System trains in 1903.

From the beginning, the area caught the attention of homebuilders. Perhaps it was the level land and the elegant, straight avenues running off to infinity. Or the fact that the building lots were elevated enough on Berkeley's sloping plain to afford a bay view, at least from second-story windows, without perching one's house on a steep hillside.

Substantial and varied houses were built along these streets, with a rhythm created by the unfolding series of gable and hip roofs, bay windows, and porches. Homesites here were coveted by both Berkeleyans and newcomers alike, and the area soon became known for its Berkeley "brown-shingles."

Most houses were built by 1914 and reflect the architectural styles of the time. Many property owners commissioned Bay Area architects to design their new homes, and the streets abound with the work of well-known—and less well-known—designers.

Commercial Beginnings.

This is the setting in which the Elmwood Commercial District developed. Frederick Charles Koerber built the first commercial building in this area. He was a grocer in San Jose before moving to Oakland in 1904.

As Daniella Thompson wrote, "A shrewd businessman, in 1907 Koerber constructed a building of stores and apartments at the junction of Ashby and College avenues, where the Key Route's streetcar made a stop. The Koerber grocery was relocated to this building, and the owners took up residence in one of the apartments on the second floor.

"The upscale grocery trade was based on home deliveries, and Koerber delivered. Business flourished, and Koerber quickly added to his holdings on adjacent lots. In 1909 he obtained permits to construct two one-story stores on Ashby Avenue. By 1911, he owned five contiguous commercial buildings."

Koerber's buildings—one of which was a wood and coal yard— were constructed at the far southeast corner of the Berry-Bangs Tract. The



Looking north on College at Ashby. The Elmwood Commercial District's first building is at the left. It was built by Fred Koerber in 1907. Anthony Bruce, 2025.

tract's advertising brochure states, "Residences only. No stores or wood yards." Most likely, there were no deed restrictions to enforce this rule, or, perhaps the developers soon realized that a corner store and coal yard would benefit the growing population.

Zoning Comes to America.

By 1910, there were six single-family residences on College between Russell and Webster. All was fine until the Dondero Building was completed at College and Russell in 1913. The Dondero Building had a major impact on its surroundings. When it was built, it was the first commercial encroachment on the east side of College Avenue in the Elmwood Park tract, which had been assumed by homebuilders to be a *residential* tract. Two houses stood very close on College Avenue to the Dondero Building. Its construction was an unacceptable shock to these two new homeowners. Thus, Orville Root moved his house to Ashby Place in 1913. The Dondero Building was the first impact to later trigger Berkeley's first zoning decision.

Next to the Roots' house on College was a shingled bungalow built in 1909 for newlyweds Ava and Oscar Barber on a lot purchased by her father from the Elmwood Park developers Breed & Bancroft. The Barbers played an important role in the implementation of the nation's first zoning ordinance.

Ava Earle Barber recalled in the 1970s that within a few years after moving into their new home, a commercial building was built on their block, from lot line to lot line. They were taken aback. By 1915, another commercial building had been built two doors away.

The nearby Claremont subdivision (east of Claremont Avenue, and developed simultaneously with Elmwood Park) had deed restrictions limiting what could be built there: *only* single-family residences. Elmwood Park did not have deed restrictions. Mrs. Barber felt that purchasers should have been told by the developers when they bought property in Elmwood that there was no guarantee that commercial ventures would not be built on the adjoining lots.

Before zoning, cities, as they grew, naturally created informal districts—residential, commercial, industrial—but there was nothing to prevent the stray shop building or factory from being built in a residential neighborhood, or houses built beside factories. The concept of city planning was in the air in Berkeley around the time the Barber House was built. In 1913, city planner Dr. Werner Hegemann was engaged to make a report on the City of Berkeley. (The report was expanded and ultimately published by both Berkeley and Oakland, and is still used as a reference today.) This led to

the City establishing a City Planning Committee in July 1914, and a full-fledged commission in June 1915. Duncan McDuffie, developer of the Claremont district, whose abiding interests were nature conservation and city planning, was appointed president of the commission. McDuffie had introduced building restrictions in Claremont, knowing that this was the only way to ensure a neighborhood of homogeneous use. Walter Ratcliff, as City Architect, also served on the first commission.

In the Commission's report to the City in June 1916, it was stated that its most important accomplishment during its first year was securing a zoning ordinance for Berkeley. The zoning ordinance was established by the City Council on March 28, 1916, several months before New York City (considered the first city in the United States to have a a zoning ordinance) adopted theirs in July 1916.

As Berkeley had long been considered a city of homes, the first ordinance defined only different types of residential districts, with commercial and industrial to follow. Another feature of the original ordinance was that zoning districts were to be granted by the City in response to petition by interested property owners. The Commission wrote that the purpose of such an ordinance was to "further the natural grouping of like activities by preventing sporadic invasions [of a different type of use], and thus to bring about the orderly and economic development of the city, to stabilize values, protect property owners, and conserve the public health and welfare."

The City's first decision under the zoning ordinance zoned the Elmwood neighborhood for single-family homes, but the lots facing College Avenue were zoned commercial. The McCullough Building was built next door to the



The intersection of College and Ashby avenues, the heart of the Elmwood business district, in the early 1950s. Note that both stone pillars are still standing. In the foreground is the current Wells Fargo Bank designed by Walter Ratcliff. Other businesses can be seen: Safeway (at the far end), Topside Market, College Avenue Electric, Coles Shoes, Furs by Bruce, The Ivy Shoppe, Bill's Model Shoe Shop, Ye Olde Cradle Shoppe, and, hidden behind the Hunter Jewelry sign, Bolfing's Elmwood Hardware. Berkeley Gazette *photo by Martin J. Cooney, BAHA Archives*

Barbers' house soon after the zoning decision, and in December of 1916 they moved their house to Webster Street.

The District Develops its own Character.
The Elmwood Commercial District began by offering necessities to this outlying area. The early businesses included a grocery, a pharmacy, a barber shop, creamery, dry cleaners, shoe repair, and a wood and coal yard, among others.

Entertainment arrived in the District in 1914 with the opening of a motion picture theater, the Strand. An electric shop appeared in 1916. During those years a real estate office opened and another grocery and a produce market.

After a hiatus of construction during the first world war and the flu epidemic, the Elmwood hit its stride with many new buildings and a much wider variety of businesses. There were now shops that offered more than the bare necessities: gift shops, a dry goods store, antique shops, bakeries, clothing stores, a news stand, delicatessen, an interior decorator, hat shops, beauty parlors, a florist, hardware store, watch repair, and a bank. There also began to be an abundance of certain types of businesses. There were now two pharmacies, several groceries, shoe repair shops, and cleaners. The 1920s also brought restaurants to the Elmwood. The first was Helen Montgomery's Ye Old Homestead Cider Company, which opened in 1923. It was a cozy, old-fashioned place with wood paneling and a fireplace. It was joined by the Yama Yama Dining room, the Elmwood Grill, and the Augusta Inn.

The Elmwood Commercial District presented a cosmopolitan flair. Elmwood merchants, going back to 1910, represented many different ethnicities and nationalities. Beginning with a Japanese-owned dry cleaners and a shoe repair shop in 1910, there were several Japanese businesses over the years, including a gift shop, a florist, and an embroidery shop. There were Chinese-owned restaurants and laundries. There were at least three Black proprietors: of a restaurant, a shine parlor, and a shoe repair shop. Immigrant merchants came from many countries, such as England, Germany, Austria, Hungary, Armenia, Syria, Italy, Spain, and Russia. The flavor of the shops reflected the origins of these merchants.

Although the Elmwood Commercial District is *commercial*, there have been people residing in the buildings since the first one was built in 1907. The Koerber Building was designed with apartments on the second floor. The Bischoff Building from 1921 is also two-stories with apartments on the second floor. The College



Looking north on College to the Safeway at Russell. Byron Bolfing, 1947, Berkeley Historical Society.



College Avenue looking north to Ashby. Byron Bolfing, 1947, Berkeley Historical Society.

Dyeing and Cleaning Works from 1910 was built with a dormitory at the back of the lot and at times there were as many as eighteen people living on the premises.

Other merchants also had live-work situations, either living at the back of the shop space or on a mezzanine constructed at the back. Quite a few shops were altered by the addition of a mezzanine, but it is not known whether they were all used for sleeping quarters, Another surprising residential use was put into operation when there was a need for wartime housing during the Second World War. At least five shops in four different buildings were temporarily converted to apartments. After the war, the spaces were returned to commercial use. A unique residential use occurred in 1916 when the last remaining single-family home was raised and a shop building was constructed underneath. The family continued to live in their elevated house for many years. (This is now the site of Elmwood Village,)

The First Crisis.

During construction of the Caldecott Tunnel, Ashby Avenue and Tunnel Road became a part of State Highway 13. When the tunnel opened in 1937, there was a marked increase in traffic that became an annoyance for both homeowners and shop owners. There was talk by the City of widening Ashby. Finally, in 1942, the City used State funds to cut a diagonal through the block east of College and remove a troublesome curve in the road. This straightening of the highway was said to be necessary for the efficient movement of Army trucks in case of an emergency. But all this was small compared to the threat that came after the war.

As Steven Finacom previously wrote for a BAHA publication:

“Fortunately, a full Ashby widening was once again postponed, since it would have meant further removal of houses from Piedmont to Claremont, or, at the least, erosion of already narrow front yards. As it was, the new ‘alignment’ took out six houses; these were sold off by the City for prices ranging from $275 to $1,850 and they were moved elsewhere.

“After World War II, a new traffic-related threat to the neighborhood loomed. The State was undertaking a massive highway program, and [in one of three different proposed routes, route “A”] Ashby was slated to become a full freeway, cutting from the tunnel to Interstate 80. This would have been the most dramatic

change possible for the Elmwood, something similar to what happened to Oakland's neighborhoods with Highway 24 [route "C," the chosen proposal].

"Ashby Avenue and other nearby residents raised the alarm, however, and Berkeley had its own mini 'freeway revolt' in the 1950s that led to the State's canceling the Ashby freeway project. Neighborhood historian Burl Willes says that the Elmwood Soda Fountain at Russell and College had a petition at the counter against the freeway as early as 1951. Residents all along Ashby through South Berkeley fought tenaciously and successfully to save their neighborhoods from freeway obliteration."

The Next Crisis.

In 1981 the Elmwood pharmacy was the center of a neighborhood battle to "save the Elmwood" from skyrocketing rents. Rising rents were already affecting many of the merchants, but in 1981 a group of investors were on the cusp of buying the Bischoff Building. Their plan was to raise rents by 600%, effectively putting the pharmacy, the soda fountain, and the other shops out of business. Neighborhood resident Barbara Lubin started a campaign to save the businesses in the Elmwood. Save the Elmwood, with encouragement of fountain owner "Ozzie" Osborne, set up a card table on the sidewalk daily for the next year. Through the group's efforts, Measure I was placed on the June 1982 ballot. It passed, giving Berkeley the first commercial rent control ordinance in the country. Exorbitant rent increases would now be a thing of the past. However, it was a short-term victory, as the State legislature banned such ordinances in 1987.

The Elmwood Today.

Now, 119 years after the first commercial building was built, the Elmwood Commercial District is a thriving retail hub. And happily, there does not seem ever to have been a moment when the district was *not* thriving.

From the beginning, the Elmwood strove to supply the everyday needs of the surrounding residential neighborhoods. Once those basic needs were met, shops to satisfy more recreational or aesthetic desires were added, such as toy stores, antiques stores, florists, and gift shops. Restaurants came to the Elmwood in the 1920s. These businesses began to draw customers from elsewhere; customers who might also patronize the more basic businesses as well.

Today, although the district has lost a pharmacy



College Avenue looking south from Russell Street in November 1970. BAHA Archives.

and a hardware store, a healthy balance has been restored, and the district is alive and well. The only threat on the horizon to the future of this very special business district is the City's current desire to change the zoning. This could spell the end of the unique and welcoming Elmwood Commercial District that generations of Berkeleyans have patronized and cherished.



A carefree autumn afternoon in the Elmwood Commercial District. Anthony Bruce, 2025.

16. SIGNIFICANCE.

The Elmwood Commercial District is one of Berkeley's most remarkable and best-preserved neighborhood shopping districts. It is set in the middle of a large metropolitan area, but retains the feeling of a small town "Main Street" complete with movie theater, post office, bank, and a public library nearby. "To walk the blocks is to step back into a pleasant time." So began a Berkeley Architectural Heritage Association walking tour of the Elmwood business district led in 1982. The same can be said today, with its vibrant specialty shops, bookstores, and a variety of restaurants.

Architecturally, the buildings that make up the Elmwood Commercial District represent some of the best in commercial design of the 1920s. Architects such as Walter Ratcliff and Hutchison & Mills contributed their design skills, as did local builder John A. Bischoff, who constructed an entire half-block of memorable shop buildings. Superb decorative tile work is a special characteristic of the District.

Most of the shopfronts still feature inset entries, hardwood doors, tile bulkheads, copper Kawneer framing for display windows, and transom windows. These details reinforce the traditional feeling of the commercial buildings and of the District as a whole. And they boost the economic vitality of the District by giving it an historic ambience that is especially appealing. The Elmwood is a regional draw for those who enjoy shopping in a district with an historic atmosphere, at a time when such places have become vanishingly rare.

The area is also significant, because—despite alterations over the years—the buildings are essentially intact. Only a handful of original buildings have been replaced, and only four new buildings have built since 1928. The original low-scale has been maintained, and the few two-story buildings, each impressive in design, serve as anchors for the surrounding pedestrian-welcoming low buildings.



The Elmwood Theater. Anthony Bruce, 2025.

Features to Preserve.

- the buildings
- the parking lots
- the parked areas

17. HISTORIC VALUE— Neighborhood: Yes City: Yes
Architectural Value— Neighborhood: Yes City: Yes

18. IS THE PROPERTY ENDANGERED? Yes

19. BIBLIOGRAPHY.

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20. RECORDER.

Anthony Bruce for Elmwood Property Owners Association, c/o Claudia Hunka, Your Basic Bird, 2940 College Avenue, Berkeley, California 94705

18 February 2026

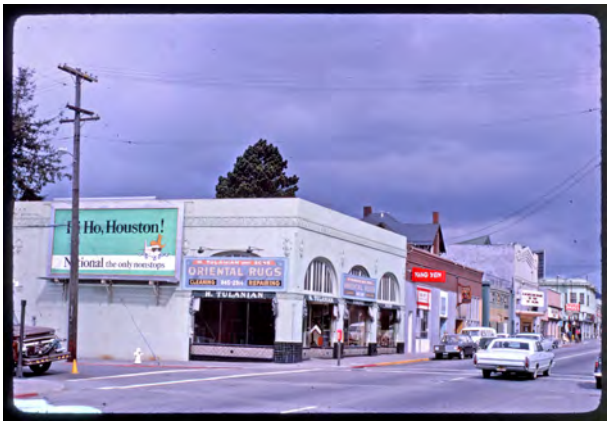
Additional Photographs.



Looking east on Ashby from College, showing the diagonal Ashby cut from 1942. Anthony Bruce, 2020.



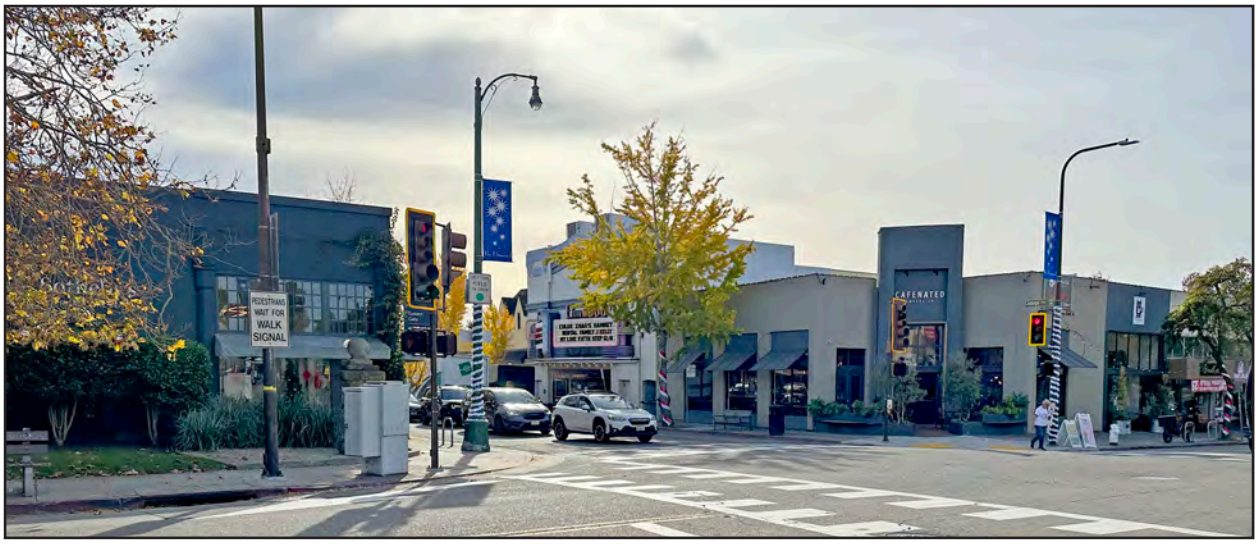
The mid-block crosswalk in the middle of the northern block of College Avenue. Anthony Bruce, 2025.



Looking north along College from Webster in March 1969. Several of the buildings were painted "hospital green" in the 1950s. BAHA Archives.



The intersection of College and Ashby, hazy with wildfire smoke. Anthony Bruce, August 2020.



The intersection of College and Ashby looking to the southwest. Anthony Bruce, 2025.

Additional Photographs.



East side of College mid-block between Russell and Ashby. Byron Bolfing, 1947, Berkeley Historical Society.



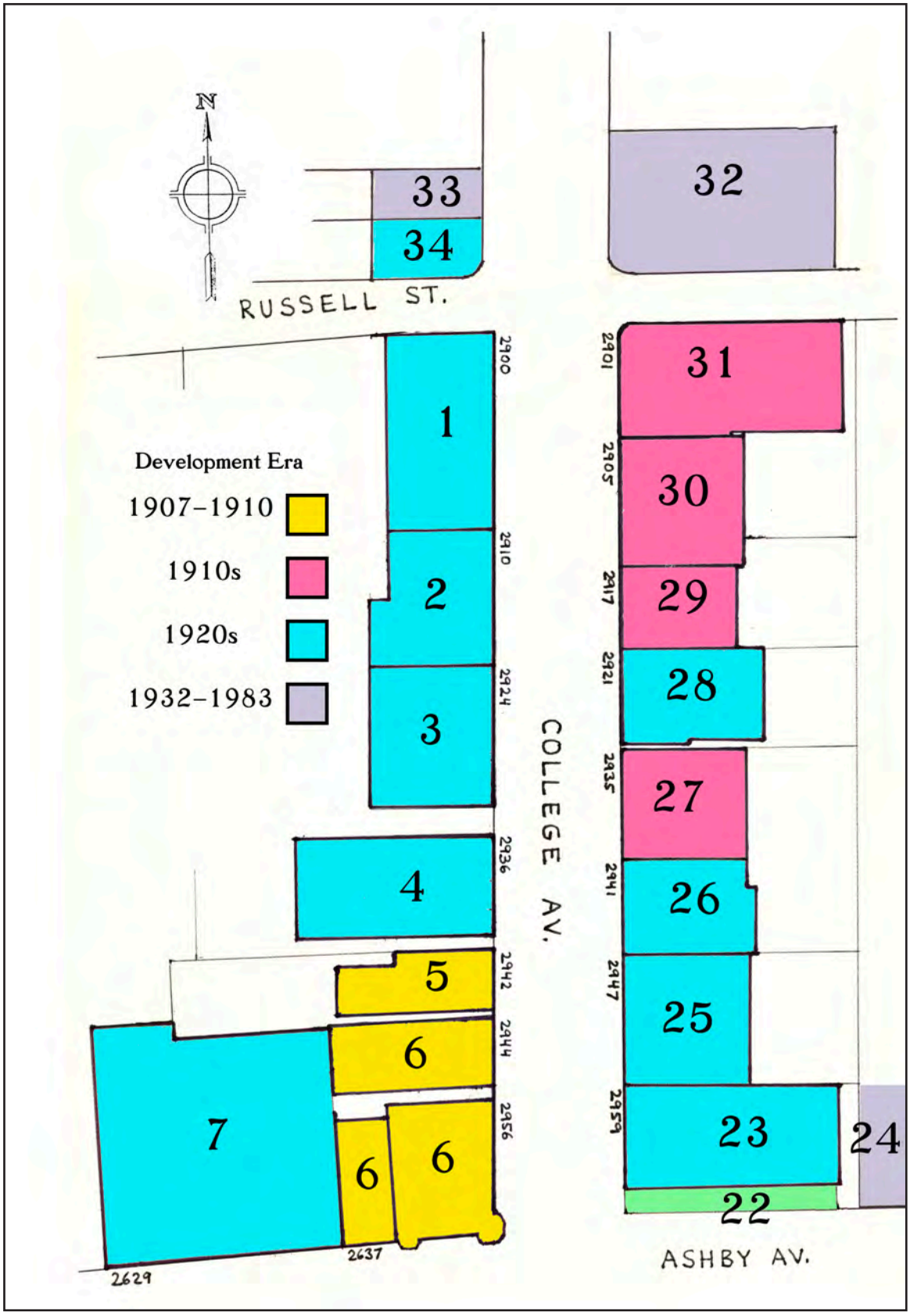


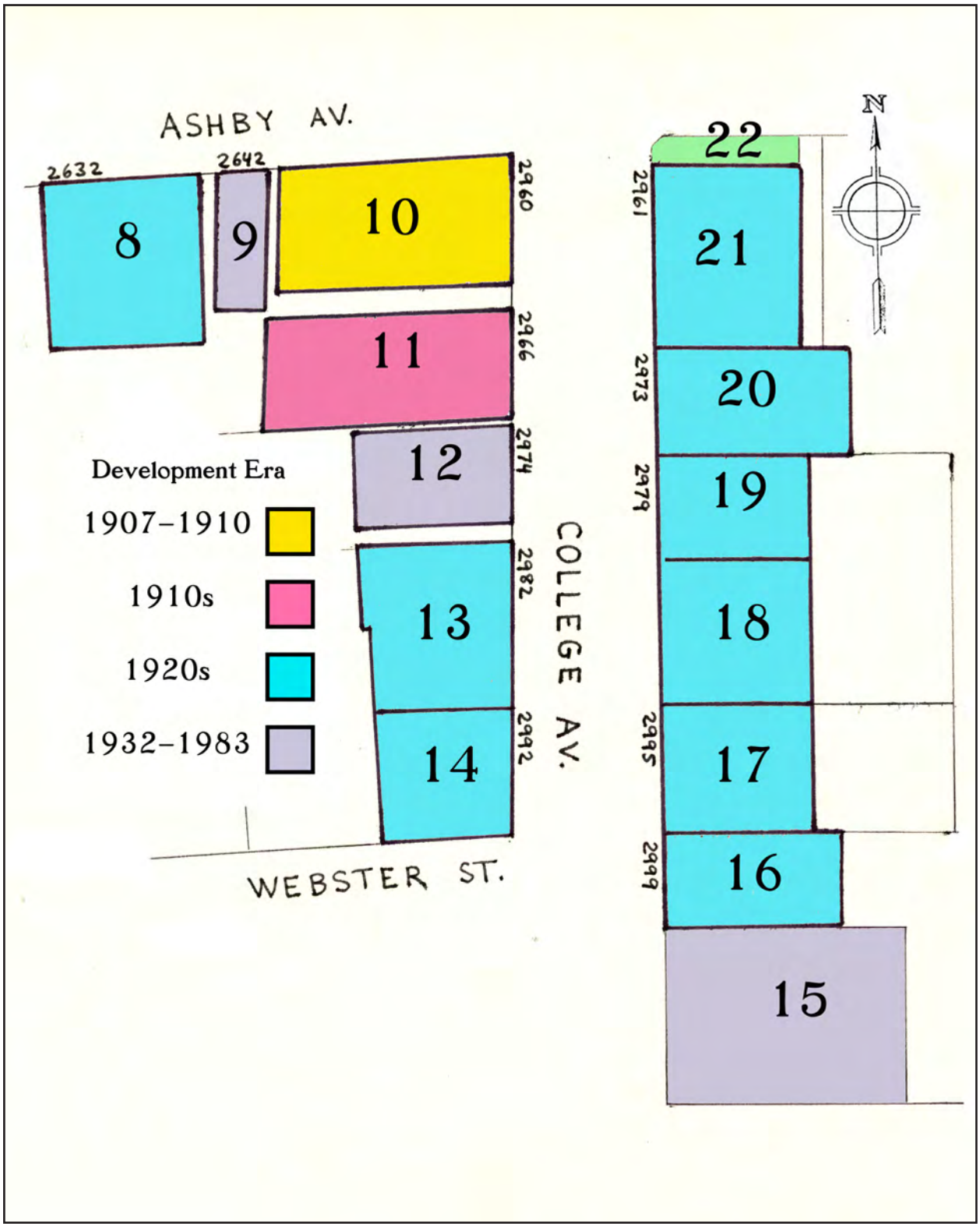
East side of College north of Webster Street. Anthony Bruce, 2025.

West side of College seen from Webster Street. Byron Bolfing, 1947, Berkeley Historical Society.



The No. 6 streetcar at College and Ashby, looking south, in 1946. Addison Laflin photo.


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Development Era
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1910s
1920s
1932–1983
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ASHBY AV.


ASHBY AV.
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Planning and Development Department
Land Use Planning Division

CITY OF BERKELEY
Ordinance #4694 N.S.
LANDMARK APPLICATION

Elmwood Commercial Historic District

Property No. 1

Bischoff Building
2900 College Avenue



The Bischoff Building, 2900 College Avenue. Anthony Bruce, 2025.

1. **Street Address:** 2900, 2904, 2908 College Avenue
County: Alameda **City**: Berkeley **ZIP**: 94705

2. **Assessor's Parcel Number**: 052–1568–00400
(Berry-Bangs Tract, Block K, eastern portion of Lots 1 and 2)
Dimensions: 65 feet x 104.95 feet
Cross Streets: Ashby Avenue and Russell Street

3. **Is property on the State Historic Resource Inventory?** No
Is property on the Berkeley Urban Conservation Survey? Yes
Form #: 11932

4. **Application for Landmark Includes**:
a. Building(s): Yes **Garden:** No **Other Feature(s)**: No
b. Landscape or Open Space: No
c. Historic Site: No
d. District: Yes
e. Other: Entire property

5. **Historic Names:** Bischoff Building; Ozzie's
Commonly Known Name: unknown

6. **Date of Construction:** 1921 **Factual**: Yes
Source of Information: City of Berkeley Application for Building Permit No. 10631, 27 September, 1921

7. **Architect:** John A. Bischoff (designer)

8. **Builder:** John A. Bischoff

9. **Style:** Continental

10. **Original Owners:** John A. Bischoff, 2717 Russell Street
Original Use: commercial and residential (4 stores; 4 apartments)

11. **Present Owner:** 2900 College Associates LLC [8 condominiums]
Present Occupant: Baker & Commons/Ozzie's Soda Fountain; Mrs. Dalloway' s Literary & Garden Arts; Shangri-la Treasures

12. **Present Use:** commercial and residential (3 stores; 4 apartments)

Current Zoning: C-E **Adjacent Property Zoning:** C-E

13. **Present Condition of Property:**
Exterior: Excellent **Interior:** unknown **Grounds:** Ø
Has the property's exterior been altered? Minimally

14. DESCRIPTION.

Built in 1921, this is a two-story frame building with cement plaster exterior. The ground floor consists of nine bays (five on College and four on Russell) which are separated by brown brick pilasters topped by blue-green tile "capitals," The three southerly bays on College contain shopfronts with recessed entries. The others contain plate glass display windows, except for the far bays on Russell which are filled in with cement plaster. Each bay has one large transom window in the form of a low arch, divided into smaller panes in a "Prairie Style" pattern. The bulkheads beneath the display windows in each bay are faced with small brown tiles with a band of polychrome mosaic tiles at the top. Tiles play an important part in the decoration of the buildings in the district, both in finishing off the bulkheads and as overall surface treatment.

A rounded corner entry leads to the corner business; the entrance was modernized with aluminum doors in 1960. The interior, now a cafe, is paneled in remnants of the oak paneling that was the defining feature of the corner pharmacy since the building opened. The counter and attached stools from the drugstore soda fountain remain and are in use.

The second story was designed with four apartments with windows in the form of French doors opening onto purely ornamental ironwork balconies. The building is topped by a cornice, and, above that, a parapet disguised by a tile roof. A one-story section runs the length of the rear of the building. The westernmost of the two cement-plastered bays on Russell features a balustraded porch above the transom. This porch serves as entrance to the apartments. It is covered by a canopy. Two stairways lead to the porch, which runs the length of the building. The stairway that is visible from the street is balustraded, while the the two stairways that are set further back are plain.

15. HISTORY.

The design of the Bischoff Building is unique; there are no other buildings quite like it in Berkeley. It exudes a certain European elegance with the French doors and wrought-iron balconies on the second floor. The first floor reflects more of the Arts and Crafts aesthetic of the 1920s with the exquisite and artistic tile bulkheads and the broad arched windows filled with geometric patterns created by the spacing of the muntins. A red tile roof finishes the composition and gives the building a sense of stability and permanence. The Bischoff Building is more than able to hold its own as the northern anchor of the block.

John Albert Bischoff was a perceptive and successful designer-builder, and a shrewd investor. He purchased Lots 1 through 6 in Block K of the Berry-Bangs Tract in 1921, which were all of the as-yet-unbuilt-upon lots on the west side of College between Russell and Ashby. By the end of 1922, he had built four buildings—all different but related in design—that are an important contributer to the architectural aesthetic of the Elmwood commercial district.

John Bischoff was born in 1885 in San Francisco. He was already a contractor when he married Elna Irene Nelson of Berkeley. They moved often between addresses in Oakland and Berkeley until 1919 when Bischoff built a residence for his family at 2717 Russell Street at the corner of Cherry Street, one short block from College Avenue. The Bischoffs raised their three sons here and remained in the house the rest of their lives. Their son Elmer became a renowned figural painter and art instructor at the University.

They had not lived in the house long, before Bischoff began to reshape the neighborhood. In

early 1923, upon his purchase of the $135,000 Granada Apartments on Alice Street, the *Oakland Tribune* wrote this about him, "Bischoff for a number of years has been active in Claremont and the College Avenue district. He recently completed the construction of 16 stores on [College] and within the past year has built four apartment houses in this section. His other building operations in this district brings his total in this section to close to $500,000."

Bischoff's first project in the district was the Bischoff apartment building at 2840 College, on the northwest corner of College and Russell. On the large property that Bischoff had purchased in 1921 in the block to the south, he first built two side-by-side apartment houses facing Russell, west of College (The two apartment buildings were torn down in 1977 for construction of the City-owned parking lot that was built behind the commercial buildings.) The two Russell Street buildings had been begun in February, and, in September, construction was started on the corner building. Bischoff knew to anchor a corner with a two-story building, matching the height to that of the existing Koerber Building at the far corner of the block.

The Bischoff Building was built with space for five shops, all facing College Avenue. The first tenant in the corner space at 2900 College was the Elmwood Pharmacy (combining two shopfronts), but it was not the long-running business owned by the Beretta family. The first druggists were Minor C. Kinnicutt and Gustave H. Springman, brothers-in-law (Minor had married Gustave's sister Sylvia in 1919). During their first years in business the Kinnicutts lived in one of the apartments above the pharmacy, and Gustave Springman lived at 2741 College. The pharmacy was superbly outfitted with oak paneling, counters, and cupboards (with sliding glass doors). What is not known is whether a soda fountain was part of the original layout, although it existed by 1929.

In 1933, Minor Kinnicutt took over an existing pharmacy at 2499 Shattuck, and Frederick Paul Beretta became the new owner. It may be that during the Beretta proprietorship the very large moose head (and at least one other animal head) was added to the pharmacy's decor, much to the delight of neighborhood children.

Fred Beretta (1893–1977) grew up in St. Helena, where his Swiss-born parents ran a dairy farm. As a teenager, he worked in a drugstore and that set him on his life's course. He married Mathilda Kraft, also of St. Helena, in 1914. They settled first at 2124 Kittredge Street and Fred worked continuously as a pharmacist before acquiring his own pharmacy. Later, their son Leslie (1916-2018) joined them at the Elmwood Pharmacy, eventually taking over the family business in 1960. His wife Lieschen and daughter Donna also joined in running the business.

In 1981 the pharmacy was the center of a neighborhood battle to "save the Elmwood" from skyrocketing rents. Rising rents were affecting many of the merchants, but a group of investors were on the cusp of buying the Bischoff Building and their plan was to raise rents by 600%, effectively putting the pharmacy, the soda fountain, and the other shops out of business. Save the Elmwood, with encouragement of fountain owner "Ozzie" Osborne, set up a card table on the sidewalk daily for the next year. Through the group's efforts, Measure I was placed on the June 1982 ballot. It passed, giving Berkeley the first commercial rent control ordinance in the country. It was a short-term victory, as the State legislature banned such ordinances in 1987.

After the successful outcome, however, the Berettas retired and the pharmacy was sold to Charles Carter of Carter's College Avenue Pharmacy and it became Carter's Elmwod Pharmacy. After his death in 1986, his daughter Vicky (not a pharmacist) ran the place, first as a pharmacy and then as Elmwood Health & Mercantile. All the while, the soda fountain/lunch

counter continued as a memorable institution.

The fountain, long known as "Ozzie's," was a concession within the pharmacy when it was purchased by Charles Osborne in 1950. After World War II he had become co-owner of a drive-in in Richmond, but could not resist the soda fountain when it became available. He was the perfect fit. He presided not only over the lunch counter, but the conversations of the customers, which often became a group discussion. He was remembered by customer Derk Richardson in a *San Francisco Chronicle* memorial article as ". . . a mentor to many people. Ozzie was the ringmaster. He had an opinion about everything and listened to everybody's opinion."

After the drugstore closed, the counter was saved and a cafe was built around it. Oak paneling from the drugstore was used in the new Elmwood Cafe, which opened in March 2010. The resurrection was the idea of Michael Pearce, who announced that half of each month's profits would be donated to charity. The new cafe was a success, but after a waitress made assumptions about a customer in 2015, the incident made the news. Three years later, the resurrection of the negative publicity caused the restaurant to abruptly close. It was quickly reborn as Baker & Commons by its new owner Kara Hammond and continues to thrive.

Moving along southward from the double-store pharmacy, there were originally three single shop spaces in 1921. The first business to open next to the pharmacy was Henry Knoth's Ivy Shoppe, which would become a popular dry-goods store, later moving to the other side of the street, and finally closing in 1986. Mr. Knoth lived in the new Bischoff-built apartment building at 2840 College. An early description of the Ivy Shoppe from the *Oakland Post Enquirer* reads, "A shop of dainty gifts—novelties of every description that please the feminine mind—silk under vests—nighties and ribbon garters of every hue—and *baby things*—just heaps of them, so dainty and fragile and lovable!" When Bischoff Shop Building #2 was completed, Mr. Knoth moved The Ivy Shoppe into expanded quarters in the new building at 2910 College. The story passed down through the years was that the shop was named for his daughter, but this was only a story as Henry Knoth did not wed until 1928, and by then the business was on to its fourth owner. Henry Knoth gave up The Ivy Shoppe in 1924 and became a waiter in a hotel and later a caterer.

Simultaneous with The Ivy Shoppe was Abbott & Schardt (furs, gowns, and tailoring) run by Mrs. Carol Abbott, next door at 2904 College. This luxury store was extremely short-lived, but set the stage for the Hughett Dress Shop. Claire Swanson was born in Minnesota in 1891. She married a Mr. Hughett about 1910, but by 1916 she was living alone in San Francisco as a dressmaker. After the war, she moved to Berkeley and opened the Hughett Hemstitching Parlor at 2706 Russell in the Dondero Building, specializing in house dresses. In 1922 she remarried: to David Gutman, a post office clerk. By 1924 they had moved out of the shop and were living coincidentally in a John Bischoff-designed house at 3148 Claremont Avenue.

In 1926, Mrs. Gutman moved to the Bischoff Building and opened the Hughett Dress Shop at 2904 College. Two years later the shop was expanded. The partition was removed between 2904 and 2906, concrete footings supported heavy posts, a steel beam supported the upper floor, and the new opening was finished off with a shallow arch. As part of the remodel, the especially high tile bulkheads were lowered, which explains why the colorful upper border is missing from them.

The refined women's clothing store proved to be a success, staying in business until 1967, and outliving Mr. Gutman, who died in 1958. The store made the couple wealthy. They bought a large house on Rockwell in Oakland in the late

1930s and were able to support a live-in gardener and a live-in cook. Later came vacations in Honolulu, traveling on the *Lurline*. Mrs. Gutman is remembered for her fastidiousness; early each morning she could be seen carefully sweeping the expanse of sidewalk in front of the store in preparation for the day's clientele

Margo Ellen Roberts, interior decorator, was the next tenant in the Hughett Dress Shop space. She was there by 1968, having moved from her original location at 2926 College. She worked as an interior decorator in Berkeley for fifty years. Margo Roberts also carried items for sale. As Miss Roberts wrote about her inventory, "A varied selection of antiques, silver, and fine furniture. All kinds of lovely things to make your home lovelier." Her new larger space functioned more as an antique store, and that is how it is remembered. With the threat of a rent increase in 1981, Margo Roberts moved her shop to Solano Avenue.

According to the *Berkeley Gazette* in December 1983, "Avenue Books moved the day before Thanksgiving into the long-empty storefront at 2904 College next to Ozzie's soda shrine." The new bookstore, founded by Marilyn Capitelli, was a bit of a revelation. It was spacious, well-lit with windows front and back, open in the evening, and carried all the current hard-cover books. That there was already a bookstore, just three doors away seems to have been forgotten. Avenue Books lasted twenty years, closing in 2004; its second owner being Brian Rood.

Almost immediately, a new bookstore appeared: Mrs. Dalloway's Literary & Garden Arts. Founded by Elmwood residents and friends-since-college, Marion Abbott and Ann Leyhe, the shop featured a large section of gardening books, reflecting one of Ann's interests (she had been director for fifteen years of the Park Day School *Secret Gardens Tour*). The store's name was inspired by the first line of Virginia Woolf's 1925 novel, *Mrs. Dalloway*: "Mrs. Dalloway said she would buy the flowers herself." In 2010, when the Elmwood Cafe was carved out of part of the former pharmacy, Mrs. Dalloway's acquired the other part as an expanded children's section. There is a friendly transparency between the two businesses as windows set above the bookshelves let light in through the cafe. In 2021, Ann and Marion retired, but not before handpicking new owners for the store. Eric and Jessica Green seamlessly took over the business and are there today.

The shop at the end, 2908 College, began as a hat shop. Mrs. Hildur Lindstrom Coon opened the Hildur L. Coon Hat Shoppe in 1922, advertising "smart hats, imports, and designer hats." Mrs. Coon was married to a naval engineer; they lived in North Berkeley. The next year she moved her shop to 2991 College, becoming a first tenant in the new Morris Building. Her old space was then rented to Ada A. Collins (Mrs. James Alfred Collins) who opened the Collins Hat Shop. She continued with her shop after her husband died in 1927, but by 1933 the shop had been turned over to Beatrice H. Feldman (Mrs. Israel Feldman) as the Beatrice Hat Shop. Mrs. Feldman remained the longest. Her shop was in business as late as 1955 and by then she had moved into the Bischoff apartment building to be nearby.

There is a gap until 1971 when a new kind of store opened at 2908 College: Caravansary It was founded by two sisters, Hildy and Ortrun and their husbands, Khajag Sarkissian and Gerry Niesar. It offered coffee, tea, candies, pastries, and cookware, and, as stated in Mr. Sarkissian's obituary, the Caravansary helped "to define a new wave of cuisine and coffee culture in the Bay Area." At one point there were Caravansary shops in San Francisco and Palo Alto as well. Mr. Sarkissian and chef Setrak Iniaian created the Aram sandwich during the Caravansary years. In 1982 it moved into the space vacated by Carter's College Avenue Pharmacy, and then vanished from College Avenue before the end of that decade.

In 1988, a new tenant moved into 2908 College. Before opening their latest branch shop, the popular photo-finishing business Presto Prints first hired architect Thomas Lavin to demolish the original shopfront and remodel the space at a cost of $30,000. Gone were the mosaic tile bulkheads and the copper Kawneer window framing, all replaced with aluminum and glass. This unfortunate renovation destroyed the continuity of the shopfronts of this heretofore intact building. When Presto Prints left about ten years later, the shopfront was returned to an approximation of the original.

16. Significance

The Bischoff Building is significant as one of five buildings designed and built by John A. Bischoff that make up almost a quarter of the streetscape in the Elmwood commercial district. Bischoff was a master designer-builder who moved into the neighborhood and was able to actualize his vision for the commercial strip by buying lots and creating a cohesive group of buildings that help to define the Elmwood commercial district architecturally. This building is significant as the anchor building for the north end of the original two-block length of the district.

The Bischoff Building is significant for its unique design; there are no other buildings quite like it in Berkeley. It exudes a certain European elegance with the French doors and wrought-iron balconies on the second floor. The first floor reflects more of the Arts and Crafts aesthetic of the 1920s with the exquisite and artistic tile bulkheads and the broad arched windows filled with geometric patterns. A red tile roof finishes the composition and gives the building a sense of stability and permanence.

The building is also significant for its association with so many of the iconic Elmwood businesses, such as the Elmwood Pharmacy, Ozzie's soda fountain, the Hughett Dress Shop, Margo Robert's Antiques, Avenue Books and Mrs. Dalloway's, the long history of hat shops, and the Caravansary.

The building is significant as the impetus for the first Commercial Rent Control ordinance in the country. Much of the discussion and the drive for signatures took place here.

Features to Preserve.

- the tile-roofed parapet
- the cornice
- the French doors on the second story
- the wrought-iron simulated balconies
- the beltcourse between first and second stories
- the transoms
- the brick piers with tile "capitals"
- the original tile bulkheads
- the shopfronts at 2904–2906 with their staggered bulkheads, bronze or copper window framing, wooden doors, detailed ceiling
- remaining awning crank mechanisms such as the one on the pier between 2900 and 2904
- the balustraded stairway at the rear
- terrace at the rear, the pergola, and balusters
- half-balusters that decorate the rear parapet

17. Historic Value— Neighborhood: Yes City: Yes
Architectural Value— Neighborhood: Yes City: Yes

18. Is the property endangered? No

19. Bibliography.

City of Berkeley Application for Building Permit No. 10631, 27 September, 1921; as well as several other applications for alterations.

Block books and Sanborn maps

Directories.

Urban Conservation Survey (block files), BAHA.

Ormsby Donogh Real Estate File (1939–1977), BAHA.

Tales of the Elmwood, Burl Willes, 2000.

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“Elmwood Cafe Resurrects Local Institution” by Nathan Donato-Weinstein, *Berkeley Voice*, 9 December 2011.

20. Recorder

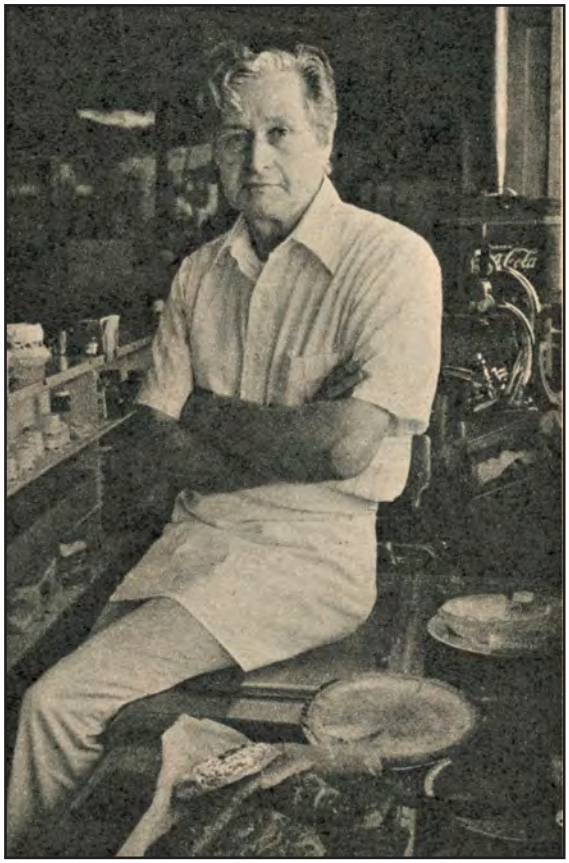
Anthony Bruce for Elmwood Property Owners Association, c/o Claudia Hunka, Your Basic Bird, 2940 College Avenue, Berkeley, California 94705

12 January 2026

Additional Photographs.



Barbara Lubin at Ozzie’s Soda Fountain. Jerry Telfer photo, San Francisco Chronicle, *1 October 1981.*



Charles “Ozzie” Osborne at the lunch counter. Fran Ortiz photo, San Francisco Chronicle, *25 March 1979.*



Anthony Bruce bidding farewell to the pharmacy and the soda fountain. Alex Malloy photo, Berkeley Voice, *2 May 2008.*

Additional Photographs.



The Bischoff Building, view looking northwest. Anthony Bruce, 2025.



The Bischoff Building. Anthony Bruce, 2020.



The Bischoff Building, Russell Street frontage. Anthony Bruce, 2025.



The Bischoff Building, looking north. Anthony Bruce, 2020.



The Bischoff Building, shopfront at 2904. Anthony Bruce, 2025.

Additional Photographs.



Bischoff Building, grand stairway to apartment level on Russell Street. Anthony Bruce, 2025.



Bischoff Building, shopfronts along College Avenue. Anthony Bruce, 2025.



Bischoff Building, showing entire building. Anthony Bruce, 1982.



Bischoff Building, showing entire building. Ormsby Donogh, 1939, Donogh Real Estate Files, BAHA.

Additional Photographs.



The Bischoff Building, a perfect backdrop to show off a vintage car. Anthony Bruce, 2022.



Bischoff Building, rear, viewed from Russell Street, showing grand balustraded stairway and two secondary stairs. Anthony Bruce, 2025.

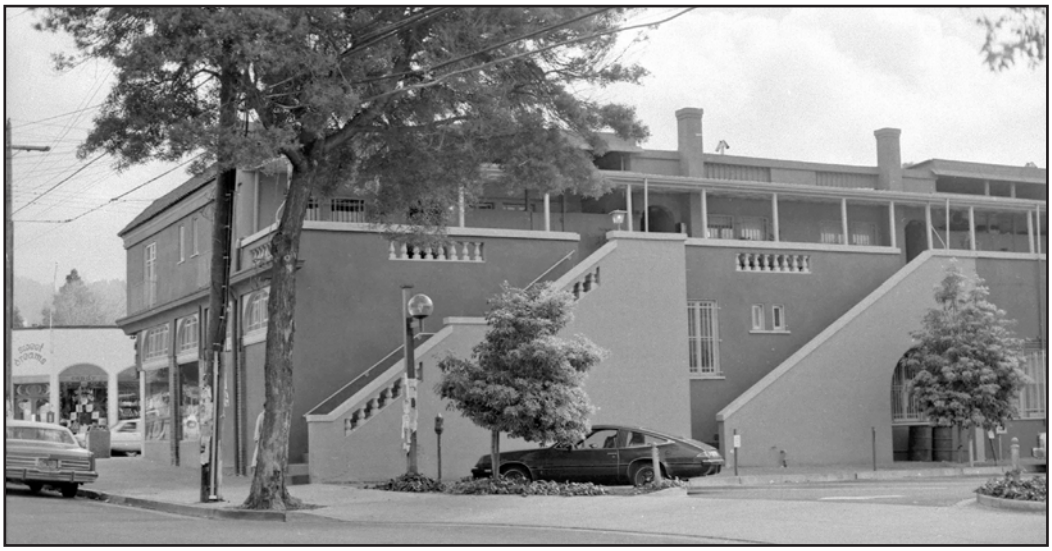


Bischoff Building, rear, viewed from parking lot. There are four arched entrances to apartments on the second floor. Anthony Bruce, 2025.

Additional Photographs.



Bischoff Building, rear, viewed from Russell Street, showing stairways. Anthony Bruce, 2025.



Bischoff Building, rear, viewed from Russell Street, showing stairways. Anthony Bruce, 1982.



Bischoff Building, grand stairway on Russell Street. Ormsby Donogh, 1939, Donogh Real Estate File, BAHA.

Additional Photographs.



Inside the Elmwood Pharmacy, 2900 College Avenue. Proprietor Fred P. Beretta and customer. Byron Bolfing, November 1947, Berkeley Historical Society.



Inside the Elmwood Pharmacy, 2900 College Avenue. Leslie Beretta at the prescription counter. Byron Bolfing, November 1947, Berkeley Historical Society.



Inside the Elmwood Pharmacy, 2900 College Avenue with Marlene Beretta Leverette and Lieschen Beretta and her husband, druggist Leslie Beretta. The Press, 11 May 1977.

Additional Photographs.



Mrs. Claire Hughett Gutman inside the Hughett Dress shop, 2904 College Ave. Byron Bolfing, November 1947, Berkeley Historical Society.



Mrs. Beatrice Feldman at the entrance to the Beatrice Hat Shop, 2908 College Avenue. Byron Bolfing, November 1947, Berkeley Historical Society.



Michael Pearce, who opened the Elmwood Cafe in 2010. Kristopher Skinner photo, Berkeley Voice, *2010*



John A. Bischoff, who designed and built the building in 1921. Oakland Tribune, *12 December 1928.*



Marion Abbott and Ann Leyhe who founded Mrs. Dalloway in 2004. Berkeley Bookmark, *Spring 2010.*

Caravansary
2908 College Ave., Berkeley 841-1628

APPLICATION FOR BUILDING PERMIT

FRAME BUILDING

Application is hereby made to the Department of Buildings and Inspections of the City of Berkeley for permission to build a 2 story 6 rms. 4 bath room frame Building 5 store

on the W Side of College AVE cor RUSSELL ST. street.
2650 - 2-4-6 Russell

Being Lot No. Block 2900 - 2-4-6 College Tract

According to plans and Specifications herewith submitted. All provisions of the Building Law will be complied with in the erection of said building whether specified herein or not. 5 STORES.

Estimated entire cost of Building $ 15000.00

Building to be occupied as Apt. 4 stores by (No.) — 4 — families

Size of Lot 100 by 64.54 feet.

Size of proposed building 100 ft. by 50 ft. Extreme height of building 26 ft.

Height in clear of cellar — ft. — in. Height in clear of first story 12 ft 6" in.

Height in clear of second story 9' ft. 0 in. Height in clear of third story ft. in.

Foundation to be of (material) CONCRETE kness) 12 inches, greatest height of foundation 24 inches.

Width of footings 12 inches.

Mud sills 2 X 6 Main sills 2 X 6 Girders X Pos on piers X If piers are used, give size by ft. on centers

Size of underpinning 2 X 6 inches 16 inches O. C. Size of studs in first story 2 X 4 inches 16 inches O. C

Size of studs in second story 2 X 4 inches 16 inches O. C. Size of studs in third story — X — inches — inches O. C

Exterior wall covering to be of PLASTER Light shaft wall covering to be of

All outside walls covered with singles or plaster will be close boarded.

First floor joists Concrete inches inches on centers Longest span between supports ft

Second floor joists 2 X 12 inches 16 inches on centers. Longest span between supports 20 ft

Third floor joists X inches inches on centers Longest span between supports ft

Ceiling joists 2 X 4 inches 16 inches on centers Longest span between supports ft

Rafters 2 X 4 inches 24 inches on centers Longest span between supports 9 ft.

Roof covered with TAR & GRAVEL Steep or flat? 1/4 Pitch

Studs in bearing partitions will be same as outside walls of each story.

Chimneys of TERRACOTTA lined with any patent flues? yes

Gas grate flues to be patent chimney or brick?

Any dumb waiters or chutes? Any elevator (freight or passenger)?

Cove brackets will be solid.

Name of Owner of Ground John A Brickhoff Residence Address 2717 RUSSELL ST.

Name of Owner of Building " Residence Address "

Name of Lessee of Building Residence Address

Name of Architect or Designer John A Brickhoff Residence Address 2717 RUSSELL ST.

Name of Builder " Residence Address "

I/We hereby agree to save, indemnify and keep harmless the City of Berkeley against all liabilities, judgments, costs and expenses which may in any wise accrue against said City in consequence of the granting of this permit, or from the use or occupancy of any sidewalk street or sub-sidewalk space by virtue thereof, and will in all things strictly comply with the conditions of this permit and Ordinances of the City of Berkeley.

2650-2-4-6 Russell -
2900-2-4-6 College -

John A Brickhoff
Signature of Owner, Architect or Builder.

Address 2717 RUSSELL ST.

This Permit expires one year from date unless sooner revoked by the City Council.

Date SEP 27 '21 Permit No. 10631

Beckhorn Print

City of Berkeley Permit Application No. 10631, 27 September 1921.

Planning and Development Department
Land Use Planning Division

CITY OF BERKELEY
Ordinance #4694 N.S.
LANDMARK APPLICATION

Elmwood Commercial Historic District

Property No. 2

Bischoff Shops Building No. 2
2910 College Avenue



The Bischoff Shops Building No. 2, 2910 College Avenue. Anthony Bruce, 2025.

1. **Street Address:** 2910, 2912, 2914, 2918 College Avenue
   County: Alameda **City**: Berkeley **ZIP**: 94705

2. **Assessor's Parcel Number**: 052–1568–00500
   (Berry-Bangs Tract, Block K, Lot 3)
   Dimensions: 75 feet x 148.5 feet
   Cross Streets: Ashby Avenue and Russell Street

3. **Is property on the State Historic Resource Inventory?** No
   Is property on the Berkeley Urban Conservation Survey? Yes
   Form #: 11933

4. **Application for Landmark Includes**:
   a. Building(s): Yes **Garden:** No **Other Feature(s)**: No
   b. Landscape or Open Space: No
   c. Historic Site: No
   d. District: Yes
   e. Other: Entire property

5. **Historic Names:** Bischoff Shops Building No. 2
   Commonly Known Name: not known

6. **Date of Construction:** 1922 **Factual**: Yes
   Source of Information: City of Berkeley Application for Building Permit No. 12461, 25 August 1922

7. **Architect:** John A. Bischoff (designer)

8. **Builder:** John A. Bischoff

9. **Style:** Storefront

10. **Original Owners:** John A. Bischoff, 2717 Russell Street
    Original Use: commercial (2 stores)

11. **Present Owner:** Triantopoulos Christos Tr & Hamerler Hans J & etal
    Present Occupant: 5 Tacos Beers (2914 College); The 14 Karats (2910 College)

12. **Present Use:** commercial (1 restaurant; 1 store)
    Current Zoning: C-E **Adjacent Property Zoning:** C-E

13. **Present Condition of Property:**
    Exterior: Excellent **Interior:** unknown **Grounds:** Ø
    Has the property's exterior been altered? yes

14. Description

A one-story frame building with cement plaster exterior, originally housing four shops. The three shops to the south were combined into one space in 1966; that space is currently used as a restaurant.

Most of these modest shopfront buildings utilized different decorative features to set them apart. This building was individualized with a tile roof overhang and pilasters with composite (Corinthian/Ionic) capitals framing the four bays. Transoms remain, but shopfronts have been changed over the years: the restaurant currently with sliding windows above black tile bulkheads. The restaurant entrance is configured as a traditional shopfront. The transoms of the north shopfront are hidden behind a large fixed-in-place awning, and the shopfront shows the remains of an earlier streamlined Moderne remodel.

15. History

After completing his first commercial building on College Avenue (#2900), John Bischoff built three more throughout 1922. This building was begun in August 1922, making it the second shop building of the three.

One of the first tenants was a Bischoff "loyalist," Henry Knoth. He opened his notions shop—The Ivy Shoppe—in the corner Bischoff-built building and he lived in the new Bischoff-built apartment building at 2840 College. When Bischoff Shop Building #2 was completed, Mr. Knoth moved The Ivy Shoppe into expanded quarters in the new building, at 2910 College, thence referring to it as a dry goods store. The story passed down through the years was that the shop was named for his daughter, but this was only a story as Henry Knoth did not wed until 1928, and by then the business was on to its fourth owner. Henry Knoth gave up The Ivy Shoppe in 1924 and became a waiter in a hotel and later a caterer. Maurice Rubenstein & Son owned The Ivy Shoppe in 1925, and Joseph Sirbu in 1927 before the business was purchased by Antonio N. Ferrogiaro in 1928. The Ferrogiaros lived nearby on Garber Street. It was under his ownership that the Ivy Shoppe opened in greatly expanded quarters in the Curry Building across the street in 1937.

The other inaugural business was the Elmwood Art Studio, later called Ivanoff's Art Studio, and finally just Ivanoff's. This gift and home-furnishing shop began in a double shopfront (2916 and 2920 College) and began a tradition of this space making use of two shops.

Nicholas Sergius Ivanoff was born in Russia in 1890 and came to San Francisco in 1915. He married in 1921 and he and his wife Sonia opened their art and furniture shop in 1922. They moved into a house nearby at 2811 College Avenue. The Ivanoffs advertised often and the shop was the place to go for gifts on College Avenue for generations. From December 1925:

> *Our hearts cannot but rejoice in true holiday fashion when we visit the Elmwood Studio, 2916 College Ave. A fairly dazzling selection of most unusual things of use and ornament that will solve the gift question very shortly.*

And from 1928:

> *You will be surprised at Ivanoff's Art Studio, 2916-20 College Ave., Berkeley. The largest in Bay Cites—Selection of exquisite European Object d'Art at most moderate prices.*

Ivanoff's moved to 2936 College in 1937 and remained in business until after Mrs. Ivanoff's death in 1955. Nicholas Ivanoff died in 1966.

Meanwhile, another gift shop had moved into half of Ivanoff's by 1940: The Oriental Gift

Shop run by Mrs. Ethel R. Pryor. She had first opened her shop in about 1937 at 2993 College (Elmwood merchants moved around). Ethel Rewalt was born in Colorado in 1887. By 1930, when she moved to Berkeley, she had been widowed twice. She supported herself as a dressmaker in her own shop at 3203 College until she opened her gift shop. Besides Oriental art, her shop also carried modern glazed pottery. After a two-month sojourn in Europe in 1949, Mrs. Pryor closed her business in 1950. She died in 1979.

The business that opened in the other half of Ivanoff's about the same time was Beverley White's millinery shop. It lasted about as long as the Oriental Gift Shop, and then both spaces were once again combined into one for Alan Percy Gifts & Antiques, which opened in 1950 or '51, and became another legendary Elmwood gift shop. Mr. and Mrs. Percy were English and were both especially genial, as though they were welcoming customers into their home. The antique shop was in the southernmost shop and it opened into the next space. At the back was a room no bigger than a large closet and at one end was a shelf with small toys, mostly painted wooden toys from Europe and Japan. So, for the neighborhood children who knew about the toy closet, Alan Percy's also counted as a toy store.

The Percys also had an antique store on Union Street in San Francisco, and they decided to concentrate on that store. In 1963 Vera and Alan Percy sold the inventory and fixtures of the College Avenue store to Nan Curtis Laughlin, who had worked with them in the store. Nan had gown up in Berkeley in a Julia Morgan-designed house on Etna Street. The house stayed in the family, while Nan and her husband Chandler Curtis lived in a large brown-shingle house next door. Under Nan's leadership, the store expanded into a third space in 1966 and featured women's clothing (some of which were her own line) as well as gifts. The toy inventory was also expanded. Nan was energetic and stylish in a casual modern way. The store, with her distinctive logo prominent on a large cadet blue sign, was a big success. But in the fall of 1971, the store was closed, the houses on Etna were sold, and the Laughlins retired to the Hawaiian Islands, where her mother had grown up. Nan Laughlin died in 1999.

Now that this space had been expanded from two shopfronts to three, there was no turning back: it remains so today. But the use of the space has changed. After fifty years of gift shops, the space was converted to restaurant use in 1972. Cafe Romano, serving "pizza, pasta, Hofbrau-style sandwiches, and hamburgers," received a use permit in April 1972 and opened by the fall. With its large awning extending to the tile-roof top of the parapet—and that of the next door Valeska Beauty Salon almost as high—the architecture of the building was completely hidden from view.

Cafe Romano, even though a popular spot in the Elmwood, closed in 1988 and was replaced by India Pavilion. This restaurant remained until 1997 when several months worth of remodeling began in August. In early 1998, Shen Hua, featuring Northern Chinese cuisine and Southern style dim sum, opened and survived the first years of the Covid pandemic. In 2023 Shen Hua was replaced by the current 5 Tacos & Beer.

A variety of shops occupied the northern two spaces over the years. In the late 1940s the Elmwood Florist flourished at 2912, run by Mr. and Mrs. Bowles. The Florist closed in 1948 and Millward's Market from 2901 College remodeled the front and moved in. The store was vacant in 1955.

In 1937, Mrs. Bess Riner remodeled the front of 2910 College to move the entrance to the side, and at the same time added Streamline Moderne decorative touches which still exist. Mrs. Riner had opened her beauty shop first at 2923 College, across the street, in 1926. In 1945 Bess Riner died and her shop was taken

over by Paul David Ingraham in 1946, changing the name from Bess Riner's Beauty Parlor to Valeska Beauty Salon. Paul had been a cosmetician in Palo Alto before the war. In 1943, he enlisted in the Navy and married Eleanor June Sanderson while on furlough. He was released from duty in late 1945. Paul and June (who had attended beauty school) moved to Berkeley and lived nearby in a Leola Hall-designed house at 3028 College. Paul died in 1980, and June may have kept the business going until she remarried. In March 1982, John Moriarty received a use permit for a jewelry store at 2910 College. After extensive remodeling, The 14 Karats opened later that year. The grand opening of the shop's gallery was in September with a show that included work by Salvador Dali and M. C. Escher. The business is still thriving forty-three years later, along with its intriguing window displays.

16. Significance

The Bischoff Shop Building No. 2 is significant as one of five buildings designed and built by John A. Bischoff that make up almost a quarter of the streetscape in the Elmwood commercial district. Bischoff was a master designer-builder who moved into the neighborhood and was able to actualize his vision for the commercial strip by buying lots and creating a cohesive group of buildings that help to define the Elmwood commercial district architecturally. This building gives the impression of a shop building that could have stood in Pompeii, with Classical details. It would have conveyed this even more with the originally deeply inset entries and the tile-roofed parapet (tiles have been removed!)..

The building is also significant for its association with so many of the iconic Elmwood businesses, such as The Ivy Shoppe, Ivanoff's, Alan Percy Antiques & Gifts, Nan Laughlin Gifts & Casuals, both the Bess Riner and Valeska beauty salons, The 14 Karats, and the long-running Cafe Romano.

Features to Preserve.

- the egg-and-dart and dentil frieze
- the transoms
- the pilasters with their Classical capitals
- the simulated stone façade
- the 1937 streamlined entry at 2910

17. Historic Value— Neighborhood: Yes City: Yes
Architectural Value— Neighborhood: Yes City: Yes

18. Is the property endangered? No

19. Bibliography

City of Berkeley Application for Building Permit No. 12461, 25 August 1922; as well as several other applications for alterations.

Block books and Sanborn maps

Directories.

Urban Conservation Survey (block files), BAHA.

Ormsby Donogh Real Estate File (1939–1977), BAHA.

Tales of the Elmwood, Burl Willes, 2000.

"A Profile of the Elmwood: Trends and Counter-Trends in a Berkeley Neighborhood Commercial District" Joanna Callenbach, Geography 181 class paper, Spring 1978.

ancestry.com

Property files for 2910 and 2912-20 College Avenue, City of Berkeley.

"Wedding to Be October Event," *Oakland Tribune*, 8 October 1910.

"Engaged to Wed John A. Bischoff," *San Francisco Chronicle*, 13 October 1910.

"Big Apartment Sale in Lake District Made," *Oakland Tribune*, 7 January 1923.

John Bischoff obituary, *Oakland Tribune*, 9 May 1964.

"Recollections of John A. Bischoff, Jr." by Andrea Gabriel, *Rockridge News*, April 1987.

advertisements for Ivanoff's, *Oakland Post Enquirer*, 16 December 1925, 31 March 1926.

Sonia Ivanoff death notice, *Oakland Tribune*, 5 October 1955.

intended sale of Alan Percy Gifts, *Berkeley Gazette*, 1 June 1963.

Mrs. Bess Riner obituary, *Oakland Tribune*, 5 September 1945.

Paul Ingraham, Sr., obituary, *Berkeley Gazette*, 28 February 1980.

"The 14 Karats Gallery," *Berkeley Gazette*, 24 September 1982.

20. Recorder

Anthony Bruce for Elmwood Property Owners Association, c/o Claudia Hunka, Your Basic Bird, 2940 College Avenue, Berkeley, California 94705

7 December 2025

Additional Photographs.





A composite capital on the Bischoff Shop Building No. 2. Anthony Bruce, 2025.

Looking north along the façade of the Bischoff Shop Building, No. 2. Anthony Bruce, 2025.

The Bischoff Shop Building, No. 2. Anthony Bruce, 1982.



Additional Photographs.



Bsichoff Shops Building No. 2, Mr. and Mrs. Bowles and the interior of Elmwood Flowers, 2912 College Avenue. Byron Bolfing, November 1947, Berkeley Historical Society.

Bsichoff Shops Building No. 2, Byron Bolfing holding flash bulbs at Elmwood Flowers, 2912 College Avenue. November 1947, Berkeley Historical Society.



Paul Ingraham in the Valeska Beauty Salon. Byron Bolfing, November 1947, Berkeley Historical Society.



Display ad for Cafe Romano in the June 1973 telephone directory (its first listing).



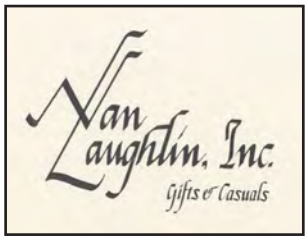


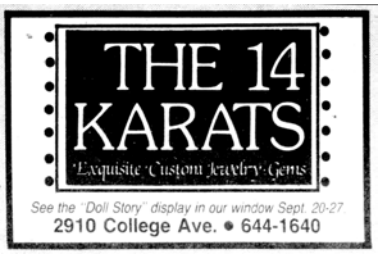
Sonia Ivanoff. Oakland Tribune, *6 February 1929.*



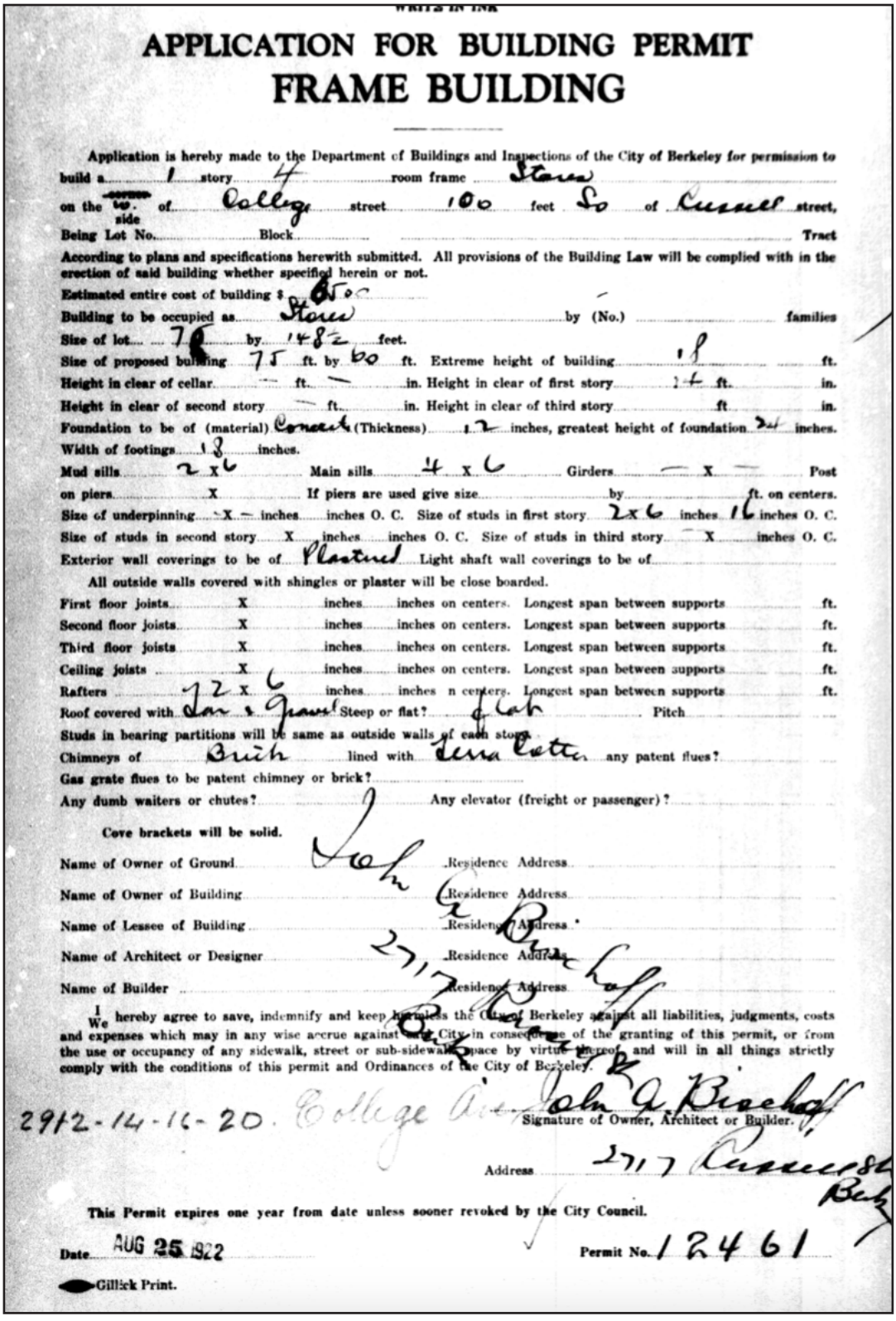
Ivanoff's seal on merchandise. Anthony Bruce, 2025.

Nan Laughlin logo, Christmas catalog, 1969.





The 14 Karats ad. Berkeley Gazette, *20 September 1982.*



WRITE IN INK

APPLICATION FOR BUILDING PERMIT
FRAME BUILDING

Application is hereby made to the Department of Buildings and Inspections of the City of Berkeley for permission to build a 1 story 4 room frame Stores

on the ~~so.~~ side of College street 100 feet So of Russell street,

Being Lot No. Block Tract

According to plans and specifications herewith submitted. All provisions of the Building Law will be complied with in the erection of said building whether specified herein or not.

Estimated entire cost of building $ 650

Building to be occupied as Stores by (No.) families

Size of lot 75 by 148.2 feet.

Size of proposed building 75 ft. by 60 ft. Extreme height of building 18 ft.

Height in clear of cellar — ft. — in. Height in clear of first story 14 ft. in.

Height in clear of second story — ft. in. Height in clear of third story ft. in.

Foundation to be of (material) Concrete (Thickness) 12 inches, greatest height of foundation 24 inches.

Width of footings 18 inches.

Mud sills 2 x 6 Main sills 4 x 6 Girders — X — Post

on piers X If piers are used give size by ft. on centers.

Size of underpinning X — inches inches O. C. Size of studs in first story 2x6 inches 16 inches O. C.

Size of studs in second story X inches inches O. C. Size of studs in third story X inches O. C.

Exterior wall coverings to be of Plastered Light shaft wall coverings to be of

All outside walls covered with shingles or plaster will be close boarded.

First floor joists X inches inches on centers. Longest span between supports ft.

Second floor joists X inches inches on centers. Longest span between supports ft.

Third floor joists X inches inches on centers. Longest span between supports ft.

Ceiling joists X inches inches on centers. Longest span between supports ft.

Rafters 2 x 6 inches inches n centers. Longest span between supports ft.

Roof covered with Tar & Gravel Steep or flat? Flat Pitch

Studs in bearing partitions will be same as outside walls of each story.

Chimneys of Brick lined with Terra Cotta any patent flues?

Gas grate flues to be patent chimney or brick?

Any dumb waiters or chutes? Any elevator (freight or passenger)?

Cove brackets will be solid.

Name of Owner of Ground John J. Residence Address

Name of Owner of Building Residence Address

Name of Lessee of Building Residence Address

Name of Architect or Designer Residence Address 2717 Russell St

Name of Builder Residence Address

I/We hereby agree to save, indemnify and keep harmless the City of Berkeley against all liabilities, judgments, costs and expenses which may in any wise accrue against said City in consequence of the granting of this permit, or from the use or occupancy of any sidewalk, street or sub-sidewalk space by virtue thereof, and will in all things strictly comply with the conditions of this permit and Ordinances of the City of Berkeley.

2912-14-16-20. College Ave. John J. Bischoff

Signature of Owner, Architect or Builder.

Address 2717 Russell St Berk

This Permit expires one year from date unless sooner revoked by the City Council.

Date AUG 25 1922 Permit No. 12461

Gillick Print.

City of Berkeley Application for Building Permit No. 12461, 25 August 1922

Planning and Development Department
Land Use Planning Division

CITY OF BERKELEY
Ordinance #4694 N.S.
LANDMARK APPLICATION

Elmwood Commercial Historic District

Property No. 3

Bischoff Shops Building No. 3
2924 College Avenue



The Bischoff Shops Building No. 3, 2924 College Avenue. Anthony Bruce, 2025.

1. **Street Address:** 2924, 2926, 2928, 2930 College Avenue
County: Alameda **City**: Berkeley **ZIP**: 94705

2. **Assessor's Parcel Number**: 052–1568–00600
(Berry-Bangs Tract, Block K, Lots 4 & 5)
Dimensions: 75 feet x 148.5 feet
Cross Streets: Ashby Avenue and Russell Street

3. **Is property on the State Historic Resource Inventory?** No
Is property on the Berkeley Urban Conservation Survey? Yes
Form #: 11934

4. **Application for Landmark Includes**:
a. Building(s): Yes **Garden:** No **Other Feature(s)**: No
b. Landscape or Open Space: No
c. Historic Site: No
d. District: Yes
e. Other: Entire property

5. **Historic Names:** Bischoff Shops Building No. 3
Commonly Known Name: not known

6. **Date of Construction:** 1922 **Factual**: Yes
Source of Information: City of Berkeley Application for Building Permit No. 12822, 14 October, 1922

7. **Architect:** John A. Bischoff (designer)

8. **Builder:** John A. Bischoff

9. **Style:** Storefront

10. **Original Owners:** John A. Bischoff, 2717 Russell Street
Original Use: commercial (4 stores)

11. **Present Owner:** Gordon John K & Mitchell Janis L Trs & Gordon etal
Present Occupant: In the Wood; Personal Pizazz; Scents by the Bay; Studio Sessions

12. **Present Use:** commercial (4 stores)

Current Zoning: C-E **Adjacent Property Zoning:** C-E

13. **Present Condition of Property:**
Exterior: Excellent **Interior:** unknown **Grounds:** Ø
Has the property's exterior been altered? some storefronts altered

14. Description.

Built in 1922, this is a one-story frame building with cement plaster exterior, which, above each shopfront, is marked in squares in imitation of stonework. The façade is divided into four shopfront bays by tall piers with recessed panels (five piers in all). The piers extend slightly above the roof line and are each topped by an ornamental cast concrete urn.

2924 and 2928 retain original entries with display windows and decorative transoms. The restaurant front has been remodeled several times since 1970, but now is closer to the original except for wood-frame casements windows instead of the traditional plate glass display windows. 2926 once had a striking late 1940s or early 1950s remodeled "Modern" shopfront; it has been redesigned to match the other original entries. The south wall of the building is visible along the pedestrian passage and there is a side door leading to the restaurant.

15. History.

This building, with its distinctive urns atop, was the last one built by John Bischoff on his extensive piece of property, In total, he built six structures on this block: three solely commercial buildings facing College, a two-story building at College and Russell with shops facing College and apartments reached from Russell, and two apartment buildings to the west on Russell. (The two apartment buildings were torn down in 1977 for construction of the City-owned parking lot that was built behind the commercial buildings.)

When Bischoff Shop Building No. 3 was completed in 1923, tenants were ready and waiting. During 1922, Bischoff had placed newspaper advertisements which read, "Stores for rent. Ideal location for first-class stores, in fast-growing limited business district of Berkeley."

The first tenants included the Eagle Candy Store run by Joseph Perry and Gaspar Sena at 2924 College. Perry lived at 2305 Ward Street. The short-lived candy shop was gone by 1926.

Next to the candy shop was the Elmwood Music Shoppe & Circulating Library, run by Mrs. Irene Evans and Madge Robinson, a librarian, who also lived at 2305 Ward. It started out well. In December 1924 the shop ran a joint Victor-sponsored advertisement with the Tupper & Reed music store downtown. Both shops carried genuine Victrolas and received new Victor records every Friday. But sometime in 1925 the Elmwood Music Shoppe was gone.

By 1924, the Elmwood Plumbing & Gas Heating Supply had opened at 2928 College, owned by William E. Onions of 2612 Haste Street, where he and his wife lived with their large family. But, as with the music shop, Mr. Onions closed his shop in 1925.

Of the first four inaugural tenants, only the business at 2930 College—the Wil-Mar Bakery—remained, and it paved the way for other bakeries and restaurants to follow. It was opened by William and Marion Battenhouse (hence the name "Wil-Mar") in 1924. The next year, Mr. Straus, the building owner, added a brick oven behind the shop, which proved an enticement to future food service businesses.

Meanwhile, the Old English Bakery at 2986 College had opened about 1932 under the charge of Mrs. Mary Sandelands Hawkins, offering "home-made specialties including meat pies, breads, and pastries." Born in 1883 in England, she lived on Emerson Street with her husband James Herbert, a contractor, and *their* large family. Nels Larsen, the next owner of Mrs. Hawkins' bakery, sold it to Michael Lipary in early 1944, who reopened it at the original location. But by December of that year, it was announced that the Old English Food Shop (bakery and delicatessen) had opened

in the shop vacated by the Wil-Mar Bakery, with this wartime pronouncement, "When better cakes and pies are made, Old English will make them." But the proprietor barely had time to make good on the promise, as Old English was replaced by the Chatterton Bakery in about 1947. The Chatterton was a small local chain of two or three shops, starting in Oakland in the 1920s. By 1924 there was a Chatterton on Bancroft near Telegraph, which coexisted with the College Avenue Chatterton. In August 1955, the bakery was sold to Robert and Clarence Parker. Parker's Bakery was a favorite for schoolchildren who could buy small, inexpensive cookies with a dollop of chocolate in the center.

The long line of bakeries came to an end in late 1970 when the store was remodeled into a restaurant. La Boheme *hofbrau* opened in early 1971. It was an informal place serving large sandwiches at lunchtime; it soon had quite a following. By 1980 it had been replaced by Petroushka, featuring French and Russian cuisine. The formal Elmwood Grill existed in the location for a short time in 1997–98. It was followed by Filippo's Pastaria. In the Wood is currently in the space.

There seem to have been always circulating libraries set up in various shops in the early days, but the first genuine bookstore was likely the Berkeley Book Bin, which opened at 2924 College in about 1949. The shop also featured the work of local artists through the Studio Gallery which had moved in with the book shop after losing its home on Milvia Street. Soon after the Book Bin opened, a more traditional book shop, the Elmwood Book Shop, opened at 2993 College in the Morris Building. In 1952, it was reported that this store had been sold to two Berkeleyans: Mrs. Margaret McPherson (living on Cherry Street) and Mrs. Mildred Kenady (on Kelsey). Mrs. McPherson had been with the respected Sather Gate Book Store. Their grand re-opening was in November 1952. They soon outgrew the small space and six months later bought the merchandise and fixtures of the Book Bin, and moved to 2924 College where they also offered a circulating library. Over the years, the store changed hands but the name remained. New owners in 1965, Eva and Charles Baskett, owned the store the longest. They ran a comfortable old-fashioned book store, crowded with tall bookcases and a large table with a vast assortment of greeting cards. Mr. Baskett presided behind the counter at the back of the store with a large sleeping dog next to him on the floor. He enjoyed visiting with customers and had opinions about everything. He was pessimistic about the future of his store, first when rents were being raised in the early 1980s, and then when the well-lit and spacious Avenue Books opened a few doors away, and again when rents went up in the late 1980s. But it was the declining health of Mrs. Baskett that led to the abrupt closure of the store in 1990. By then, a book store had existed at this address for forty years.

Another long-time tenant of the building was Margo Roberts Interiors. Margo Ellen Roberts was born in South Dakota in 1901 and worked as an interior decorator in Berkeley for fifty years. She opened her Elmwood shop at 2926 College sometime between 1950 and 1952, after first remodeling the shopfront. Its sophisticated and tasteful mix of wood and stucco (gray with gray-stained wood) and the stepped-back entry projected a design-conscious image for an interior decorating studio. The architect of the new front is unknown. Margo Roberts also carried items for sale. As Miss Roberts wrote about her inventory, "A varied selection of antiques, silver, and fine furniture. All kinds of lovely things to make your home lovelier." By 1970, she had moved up the street to a larger space. Her modern storefront served the next businesses well, especially Patou, a clothing store that opened in 1976 offering "exciting new clothing for the contemporary woman."

Before Patou—or even Margo Roberts—there was a very popular restaurant at 2926 College: Yo-Rel's Dining Room. Cecelia Williams

opened it on Monday, October 28, 1929 serving "home-cooked" meals. Her advertisements read, "Menus carefully planned to please the individual. Foods selected and prepared by expert women cooks and served simply in an atmosphere of cheerful quiet." Yo-Rel's remained in business for ten years. The restaurant's unusual name was Mrs. Williams' husband's middle name spelled backwards.

In 1991, John Gordon, the new owner of the building, returned the shopfronts—except for the one that was then a restaurant—to a careful semblance of what had originally been there.

16. Significance

The Bischoff Shop Building No. 3 is significant as one of five buildings designed and built by John A. Bischoff that make up almost a quarter of the streetscape in the Elmwood commercial district. Bischoff was a master designer-builder who moved into the neighborhood and was able to actualize his vision for the commercial strip by buying lots and creating a cohesive group of buildings that help to define the Elmwood commercial district architecturally. This building is significant for its simple bold lines and its decorative touches confined to the ornate urns set above the roof line on the tops of the piers.

The building is also significant for its association with so many of the iconic Elmwood businesses, such as the many bakeries and restaurants that have occupied 2930 College, Margo Robert's interior decorating studio, Yo-Rel's Dining Room, and the long-running Elmwood Bookstore.

Features to Preserve.

- the transoms
- the piers with their vertical inset panels
- the simulated stone façade
- the ornate cast-concrete urns atop the piers

17. Historic Value— Neighborhood: Yes City: Yes
Architectural Value— Neighborhood: Yes City: Yes

18. Is the property endangered? No

19. Bibliography

City of Berkeley Application for Building Permit No. 12822, 14 October, 1922; as well as several other applications for alterations.

Block books and Sanborn maps

Directories.

Urban Conservation Survey (block files), BAHA.

Ormsby Donogh Real Estate File (1939–1977), BAHA.

Tales of the Elmwood, Burl Willes, 2000.

"A Profile of the Elmwood: Trends and Counter-Trends in a Berkeley Neighborhood Commercial District" Joanna Callenbach, Geography 181 class paper, Spring 1978.

ancestry.com
"Wedding to Be October Event," *Oakland Tribune*, 8 October 1910.
"Engaged to Wed John A. Bischoff," *San Francisco Chronicle*, 13 October 1910.
"Big Apartment Sale in Lake District Made," *Oakland Tribune*, 7 January 1923.
John Bischoff obituary, *Oakland Tribune*, 9 May 1964.
"Recollections of John A. Bischoff, Jr." by Andrea Gabriel, *Rockridge News*, April 1987.
"Yo-Rel's to Observe Second Anniversary," *Berkeley Gazette*, 17 October 1931.
notices of intended sales, *Berkeley Gazette*, 2 March 1944, 23 April 1953, 20 August 1955.
"Book Bin Has New Exhibit," *Berkeley Gazette*, 25 May 1950.
"Studio Gallery Back to Book Bin," *Berkeley Gazette*, 2 November 1950.
notice of removal sale at Elmwood Book Shop, *Berkeley Gazette*, 23 April 1953.
notice of inventory sale at Elmwood Book Shop, *Berkeley Gazette*, 22 October 1965.
"New Berkeley Book Stores" by Frances Starn, *Berkeley Gazette*, 8 December 1983.
article on rent increases in the Elmwood, *San Francisco Examiner*, 21 January 1988.
Margo Roberts obituary, *Santa Cruz Sentinel*, 13 March 1994.

20. Recorder

Anthony Bruce for Elmwood Property Owners Association, c/o Claudia Hunka, Your Basic Bird, 2940 College Avenue, Berkeley, California 94705

18 December 2025

Additional Photographs.





One of the cast-concrete urns atop the Bischoff Shop Building No. 3. Anthony Bruce, 2025.



The Bischoff Shop Building No. 3. Anthony Bruce, 2025.

The Bischoff Shop Building No. 3. Shops in 1982: Elmwood Book Shop; Patou; The Gallery; Petroushka.

Anthony Bruce, 1982.

The Bischoff Shop Building No. 3. Shops in 1939: August Schaidt Tailor; Yo-Rel's Dining Room; Elmwood Cleaners; Wil-Mar Bakery. Ormsby Donogh, 1939, Donogh Real Estate File, BAHA.



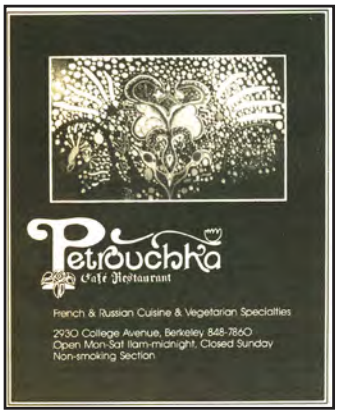
Additional Photographs.



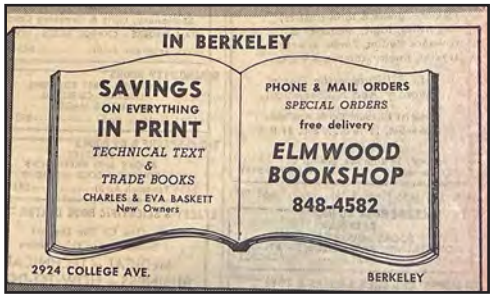


Pedestrian pathway between Bischoff Shop Building No. 1 and No. 3, with outdoor seating for In The Wood. left: looking west from College; right: looking east from parking lot. Anthony Bruce, 2025.













Advertisements for various businesses in Bischoff Shop Building No. 3.

Charles Baskett, owner of the Elmwood Bookshop, with Mrs. Byron Bolfing (Rhoda), owner of the Elmwood Hardware.

Berkeley Gazette, *7 September 1967.*

Additional Photographs.



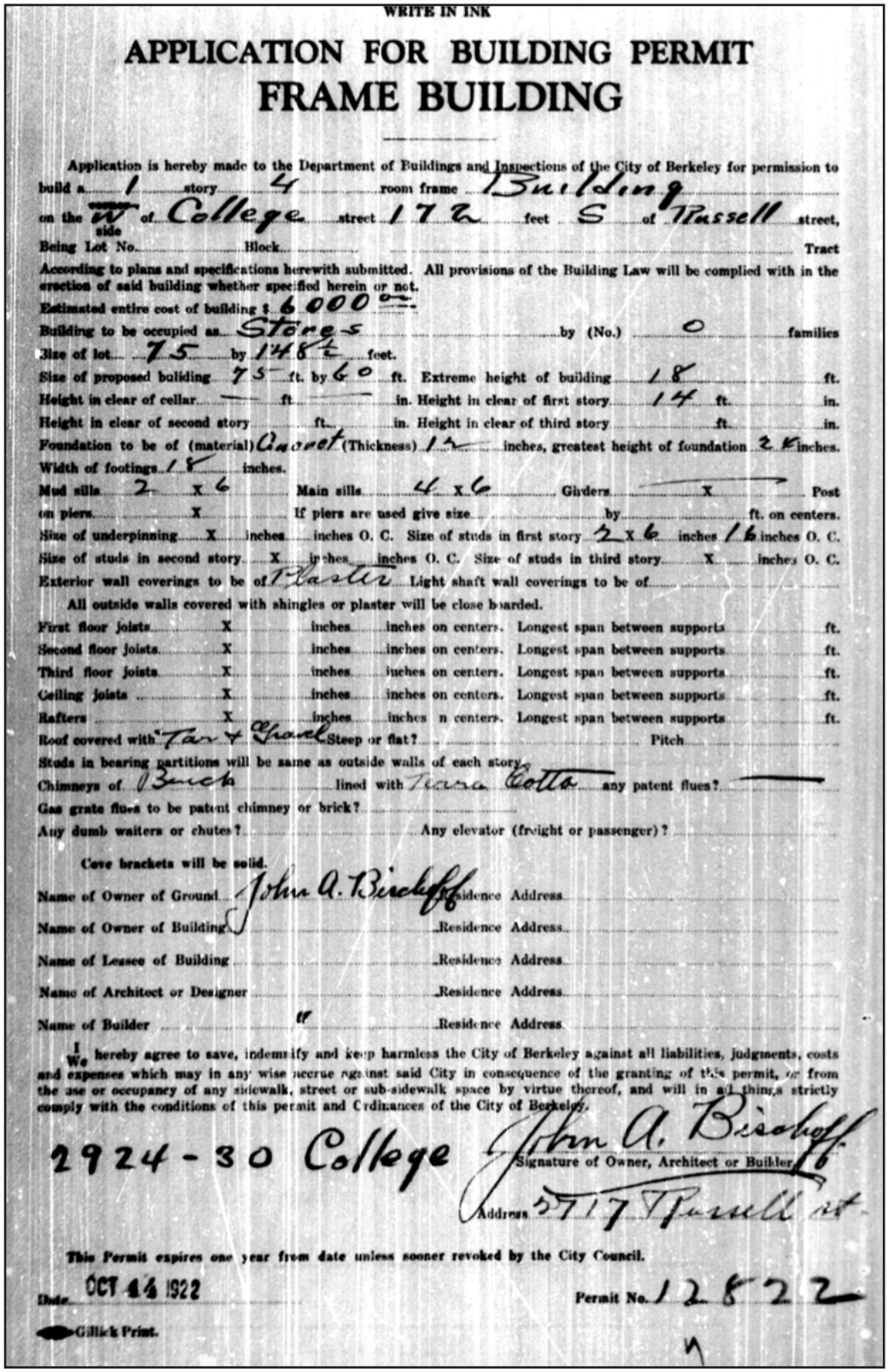
Bischoff Shops Building No. 3 (at the right), seen in November 1970 when the long-time bakery space was being remodeled for its first restaurant, La Boheme, which opened in early 1971. BAHA Archives.



Charles Baskett, proprietor of the Elmwood Book Shop. Jerry Telfer, San Francisco Chronicle, *1 October 1981.*



Interior of the Elmwood Book Shop with owner Charles Baskett and his dog. Brant Ward, San Francisco Chronicle, *22 September 1987.*



WRITE IN INK

APPLICATION FOR BUILDING PERMIT
FRAME BUILDING

Application is hereby made to the Department of Buildings and Inspections of the City of Berkeley for permission to build a 1 story 4 room frame Building on the W side of College street 172 feet S of Russell street, Being Lot No. ... Block ... Tract ...

According to plans and specifications herewith submitted. All provisions of the Building Law will be complied with in the erection of said building whether specified herein or not.

Estimated entire cost of building $ 6000 00

Building to be occupied as Stores by (No.) 0 families

Size of lot 75 by 148½ feet.

Size of proposed buliding 75 ft. by 60 ft. Extreme height of building 18 ft.

Height in clear of cellar — ft. — in. Height in clear of first story 14 ft. ... in.

Height in clear of second story ... ft. ... in. Height in clear of third story ... ft. ... in.

Foundation to be of (material) Concrete (Thickness) 12 inches, greatest height of foundation 2 6 inches.

Width of footings 18 inches.

Mud sills 2 x 6 Main sills 4 x 6 Girders ——— X Post on piers X If piers are used give size ... by ... ft. on centers.

Size of underpinning X inches ... inches O. C. Size of studs in first story 2 x 6 inches 16 inches O. C.

Size of studs in second story X inches ... inches O. C. Size of studs in third story X inches O. C.

Exterior wall coverings to be of Plaster Light shaft wall coverings to be of ...

All outside walls covered with shingles or plaster will be close boarded.

First floor joists	X	inches	inches on centers.	Longest span between supports	ft.
Second floor joists	X	inches	inches on centers.	Longest span between supports	ft.
Third floor joists	X	inches	inches on centers.	Longest span between supports	ft.
Ceiling joists	X	inches	inches on centers.	Longest span between supports	ft.
Rafters	X	inches	inches n centers.	Longest span between supports	ft.

Roof covered with Tar & Gravel Steep or flat? ... Pitch ...

Studs in bearing partitions will be same as outside walls of each story.

Chimneys of Brick lined with Terra Cotta any patent flues? ———

Gas grate flues to be patent chimney or brick? ...

Any dumb waiters or chutes? ... Any elevator (freight or passenger)? ...

Cove brackets will be solid.

Name of Owner of Ground John A. Bischoff Residence Address ...

Name of Owner of Building ... Residence Address ...

Name of Lessee of Building ... Residence Address ...

Name of Architect or Designer ... Residence Address ...

Name of Builder " Residence Address ...

I We hereby agree to save, indemnify and keep harmless the City of Berkeley against all liabilities, judgments, costs and expenses which may in any wise accrue against said City in consequence of the granting of this permit, or from the use or occupancy of any sidewalk, street or sub-sidewalk space by virtue thereof, and will in all things strictly comply with the conditions of this permit and Ordinances of the City of Berkeley.

2924-30 College John A. Bischoff
Signature of Owner, Architect or Builder

Address 5717 Russell st.

This Permit expires one year from date unless sooner revoked by the City Council.

Date OCT 14 1922 Permit No. 12822

Gillick Print.

4

City of Berkeley Application for Building Permit No. 12822, 14 October, 1922

Planning and Development Department
Land Use Planning Division

CITY OF BERKELEY
Ordinance #4694 N.S.
LANDMARK APPLICATION

Elmwood Commercial Historic District

Property No. 4

Bischoff Shops Building No. 1
2936–2940 College Avenue



The Bischoff Shops Building No. 1, 2936 College Avenue. Anthony Bruce, 2025.

1. **Street Address:** 2936, 2940 College Avenue
   County: Alameda **City**: Berkeley **ZIP**: 94705

2. **Assessor's Parcel Number**: 052–1568–00800
   (Berry-Bangs Tract, Block K, Lot 6)
   Dimensions:50 feet x 148.5 feet
   Cross Streets: Ashby Avenue and Russell Street

3. **Is property on the State Historic Resource Inventory?** No
   Is property on the Berkeley Urban Conservation Survey? Yes
   Form #: 11936

4. **Application for Landmark Includes**:
   a. Building(s): Yes **Garden:** No **Other Feature(s)**: No
   b. Landscape or Open Space: No
   c. Historic Site: No
   d. District: Yes
   e. Other: Entire property

5. **Historic Names:** Bischoff Shops Building No. 1
   Commonly Known Name: not known

6. **Date of Construction:** 1922 **Factual**: Yes
   Source of Information: City of Berkeley Application for Building Permit No. 11299, 14 February 1922

7. **Architect:** John A. Bischoff (designer)

8. **Builder:** John A. Bischoff

9. **Style:** Mediterranean Shopfront

10. **Original Owners:** John A. Bischoff, 2717 Russell Street
    Original Use: commercial (1 store: "market")

11. **Present Owner:** Baghdassarian Garbis & Silva Trs (2936 College);
    Claudia Hunka (2940 College) [2 condominiums]
    Present Occupant: La Méditerranée (2936 College); Your Basic Bird (2940 College)

12. **Present Use:** commercial (two stores)
    Current Zoning: C-E **Adjacent Property Zoning:** C-E

13. **Present Condition of Property:**
    Exterior: Excellent **Interior:** unknown **Grounds:** Ø
    Has the property's exterior been altered? storefronts altered

14. Description.

A one-story class "C" structure built of hollow tile and with the façade surfaced with cement plaster. A fringe of tile on the parapet gives the illusion of a tile roof, and imparts a bit of Spanish Colonial Revival styling. Original transoms remain. The northernmost has a stained-glass (?) depiction of snow-covered mountains. In the space above each transom is a raised horizontal stucco panel. Between the panels and above each pier are applied cast-concrete medallions.

The three storefront bays are separated by piers and are recessed several feet back from the front plane of the building. A sloping surface of aggregate leads to the remodeled shopfronts. The two shopfronts each utilize about half of what had been the center shopfront. The northern space is a restaurant with outdoor seating accommodated in the set-back and screened from the sidewalk by a wood and iron railing. A sheltering blue awning runs the length of the restaurant.

A blue-and-white painted wooden parklet for additional outdoor seating stands at the curb in front of the restaurant. It was installed during the Covid-19 pandemic. The north wall of the building is exposed along the pedestrian passage, showing the hollow-tile construction.

15. History.

This 1922 building is the first of the one-story shop buildings that John Bischoff built on his extensive property on the west side of College Avenue. It was constructed of hollow tile and has since received seismic bracing (in 1993). It was seemingly intended as one large space for a market, as the permit application states, although there is no indication that it was built that way. However, Joseph Fritz and Emil Kessler opened their Elmwood Delicatessen at 2936 College in the new building, a deli being a close relation to a market. In 1924 the business was transferred to E. Banducci & Co. (Elizabeth and Adolph Banducci), and after two years it was sold once more: to Anibe Ferrari. But, by 1928 he had opened the Genova Ravioli Factory on Telegraph Avenue in Oakland, and the Elmwood Delicatessen was no more. In 1990 the Ferrari name returned to the Elmwood with Ultra Lucca Delicatessen in the Martin Building, owned by Anibe Ferrario's grandson. The name was later changed to A. G. Ferrari Foods to honor the founder.

The other two first businesses in the building were Tulanian's Carpets at 2938, which moved to the Wilson-Tulanian Building in 1927; and Batchelor's Cabinet Shop at 2940 College. The shop was run by Lester Frederick Batchelor who at times had his brother working in the shop with him. The shop existed until about 1929 when he and his family moved to Ashland. They moved back to the Bay Area, where Lester, at age 50, a furniture maker, was killed by a piece of furniture in a freak accident.

In the late 1930s, two significant new tenants moved in. In 1937 Ivanoff's Art Studio (more of an art and gift shop) moved into 2936 College. Ivanoff's had been located at 2916 College in a double storefront since 1922.

The other new tenant was, in 1936, a five-and-ten: the Elmwood Dime Store, founded and operated by Mrs. Edith Quarels in a double storefront at 2940 College. This was the store in the Elmwood that was especially welcoming to children: there was candy and an array of inexpensive small toys. In 1941, Mrs. Quarels hired architect John B. Anthony to redo the storefront with a single entrance. He gave it a Streamline Moderne look in bright red, the traditional color of a Five and Ten Cent store. In 1947, due to ill health, Mrs. Quarels, who was known to the children in the area as "The

Lady in the Elmwood Dime Store," sold the business to her niece Katherine Quarels. The two of them resided close by at 2926 Benvenue Avenue. Edith died in 1957; two years later Katherine was diagnosed with a serious illness. That may be the reason that she sold the store to brothers Lloyd and Loren Gordon, who seem to have been family friends, having all lived in the same small town in Montana in the 1920s. Lloyd owned the Lloyd Gordon Manufacturing Company in Richmond, which produced store fixtures. In 1961 Lloyd and his wife Velva purchased the building from the Koerber family and by 1971 it was owned by Loren and his wife El Geva, who had moved to a house at 2820 College to be near the store; their son attended Willard Jr. High. In June 1976, Loren died and the Elmwood Dime Store closed by the end of the year, after forty years of being one of the most popular stores in the Elmwood.

When Nicholas Ivanoff retired and closed his gift shop in the north space, Osbert Blundell moved *his* gift shop in. As with Ivanoff, Blundell had started his Blundell Art and Gift Shop at another location: 2995 College Avenue in 1948. He was open for business at 2936 College by 1959 and was there until about 1974 when he moved to Ashby Avenue. Osbert Blundell was born in Liverpool in 1899 and spent twenty years of his working life running barber shops and gift shops for the American President Line. On his many trips around the world he collected items in the various ports of call. Eventually, the Blundells' Berkeley home was over-run with treasures, and, as a result, Mr. Blundell and his wife Mary decided to open the gift shop to give themselves some elbow room at home. By the time the shop was in its second location, it offered picture framing as well, accomplished with Mr. Blundell's expertise.

Loren and El Geva Gordon created an ice cream parlor and sandwich shop in the space when Blundell's moved to Ashby. It was open by the end of 1974 or early 1975. It was open for such a short time that few remember it, but it paved the way for continued restaurant use of this space. In April 1976, The Egg Shop & Apple Press, which had opened its first shop in Downtown Berkeley a few years before, received a permit to move the front of the shop *back,* creating a space for outdoor seating. The entire front is now remodeled in this way, but it started with only the one shop.

After the Dime Store had remained vacant for quite a while, its double space was redesigned inside and out by designer Richard Alan Hurley in early 1978. Tenants were quick to seize upon the new shop spaces: Andrea Faber with Andrea, a clothing store, in March; and Ellen Shamash with Your Basic Bird, offering rare and exotic birds, in April. The bird shop had started a few years before at 2935 College.

In 1982, a new restaurant replaced the Egg Shop: Cafe La Méditeranée. After the success of their two San Francisco locations, cousins Levon Der Bedrossian and Garbis Baghdassarian opened this Mid-East restaurant in the Elmwood. When Andrea closed, the cafe expanded into part of that space as well.

Both Your Basic Bird and Cafe La Méditeranée remain in the Bischoff building today. This building is one of several in the Elmwood commercial district that is owned by the merchants as condominiums.

16. Significance.

The Bischoff Shop Building No. 1 is significant as one of five buildings designed and built by John A. Bischoff that make up almost a quarter of the streetscape in the Elmwood commercial district. Bischoff was a master designer-builder who moved into the neighborhood and was able to actualize his vision for the commercial strip by buying lots and creating a cohesive group of buildings that help to define the Elmwood commercial district architecturally.

Features to Preserve.

- the tile-roofed parapet
- the transoms
- the medallions and rectangular stucco panels in the frieze

17. Historic Value— Neighborhood: Yes City: No
Architectural Value— Neighborhood: Yes City: Yes

18. Is the property endangered? No

19. Bibliography.

City of Berkeley Application for Building Permit No. 11299, 14 February 1922; as well as several other applications for alterations.

Block books and Sanborn maps

Directories.

Urban Conservation Survey (block files), BAHA.

Ormsby Donogh Real Estate File (1939–1977), BAHA.

Tales of the Elmwood, Burl Willes, 2000.

"A Profile of the Elmwood: Trends and Counter-Trends in a Berkeley Neighborhood Commercial District" Joanna Callenbach, Geography 181 class paper, Spring 1978.

ancestry.com

Property file for 2936–40 College Avenue, City of Berkeley.

"Wedding to Be October Event," *Oakland Tribune*, 8 October 1910.

"Engaged to Wed John A. Bischoff," *San Francisco Chronicle*, 13 October 1910.

"Big Apartment Sale in Lake District Made," *Oakland Tribune*, 7 January 1923.

John Bischoff obituary, *Oakland Tribune*, 9 May 1964.

"Recollections of John A. Bischoff, Jr." by Andrea Gabriel, *Rockridge News*, April 1987.

"Gifts to Wife Overflow House So Couple Start Hobby Shop" by Helen Nicol, *Berkeley Gazette*, 8 June, 1948.

advertisement for Blundell's Gift Shop, *Berkeley Gazette*, 17 December 1948, page 4.

Edith Quarles obituary, *Berkeley Gazette*, 1 November 1957.

Notice of Intended Sale, *Berkeley Gazette*, 9 June 1959.

Katherine L. Quarles obituary, *Statesman Journal*, 5 July 1962.

Loren G. Gordon obituary, *Berkeley Gazette*, 23 June 1976.

Osbert A. Blundell obituary, *Oakland Tribune*, 16 May 1986.

El Geva Vee Gordon McCreary obituary, on-line, February 2004.

20. Recorder

Anthony Bruce for Elmwood Property Owners Association, c/o Claudia Hunka, Your Basic Bird, 2940 College Avenue, Berkeley, California 94705

30 November 2025

Additional Photographs.



Rear of the Bischoff Shops Building No. 1, seen from the parking lot and showing original construction and later seismic bracing.

Anthony Bruce, 2025.



The Bischoff Shops Building No. 1, 2936 College Avenue. Shops in 1982: Your Basic Bird; Andrea; The Egg Shop & Apple Press.

Anthony Bruce, 1982.



The Bischoff Shops Building No. 1, 2936 College Avenue. Shops in 1939: Elmwood Dime Store; Ivanoff's. Ormsby Donogh, 1939, Donogh Real Estate File, BAHA.

Additional Photographs.



Bischoff Shops Building No. 1. Interior of Ivanoff's gift shop at 2936 College Avenue. Byron Bolfing, November 1947, Berkeley Historical Society.



Bischoff Shops Building No. 1. Interior of the Elmwood Dime Shop at 2940 College Avenue, with Katherine L. Quarles, niece of the founder, behind the counter. Byron Bolfing, November 1947, Berkeley Historical Society.

Additional Photographs.



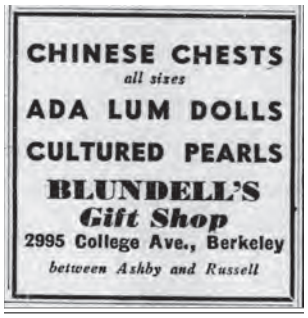
Osbert A. Blundell, owner of Blundell's Gift Shop. Found on-line.



Mary M. Blundell, wife of Osbert Blundell. Found on-line.



Lloyd and Velva Gordon, who bought the building in 1961. Berkeley Gazette, *12 July 1962.*

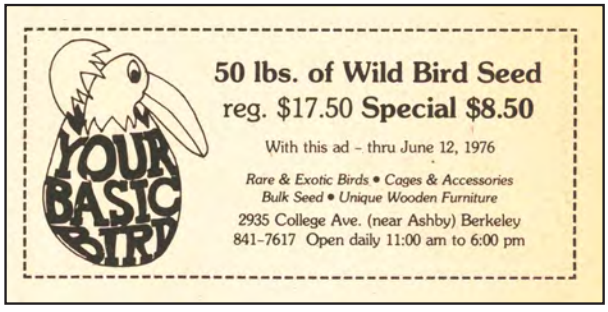


Advertisement for Blundell's Gift Shop. 1948.

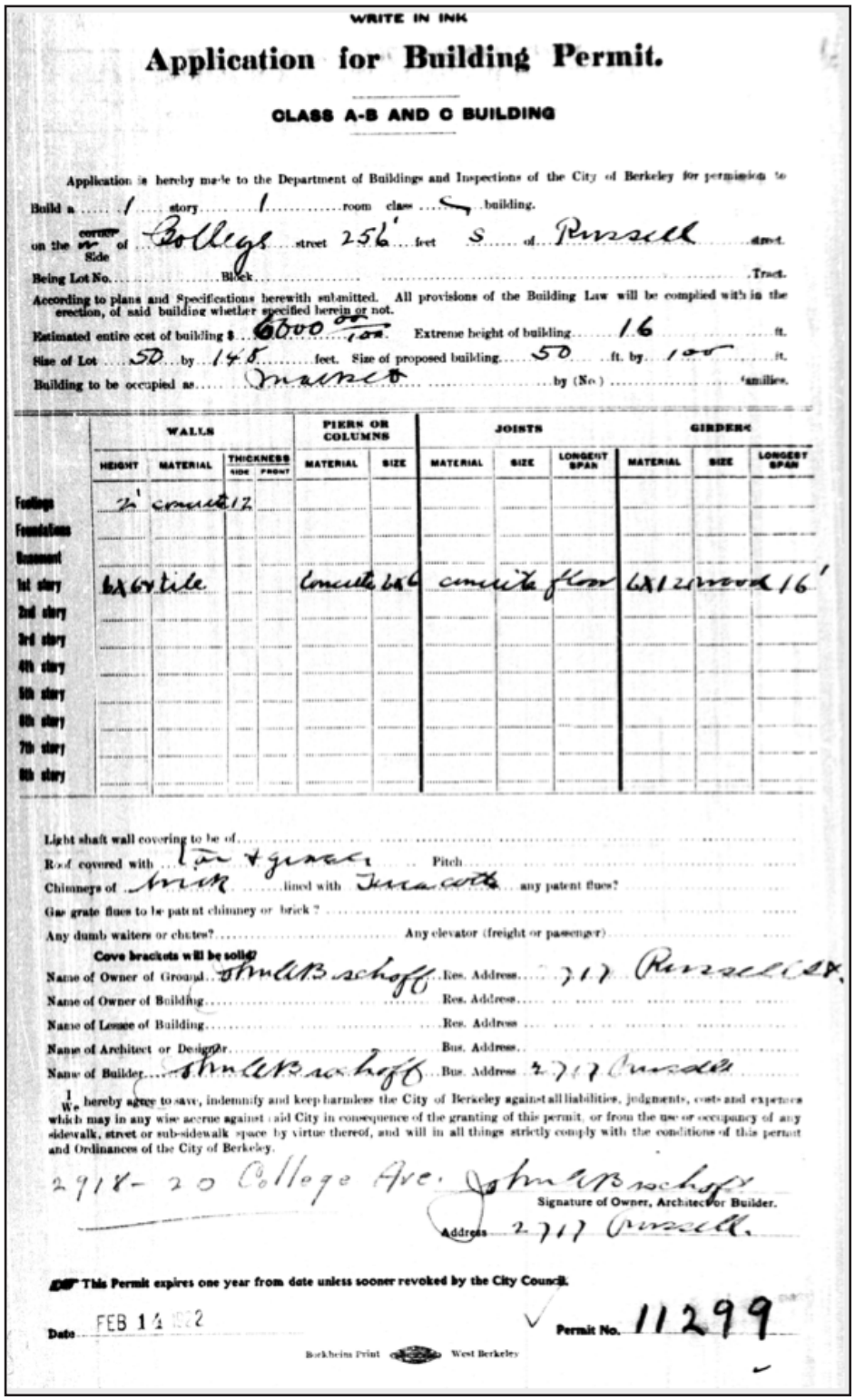


John A. Bischoff, owner, designer, and builder of the building. Oakland Tribune, *30 September 1928.*





*Advertisements for Andrea (*Berkeley Monthly, *1980) and Your Basic Bird (*Berkeley Monthly, *1976).*



WRITE IN INK

Application for Building Permit.

CLASS A-B AND C BUILDING

Application is hereby made to the Department of Buildings and Inspections of the City of Berkeley for permission to

Build a 1 story 1 room class S building.

on the W corner Side of College street 256' feet S of Russell street.

Being Lot No. Block Tract.

According to plans and Specifications herewith submitted. All provisions of the Building Law will be complied with in the erection, of said building whether specified herein or not.

Estimated entire cost of building $ 6000 00/100 Extreme height of building 16 ft.

Size of Lot 50 by 148 feet. Size of proposed building 50 ft. by 100 ft.

Building to be occupied as Market by (No.) families.

	WALLS		THICKNESS SIDE	THICKNESS FRONT	PIERS OR COLUMNS		JOISTS			GIRDERS		
	HEIGHT	MATERIAL			MATERIAL	SIZE	MATERIAL	SIZE	LONGEST SPAN	MATERIAL	SIZE	LONGEST SPAN
Footings	2'	concrete	12									
Foundations												
Basement												
1st story	6X6	tile			concrete	6x6	concrete floor	6X12	wood	16'		
2nd story												
3rd story												
4th story												
5th story												
6th story												
7th story												
8th story												

Light shaft wall covering to be of

Roof covered with tin + gravel Pitch

Chimneys of brick lined with terra cotta any patent flues?

Gas grate flues to be patent chimney or brick?

Any dumb waiters or chutes? Any elevator (freight or passenger)

Cove brackets will be solid

Name of Owner of Ground John A Bischoff Res. Address 717 Russell St.

Name of Owner of Building Res. Address

Name of Lessee of Building Res. Address

Name of Architect or Designer Bus. Address

Name of Builder John A Bischoff Bus. Address 717 Russell

I We hereby agree to save, indemnify and keep harmless the City of Berkeley against all liabilities, judgments, costs and expenses which may in any wise accrue against said City in consequence of the granting of this permit, or from the use or occupancy of any sidewalk, street or sub-sidewalk space by virtue thereof, and will in all things strictly comply with the conditions of this permit and Ordinances of the City of Berkeley.

2918-20 College Ave. John A Bischoff

Signature of Owner, Architect or Builder.

Address 717 Russell.

This Permit expires one year from date unless sooner revoked by the City Council.

Date FEB 14 1922 Permit No. 11299

Berkheim Print West Berkeley

City of Berkeley Application for Building Permit No. 11299, 14 February 1922

Planning and Development Department
Land Use Planning Division

CITY OF BERKELEY
Ordinance #4694 N.S.
LANDMARK APPLICATION

Elmwood Commercial Historic District

Property No. 5

Conwell Building
(College Dyeing and Cleaning Works)
2942 College Avenue



Conwell Building, 2942 College Avenue. Anthony Bruce, 2025.

1. **Street Address:** 2942 College Avenue
County: Alameda **City**: Berkeley **ZIP**: 94705

2. **Assessor's Parcel Number**: 052–1568–00900
(Berry-Bangs Tract, Block K, Lot: northern 40 feet of Lots 7, 8, 9)
Dimensions: 40 feet x 150 feet
Cross Streets: Ashby Avenue and Russell Street

3. **Is property on the State Historic Resource Inventory?** No
Is property on the Berkeley Urban Conservation Survey? Yes
Form #: 11937

4. **Application for Landmark Includes**:
a. Building(s): Yes **Garden:** No **Other Feature(s)**: No
b. Landscape or Open Space: Yes
c. Historic Site: No
d. District: Yes
e. Other: Entire property

5. **Historic Names:** Conwell Building
Commonly Known Name: College Cleaners

6. **Date of Construction:** 1910 **Factual**: Yes
Source of Information: City of Berkeley Application for Building Permit No. 429, 2 February 1910

7. **Architect:** none listed on permit application

8. **Builder:** Isaac W. Bridenbecker, 2813 Piedmont Avenue

9. **Style:** Pioneer Storefront

10. **Original Owners:** Dr. Charles C. Conwell & Mrs. Julia Ann Conwell, 2801 Piedmont Ave.
Original Use: commercial (2 stores)

11. **Present Owner:** Srue Corporation & Mar/Dan Corporation, 2437 Durant Avenue, Ste. 204, Berkeley 94704
Present Occupant: vacant

12. **Present Use:** none
Current Zoning: C-E **Adjacent Property Zoning:** C-E

13. **Present Condition of Property:**
Exterior: Excellent **Interior:** unknown **Grounds:** poor
Has the property's exterior been altered? yes

14. Description.

Built in 1910, this is one of the earliest structures in the district. The Conwell Building has housed a cleaning establishment continuously until about five years ago. The building is now vacant.

The Conwell Building is a one-story wood-frame structure with a cement-plastered front. Originally, the whole building was covered with wood shingles. The building's street façade has been faced with cement plaster since at least 1939, and likely since the 1920s.

The building's gable roof is hidden behind a large, plain false front topped by a narrow cornice. The flat stucco surface between the cornice and the shopfront is enlivened with a row of five diamond shapes formed from colored square tiles. The center diamond is the largest, with the two on each side increasingly smaller. Two other nearby buildings also feature this distinctive diamond pattern.

The store's entrance is off-center and slightly recessed. Seven medium-size display windows angle their way across the front and create a pleasing rhythm. The windows rest on a high base which has been resurfaced with artificial "ledge rock" in pastel shades. The display windows are topped by transom windows. Two iron handrails lead to the entrance which is one step higher than the sidewalk. The door is generic: glass with aluminum frame. The building is painted blue, off-white, and chrome yellow. At the north edge of the building a door opens to a narrow passage that leads to the rear of the property where there was once a building with sleeping rooms and later a brick dry cleaning workshop, but is now empty and weed strewn.

15. History.

Many questions remain about the history of this building. It is known that the College Cleaners, a venerable business in the Elmwood, was not only one of the earliest businesses (established in 1910), but was also owned by a Japanese-American. How did the business come to be established here? And how were the business owners connected with the Conwells who owned the land and signed the many construction permits over the years?

Julia A. Conwell, the widow of William O. Conwell, purchased the lot in January 1906. Her son Charles C. Conwell was a dentist who first lived in Berkeley in about 1883. By 1900 he had moved his practice from San Francisco to Center Street in downtown Berkeley.

Many widows at the time invested in real estate and Julia Conwell was no stranger to buying and selling property. In fact, in the 1880s, the Conwells and Walter Cobb, a family friend from their days in Gold Hill, Nevada, had invested in property in Los Angeles. Julia prevented their disposing of the land until its value had skyrocketed. In 1902, they sold it at a profit. The profit was so phenomenal that the *Berkeley Gazette* reported that they would now be living on "Easy Street."

In 1903, Walter Cobb moved to Berkeley and built a house at 2801 Piedmont, corner of Stuart. The idea was that the Conwells—Julia, Charles, and his wife Cassie—would live there with him. That is why the Conwells were in the neighborhood and witnessed first hand Fred Koerber's pioneering commercial buildings at College and Ashby being built.

In February 1910, Dr. Conwell took out a permit to construct a one-story, two-room, shingled commercial building on the College Avenue property. Dr. Conwell appears to have built the building specifically for tenants that he knew would occupy it. A large space was for the dry cleaning establishment and a small shop for shoe repairing. Five people were already living in the building by the time the

census was taken on April 20. Kunitalo Ito and his wife Matzu were the shoemakers. George Y. Uchida and his dry cleaning soon followed. Uchida was born in Japan in 1881 and arrived in California in 1909. He went into the laundry business, advertising in the classified section of newspapers. Perhaps he had done work for the Conwells and expressed a goal of opening a dry cleaning business. The business would provide a service for the surrounding neighborhoods and the Conwells would have a monthly income through rent.

Over the next twenty years the Conwells (and Cassie Conwell, after her husband had died in 1924) continually made further improvements to the property, likely at the request of their tenants. The first additional improvement was a long one-story building with a veranda in the northwest corner of the property. This building contained sleeping rooms for George Uchida, his business partner, and employees. By 1920 there were eighteen people living on the premises, but they were not all involved in the dry cleaning business. Kunitalo Ito moved his business to Oakland after the war, but Matsuyoshi Kubota took his place in the shoe repair shop. (Mr. Kubota moved his shop to 2632 Ashby in 1922; perhaps the remodel of the front of the building from two shopfronts to one happened then). Other residents worked as housekeepers in private home, and some of the residents were children. In 1928, architect George F. King designed a brick dry cleaning plant and a boiler room, also at the rear, replacing the dormitory. None of these rear buildings exist today. By 1930, only three people resided at 2942 College Avenue.

Another unanswered question is, who founded the College Cleaners? It seems apparent that George Y. Uchida was the founder. He was listed as proprietor of the business in every city directory from 1911 through 1927, as well as in every newspaper advertisement.

However, an article about the Tsuchida family by Hal Johnson in the December 1, 1947 *Berkeley Gazette* states that, “Seiyu Tsuchida established the College Cleaning and Dyeing Company as a pioneer in the Elmwood business district which has grown extensively in the last two decades. He has a speaking acquaintance with nearly half the residents of the area.” Seiyu Tsuchida was born in Japan in 1889 and came to San Francisco in 1906. He returned to Japan in 1916 to marry Mon Hamada and they returned to California the next year. Tsuchida is not shown in directories as proprietor of the College Cleaners until 1935, but a 1926 newspaper article ties him to the address of 2942 College Avenue. Perhaps Tsuchida acquired the shop after Uchida retired. At some point Seiyu Tsuchida formed a partnership with Michizo Yokota and Jiniro Masuda as owners of the firm. The partnership was dissolved in 1954.

During the war years, the College Cleaners was kept open by Rev. Walter Groesbeck, the pastor of the Free Methodist Church, which the Tsuchida family had attended. Seiyu Tsuchida was able to return to his intact business after the war.

After a falling out with the then-property owner in the early 1990s over responsibility of contamination from a leak in an underground storage tank, the College Cleaners closed for good in 1996 after eighty-six years in business. It was replaced by C & C Cleaners, which opened the same year. It closed in about 2018.

A yellow placard has been posted on the site for about five years, which describes the proposed construction of a new two-story building. The designer and developer are StudioKDA, an architectural firm. They have submitted drawings prepared in 2020 to the City for their Mixed-Use College Avenue Development, which is actually *two* buildings and includes both commercial and residential uses.

Significance.

The Conwell Building from 1910 is significant as one of the early buildings in the Elmwood commercial district, built when all businesses were clustered on the west side of College and on Ashby.

The Conwell Building is also significant as having housed the first minority-owned businesses in the Elmwood: College Dyeing and Cleaning Works and Ito shoemakers. The shoe making business opened in April 1910 and led the way for other minority-owned businesses in the Elmwood to follow through the years.

Features to Preserve.

• the cornice

• **the five tile diamond shapes above the transoms**

• the angled shopfront with small display windows, each topped by a transom

• the bulkheads faced with simulated ledge rock made of colored concrete in muted shades of red, yellow, and gray

17. Historic Value— Neighborhood: Yes City: Yes
Architectural Value— Neighborhood: Yes City: No

19. Bibliography.

City of Berkeley Application for Building Permit No. 429, 2 February 1910; as well as several other applications for alterations.

Block books and Sanborn maps

Directories.

Urban Conservation Survey (block files), BAHA.

Ormsby Donogh Real Estate File (1939–1977), BAHA.

Tales of the Elmwood, Burl Willes, 2000.

"A Profile of the Elmwood: Trends and Counter-Trends in a Berkeley Neighborhood Commercial District" Joanna Callenbach, Geography 181 class paper, Spring 1978.

ancestry.com

"8 Hurt in Bay Auto Accidents within 24 Hours," *Oakland Tribune*, 11 February 1926.

"So We're Told: Nisei Hero is Modest Author" by Hal Johnson, *Berkeley Gazette*, 1 December 1947.

dissolution of partnership, *Berkeley Gazette*, 9 August 1954.

Seiyu Tsuchida obituary, *Berkeley Gazette*, 23 May 1969.

20. Recorder

Anthony Bruce for Elmwood Property Owners Association, c/o Claudia Hunka, Your Basic Bird, 2940 College Avenue, Berkeley, California 94705

30 January 2026.

Additional Photographs.



The Conwell Building, 2942 College Avenue. Anthony Bruce, 1982.



The Conwell Building, 2942 College Avenue. Ormsby Donogh, 1939, Donogh Real Estate File, BAHA.

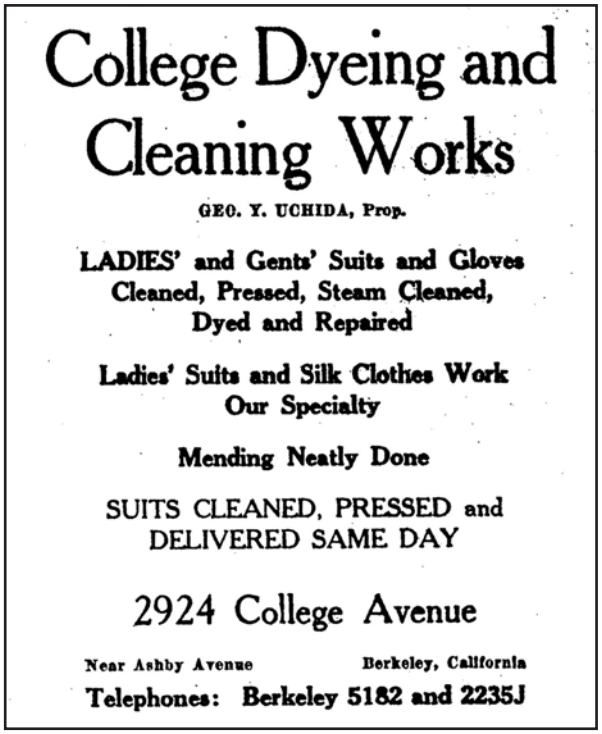
Additional Photographs.



The Conwell Building, 2942 College Avenue, interior. Byron Bolfing, November 1947, Berkeley Historical Society.



Simulated ledge rock bulkhead at the Conwell Building, 2942 College Avenue. Anthony Bruce, 2025.



College Dyeing and Cleaning Works

GEO. Y. UCHIDA, Prop.

LADIES' and Gents' Suits and Gloves
Cleaned, Pressed, Steam Cleaned,
Dyed and Repaired

Ladies' Suits and Silk Clothes Work
Our Specialty

Mending Neatly Done

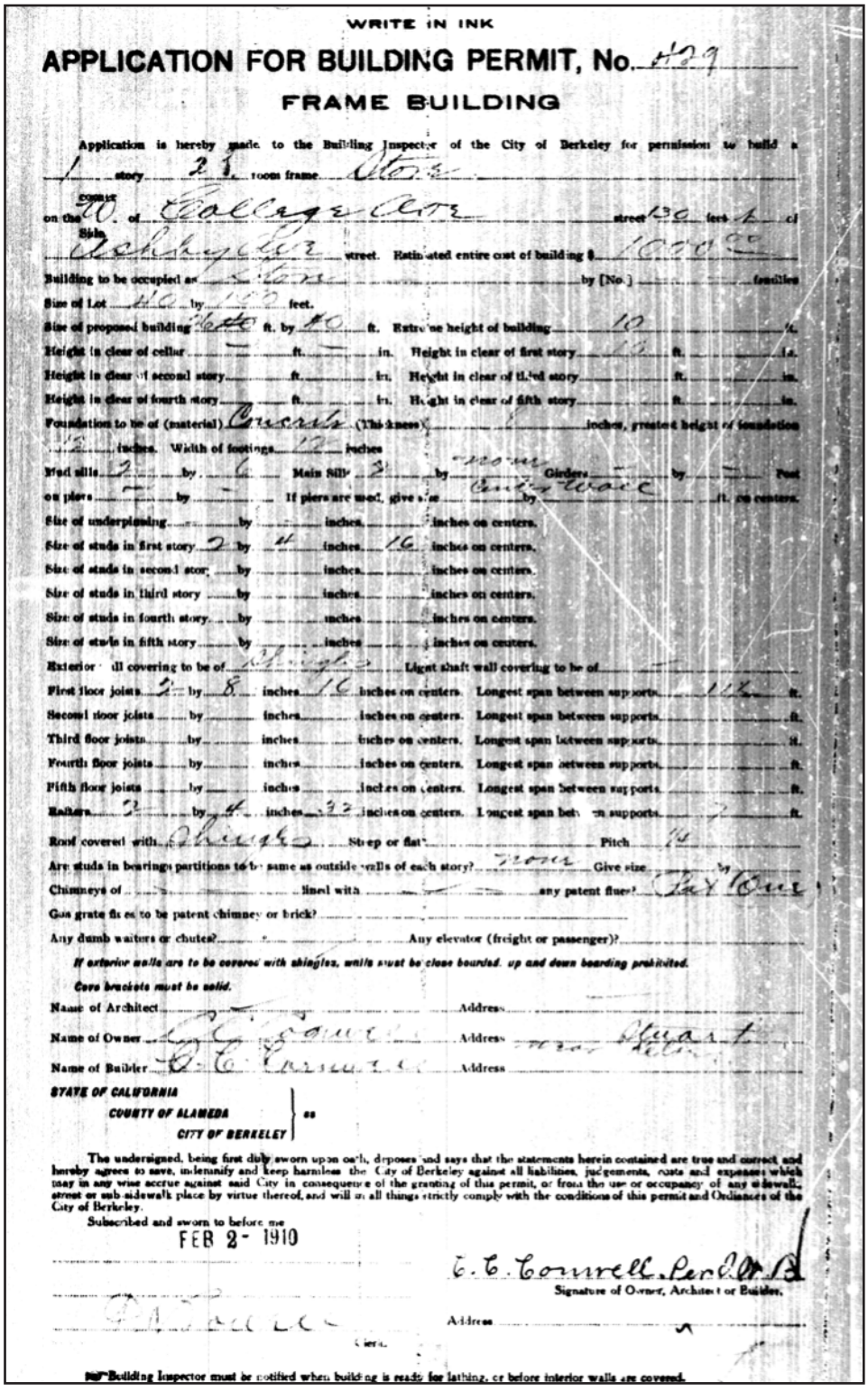
SUITS CLEANED, PRESSED and
DELIVERED SAME DAY

2924 College Avenue

Near Ashby Avenue Berkeley, California

Telephones: Berkeley 5182 and 2235J

Advertisement for the College Dyeing and Cleaning Works from the Berkeley Daily Gazette, *1 March 1923.*



WRITE IN INK

APPLICATION FOR BUILDING PERMIT, No. 429

FRAME BUILDING

Application is hereby made to the Building Inspector of the City of Berkeley for permission to build a 1 story 2½ room frame Store

on the SW. corner of College Ave. street 130 feet E of Ashby Ave street. Estimated entire cost of building $ 1000.00

Building to be occupied as Store by [No.] families

Size of Lot 40 by 100 feet.

Size of proposed building 40 ft. by 40 ft. Extreme height of building 19 ft. in.

Height in clear of cellar — ft. — in. Height in clear of first story 13 ft. in.

Height in clear of second story ft. in. Height in clear of third story ft. in.

Height in clear of fourth story ft. in. Height in clear of fifth story ft. in.

Foundation to be of (material) Concrete (Thickness) inches, greatest height of foundation 12 inches. Width of footings 12 inches

Sill sills 2 by 6 Main Sills 2 by room Girders — by — Post on piers — by — If piers are used, give size Brick Work by ft. on centers.

Size of underpinning by inches, inches on centers.

Size of studs in first story 2 by 4 inches, 16 inches on centers.

Size of studs in second story by inches, inches on centers.

Size of studs in third story by inches, inches on centers.

Size of studs in fourth story by inches, inches on centers.

Size of studs in fifth story by inches, inches on centers.

Exterior wall covering to be of Shingles Light shaft wall covering to be of

First floor joists 2 by 8 inches, 16 inches on centers. Longest span between supports 11½ ft.

Second floor joists by inches, inches on centers. Longest span between supports ft.

Third floor joists by inches, inches on centers. Longest span between supports ft.

Fourth floor joists by inches, inches on centers. Longest span between supports ft.

Fifth floor joists by inches, inches on centers. Longest span between supports ft.

Rafters 2 by 4 inches, 22 inches on centers. Longest span between supports ft.

Roof covered with Shingles Steep or flat Pitch ¼

Are studs in bearing partitions to be same as outside walls of each story? room Give size by

Chimneys of lined with any patent flues? Tile Flue

Gas grate flues to be patent chimney or brick?

Any dumb waiters or chutes? Any elevator (freight or passenger)?

If exterior walls are to be covered with shingles, walls must be close boarded. up and down boarding prohibited.

Cove brackets must be solid.

Name of Architect Address

Name of Owner C. C. Connell Address 2200 Stuart St.

Name of Builder C. C. Connell Address

STATE OF CALIFORNIA
COUNTY OF ALAMEDA } ss
CITY OF BERKELEY

The undersigned, being first duly sworn upon oath, deposes and says that the statements herein contained are true and correct and hereby agrees to save, indemnify and keep harmless the City of Berkeley against all liabilities, judgements, costs and expenses which may in any wise accrue against said City in consequence of the granting of this permit, or from the use or occupancy of any sidewalk, street or sub sidewalk place by virtue thereof, and will in all things strictly comply with the conditions of this permit and Ordinances of the City of Berkeley.

Subscribed and sworn to before me
FEB 2 - 1910

C. C. Connell. Per [illegible]
Signature of Owner, Architect or Builder.

Address

Clerk.

Building Inspector must be notified when building is ready for lathing, or before interior walls are covered.

City of Berkeley Application for Building Permit No. 429,
2 February 1910

Planning and Development Department
Land Use Planning Division

CITY OF BERKELEY
Ordinance #4694 N.S.
LANDMARK APPLICATION

Elmwood Commercial Historic District

Property No. 6

Koerber Buildings
2944 & 2956 College Avenue and 2637 Ashby Avenue





Koerber buildings, 2944 College Avenue (above), and 2637 Ashby Avenue (right). Anthony Bruce, 2025.



The 1907 Koerber Building, 2956 College Avenue. Anthony Bruce, 2020.

1. **Street Address:** 2956 College Avenue, 2637 Ashby Avenue, 2944 College Avenue
   County: Alameda **City**: Berkeley **ZIP**: 94705

2. **Assessor's Parcel Number**: 052–1568–01101
   (Berry-Bangs Tract, Block K, Lot: southern portion of Lots 7, 8, 9
   Dimensions: 140 feet x 150 feet
   Cross Streets: Benvenue Avenue and Russell Street

3. **Is property on the State Historic Resource Inventory?** No
   Is property on the Berkeley Urban Conservation Survey? Yes
   Form #: 11932

4. **Application for Landmark Includes**:
   a. Building(s): Yes **Garden:** No **Other Feature(s)**: No
   b. Landscape or Open Space: No
   c. Historic Site: No
   d. District: Yes
   e. Other: Entire property

5. **Historic Names:** Koerber Buildings
   Commonly Known Name: not known

6. **Date of Construction:** 1907 (2956 College); 1909 (2637 Ashby); 1910 (2944 College)
   Factual: Yes
   Source of Information: Contract notice (2956 College); City of Berkeley Application for Building Permit No. 2567, 13 April 1909 (2637 Ashby); City of Berkeley Application for Building Permit 443, 7 February 1910 (2944 College)

7. **Architect:** unknown (2956 College); Leland S. Lewis, designer (2637 Ashby); Cummings & Weymouth (2944 College)

8. **Builder:** unknown (2956 College); Leland S. Lewis (2637 Ashby); Patrick Bros. (2944 College)

9. **Style:** Colonial Revival (2956 College); Storefront (2944 College, 2637 Ashby)

10. **Original Owners:** Fred C. Koerber, 2647 Ashby Avenue
    Original Use: commercial and residential

11. **Present Owner:** Gordon Commercial Properties LLC
    Present Occupant: Bluemercury; vacant; Harvey Slocombe Ice Cream (2956 College); Dream Fluff Donuts (2637 Ashby); Cousin Home; Summer Kitchen (2944 College)

12. **Present Use:** residential and commercial

    Current Zoning: C-E **Adjacent Property Zoning:** C-E

13. **Present Condition of Property:** Excellent
    Exterior: Excellent **Interior:** unknown **Grounds:** Ø
    Has the property's exterior been altered? yes

14. Description.

2956 College Avenue. Built in **1907**, the Koerber Building is a two-story frame Colonial Revival building. It features four bay windows on the second floor, including a five-sided corner bay. The large projecting cornice is at the base of the parapet and includes modillions, a dentil course, and a frieze band below.



The building has been restored by the current owner. The lime sherbet stucco was removed revealing the original board siding; missing details were recreated; and the corner store, remodeled by designer Ed Raberg in early 1953 with sandstone ledgerock and stainless steel, was returned to a semblance of what may have originally existed. The two shopfronts facing College Avenue were also returned to an earlier look. The entrance to the second floor apartments is on College between the corner store and the other two storefronts. Bulkheads have raised wooden horizontal panels, each with an elaborate iron vent grille in the center.

2637 Ashby Avenue. Built in **1909**, this was one of two side-by-side small one-story, wood-frame shop buildings. It appears to have been altered at the same time as the stable at 2944 College Avenue, as they both feature the same simulated cut-stone surface treatment and diamond embedded frieze (although there are two diamonds here rather than five). There are two small-paned transom windows; the one on the right has been replaced by white vinyl with simulated muntins.



Piers on each end frame the shopfront which is in traditional style, except for the sandstone ledgerock resurfacing the bulkhead from 1951. The building originally housed one shop and later two. It has been one shop since 1951.

2944 College Avenue. Built in **1910**, this is a two-story frame building which appears from the street to be one story. It was built as a two-story stable that was part of a large 1910 development that wrapped around the earlier corner building. The façade is faced with cement plaster that is marked to resemble cut stone. A large, plain cornice projects from the front wall. Below the cornice there is a recessed horizontal panel that contains five diamond shapes similar in configuration to those on the College Cleaners building next door.



It is unknown when the stable was converted to shops. Three piers delineate the shops, which are traditional in design, with recessed entries, transoms, and tile bulkheads.

15. History.

Background on Fred Koerber.

Frederick Charles Koerber (1876–1953) owned several grocery stores in Oakland and Berkeley before branching into real estate development, mortgage banking, and municipal politics.

Fred was born in San Jose, one of nine siblings. His parents had immigrated from Germany as teenagers. The father, George Koerber was a wood dealer, an occupation taken up by Fred's brother, Adolph. Another brother, John,

became a grocer, and Fred most likely got his start with him.

Eventually Fred moved to Oakland, where in 1904 he married the widow Sarah Elizabeth Cash Cook (1870–1956). His store was located at 1932 Broadway, and he was active in the California State Retail Grocers' and Merchants' Association.

A shrewd businessman, in 1907 Koerber constructed a building of stores and apartments at the junction of Ashby and College avenues, where the Key Route's No. 6 streetcar, established in 1905, made a stop. The Koerber grocery was relocated to this building, and the owners took up residence in one of the apartments on the second floor.

The upscale grocery trade was based on home deliveries, and Koerber delivered. Business flourished, and Koerber quickly added to his holdings on adjacent lots. In 1909 he obtained a permit to construct a one-story, two-room store on Ashby Avenue. By 1911, he owned seven contiguous commercial buildings.

By the early 1920s, Koerber had moved on from the grocery business to pursue other activities. In March 1923, he filed his candidacy for a seat on the Berkeley city council in the May election that would launch the city manager form of government. He was endorsed by the merchants' association of his district but wasn't elected that year.

In 1925, he ran again, on a slate of four candidates endorsed by the Berkeley Municipal League. All four won their seats, with Koerber coming in fourth, having garnered 6,700 votes.

By mid-September, a mere four months past the election, Koerber tendered his resignation, claiming that "owing to the press of private business he was unable to devote the required time to the council." The private business concerned mainly real estate.

Excerpted from "Grocer-Politician Fred C. Koerber left Berkeley a Double Legacy" by Daniella Thompson, 2008; BAHA website.

2956 College Avenue.



The Koerber Building was the first commercial building to be built in what was to become the Elmwood commercial district. It cost $7,000 and contained two stores on the ground floor and flats above. The building was constructed at the far southeast corner of the Berry-Bangs Tract, which extends from Derby to Ashby west of College. The section between Russell and Ashby had been added in 1903 to the original 1902 subdivision. The tract's advertising brochure states, "Residences only. No stores or wood-yards." Most likely, there were no deed restrictions to enforce this rule, or, perhaps the developers soon realized that a corner store would be needed by the growing population.

Over the years, the configuration of the retail space on the ground floor of the Koerber Building changed. At first, it consisted of two shop spaces, each running north-south. One of these was Fred Koerber's grocery. That later changed to four shops running east-west, all with College Avenue addresses. By 1950 that number had been reduced to three, and it remains that way today, with the largest space at the corner.

Two known long-time tenants in the corner store were French's Coffee Shop (1935–1952) and Merit Cycles & Toys (1953–c1975). Russell R. French had been an ice cream maker in East Oakland. In 1935, Joseph Edy, the famous confectioner with shops in Oakland and Berkeley, directed a remodel of the corner store. Had he planned to open an "Edy's" on that corner or was he helping a fellow confectioner? French's was more than an ice cream parlor as its sign advertised both fountain and lunch.

In 1952, Russell French's coffee shop business was for sale. There must have been no takers for this type of business in this location because in 1953 a mainstay of the Elmwood in the 1950s and '60s—Merit Cycles & Toys— opened. An

advertisement in the spring 1954 telephone directory, shows a sketch of the new modern shopfront with a facing of Arizona ledgerock for the bulkheads, expanses of plate glass, a stainless steel corner column, and a band of stainless steel running above the windows and supporting free-standing lettering spelling out the name of the store. This was one of five impressive Mid-Century Modern shopfront remodels in the Elmwood, of which only one remains. The next tenant, in 1978, was Slater-Marinoff, selling modern furnishings. One of the proprietors, Patsy Slater, was especially pleased with the existing shopfront as it suited their business so well.

The northernmost shop in the Koerber Building was home to two successive shoe repair shops. Floyd Brown was there in the 1940s. And, at the same time, Lester Baranco ran Lester's Shine Parlor in the shop. John's Shoe Repair, owned by Lofty Briggs, Jr., followed in the same spot from 1967 until at least the late 1980s.

Members of the Koerber family owned the property until it was purchased by Berkeleyan John Gordon in 2005. The corner building's shops were vacant. John Gordon refurbished the building and restored its exterior. The hospital-green stucco was removed, revealing original siding, and shopfronts appropriate to 1907 were created. Businesses filled the empty spaces and the building reclaimed its place as a vibrant and attractive centerpiece of the Elmwood commercial district. The restoration was given a Preservation Award by the Berkeley Architectural Heritage Association in 2007, one hundred years after the Koerber Building was built.

2637 Ashby Avenue.



Koerber Building No. 2. In 1909, Rolla D. Fuller, a druggist whose business had been at Shattuck and Dwight Way, moved his pharmacy to this new Koerber Building. He had recently rented a brand-new house on Plaza Drive, in easy walking distance of his new store. Soon after the drugstore was opened, the Berkeley postmaster established Station No. 8 in the store that July. Fuller was appointed clerk, although the day-to-day post office work fell to his druggist partner and father-in-law John F. Croone. At this point, Berkeley had its main post office (on Shattuck Avenue), two branch offices, and eight "stations." Later, when Station No. 8 moved to the Dondero Building, its name was changed to Elmwood Station.

Rolla Fuller did not stay long. In 1910, Alameda developers built a new commercial building across Ashby from the Koerber properties. Fuller and Croone immediately moved into the large corner space, opening the College Avenue Pharmacy. Years later, strangely enough, Station No. 8 was still listed on the north side of Ashby with Rolla D. Fuller as clerk.

The business in Koerber Building No. 2 that has been there the longest is Dream Fluff Donuts. The popular doughnut store was established by the Herrenbruck family who lived in the neighborhood. It was there as early as 1954, but may go back to 1951 when the building was coverted from two shops to one. It has the same type of ledgerock bulkheads as the store to the east which was remodeled about the same time.

2944 College Avenue.



Koerber Building No. 3.

This building is the remaining piece of the large project that Fred Koerber built in 1910. It included a large, roofed-over coal and wood yard that wrapped around the back of the Koerber Building from Ashby to College. The business was run by the F. A. Nassie Company until about 1918. On Ashby, along with the entrance to the yard, were three small shop buildings, one housing a barber shop and another, the Elmwood Creamery. On the College Avenue side, a two-story stable opened into the yard. Koerber Building No. 3 is the stable converted to shops. No record has been found of when this conversion happened, although it may have been in about 1925 when the Acme Garage, which was in the space previously, had closed.

16. Significance.

The 1907 Koerber Building is exceptionally significant as the first commercial building to be built in the present day Elmwood commercial district. In fact, Fred Kroeber created the Elmwood commercial district by buying enough lots in the Berry-Bangs Tract to create a nucleus of commercial buildings that would soon attract other investors. The ground floor provided space for a much-needed grocery store for the rapidly growing surrounding neighborhoods. Above, there were flats where the Koerber family could live.

Koerber Building No. 2 is the second commercial building in the district and is significant because its construction was the first sign that the original Koerber Building was not merely a neighborhood corner store, but was the beginning of a commercial district. This building is also significant for housing the same business—Dream Fluff Donuts— for over seventy years.

Koerber Building No. 3, on College Avenue, is significant as a tangible link to a past commercial activity that was once ubiquitous around Berkeley: the fuel yard. Coal and wood were sold to heat the houses in the surrounding neighborhoods. The College Avenue building was the stable for the horse-driven wagons. It carried on the transportation theme as an automobile garage until the mid-1920s when it was converted to shops.

The Koerber property at the northwest corner of College and Ashby—with the three earliest buildings— is the historic hub of the Elmwood commercial district.

Features to Preserve.

• Koerber Building: the shopfronts, the transoms, the cornice, the upstairs windows, the second-floor bays, the supports under the bays, the siding, the air raid siren on the roof.

• Koerber Building No. 2: the Arizona ledgerock bulkheads, the transom with wood muntins, the two diamond shapes above the transoms, the boxy cornice, the incised pattern of cut stone in the stucco exterior including the cornice, the screen door.

• Koerber Building No. 3: traditional-style shopfronts with maroon tile bulkheads, transoms, five diamond shapes in the frieze, the boxy cornice, the incised pattern of cut stone in the stucco exterior including the cornice.

17. Historic Value— Neighborhood: Yes City: Yes

Architectural Value— Neighborhood: Yes City: Yes

18. Is the property endangered? No

19. Bibliography.

City of Berkeley Application for Building Permit No. 2567, 13 April 1909; as well as several alteration applications.

Block books and Sanborn maps

City directories.

Urban Conservation Survey (block files), BAHA.

Ormsby Donogh Real Estate File (1939–1977), BAHA.

Tales of the Elmwood, Burl Willes, 2000.

Berkeley Tourist and Business Survey, 1924.

"A Profile of the Elmwood: Trends and Counter-Trends in a Berkeley Neighborhood Commercial District" Joanna Callenbach, Geography 181 class paper, Spring 1978.

ancestry.com

"Permits for New Buildings," *Berkeley Gazette*, 24 May 1907.

"2007 BAHA Preservation Award Winners," *BAHA Newsletter*, No. 126, Summer 2007.

"Grocer-Politician Fred C. Koerber Left Berkeley a Double Legacy" by Daniella Thompson, *BAHA Website*, 9 January 2008.

20. Recorder

Anthony Bruce for Elmwood Property Owners Association, c/o Claudia Hunka, Your Basic Bird, 2940 College Avenue, Berkeley, California 94705

17 October 2025

Additional Photographs.



Koerber Building, 2956 College Avenue; College Avenue frontage. Anthony Bruce, 2020.





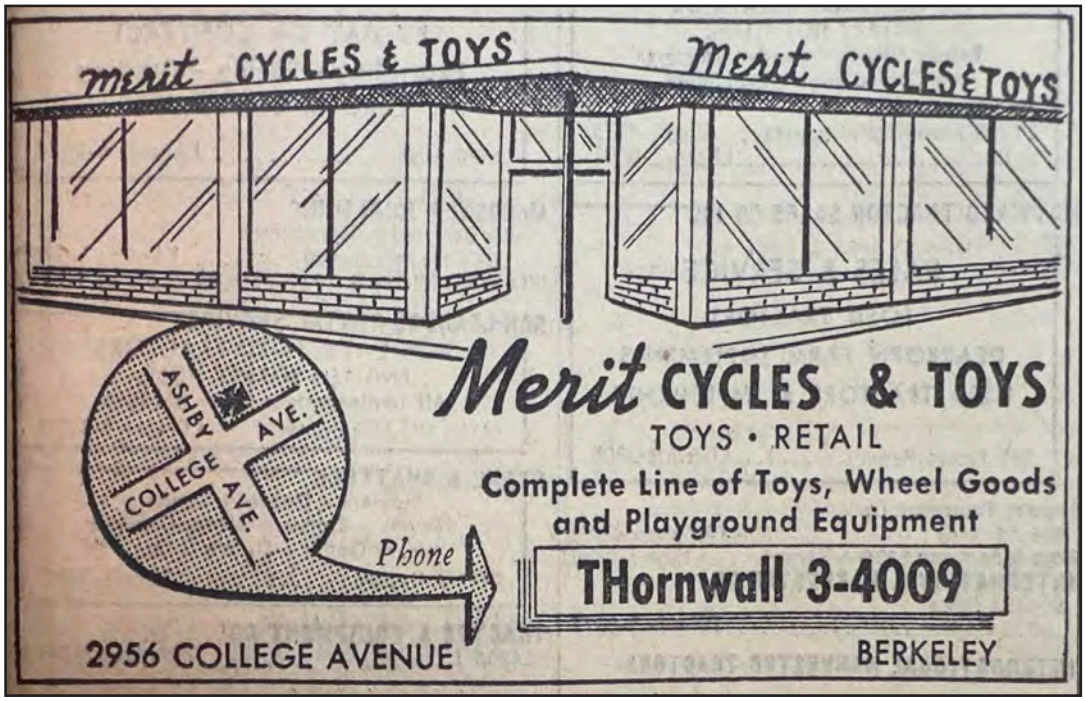
Koerber Building, 2956 College Avenue. Stores in 1982: Slater/Marinoff & Co.; John's Shoe Repairing. Anthony Bruce, 1982.

Koerber Building, 2956 College Avenue; College Avenue frontage. Stores in 1939 included: furniture; California Citrus Distributors; Supreme Cleaners, French's Cafe. Ormsby Donogh, 1939, Donogh Real Estate File, BAHA.

Additional Photographs.



The Koerber Building, 2956 College Avenue, after restoration. Waiting for the new anchor tenant Lulu Lemon to open. Daniella Thompson, 2008.



Display ad in the April 1954 Oakland Telephone Directory for Merit Cycles & Toys, showing the new, Modern glass, steel, and sandstone corner storefront of the Koerber Building..

Additional Photographs.



Koerber Building, 2944 College Avenue. Shops in 1982: Butler Natural Foods; Great Lengths Hair Parlor. Anthony Bruce, 1982.



Koerber Building, 2637 Ashby Avenue. Shops in 1982: Dream Fluff Donuts. Anthony Bruce, 1982.



Koerber Building, 2637 Ashby Avenue, entrance with Arizona ledgerock-surfaced bulkheads.
Anthony Bruce, 2025.

Additional Photographs.

Koerber Building, 2956 College Avenue. Brown's Shoe Repair and Lester's Shine Parlor, 2948 College Avenue. With Floyd Brown and Lester Baranco. Byron Bolfing, November 1947, Berkeley Historical Society.





Koerber Building, 2944 College Avenue. Interior of Roberts Jewelry, 2946 College Avenue. Byron Bolfing, November 1947, Berkeley Historical Society.

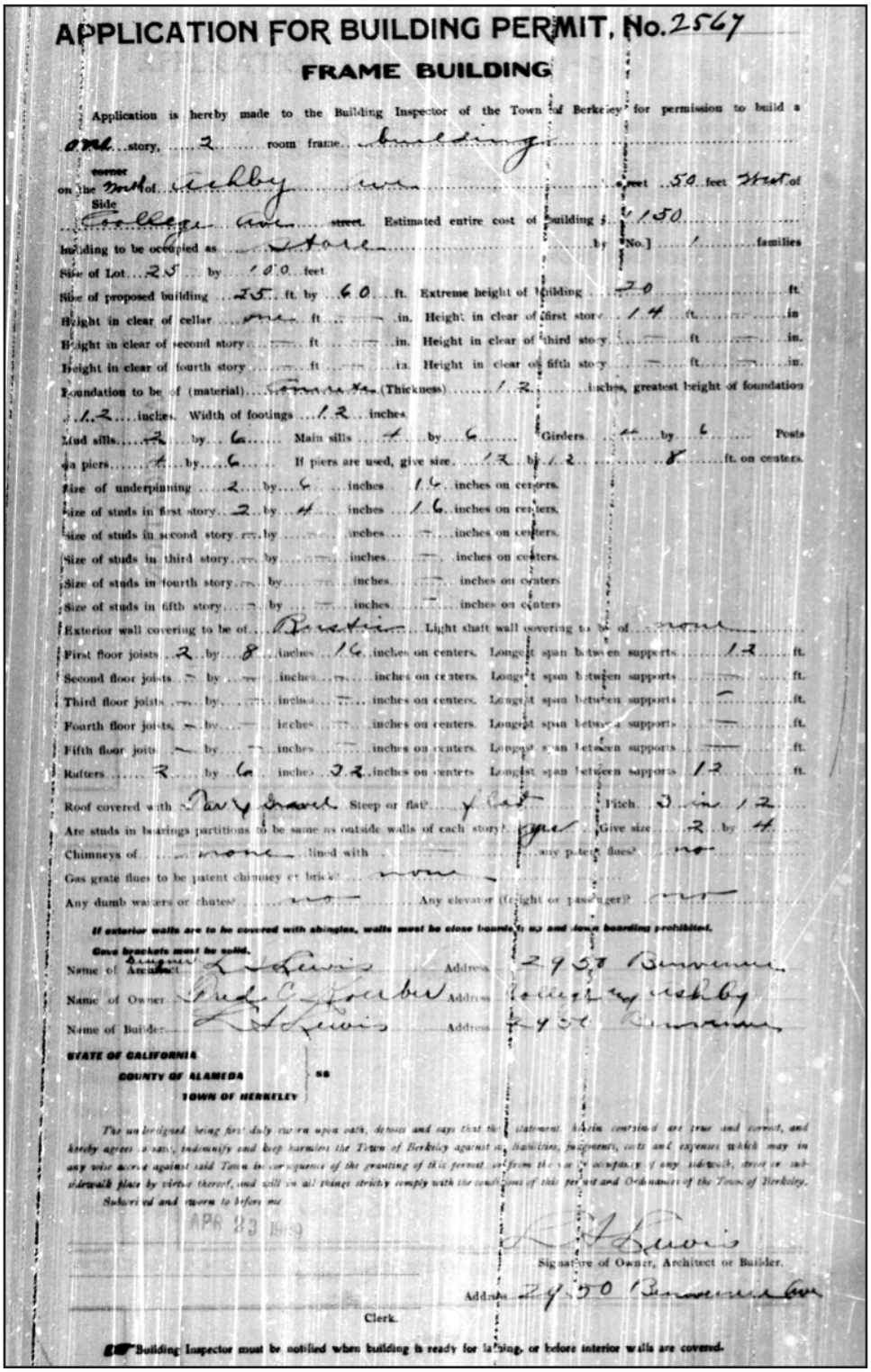


Lofty Briggs, Jr., owner of John's Shoe Repair, 2948 College Avenue. Photo by Jerry Telfer, "A Grassroots Fight for the Status Quo" by Ann Bancroft and Henry Schulman, San Francisco Chronicle, *1 October 1981.*



Lester Baranco and Byron Bolfing in Lester's Shine Parlor, 2948 College Avenue.

November 1947, Berkeley Historical Society.



APPLICATION FOR BUILDING PERMIT, No. 2567

FRAME BUILDING

Application is hereby made to the Building Inspector of the Town of Berkeley for permission to build a one story, 2 room frame building on the North corner side of Ashby ave. 50 feet West of College ave. street. Estimated entire cost of building $ 150

building to be occupied as Store by [No.] 1 families

Size of Lot 25 by 100 feet

Size of proposed building 25 ft. by 60 ft. Extreme height of building 20 ft.

Height in clear of cellar Ord ft. — in. Height in clear of first story 14 ft. — in.

Height in clear of second story — ft. — in. Height in clear of third story — ft. — in.

Height in clear of fourth story — ft. — in. Height in clear of fifth story — ft. — in.

Foundation to be of (material) Concrete (Thickness) 12 inches, greatest height of foundation 12 inches. Width of footings 12 inches

Mud sills 2 by 6 Main sills 4 by 6 Girders 4 by 6 Posts

on piers 4 by 6 If piers are used, give size 12 by 12 8 ft. on centers.

Size of underpinning 2 by 6 inches 12 inches on centers.

Size of studs in first story 2 by 4 inches 16 inches on centers.

Size of studs in second story — by — inches — inches on centers.

Size of studs in third story — by — inches — inches on centers.

Size of studs in fourth story — by — inches — inches on centers.

Size of studs in fifth story — by — inches — inches on centers.

Exterior wall covering to be of Boards Light shaft wall covering to be of none

First floor joists 2 by 8 inches 16 inches on centers. Longest span between supports 12 ft.

Second floor joists — by — inches — inches on centers. Longest span between supports — ft.

Third floor joists — by — inches — inches on centers. Longest span between supports — ft.

Fourth floor joists — by — inches — inches on centers. Longest span between supports — ft.

Fifth floor joists — by — inches — inches on centers. Longest span between supports — ft.

Rafters 2 by 6 inches 32 inches on centers Longest span between supports 12 ft.

Roof covered with Tar & Gravel Steep or flat? flat Pitch 3 in 12

Are studs in bearings partitions to be same as outside walls of each story? yes Give size 2 by 4

Chimneys of none lined with any patent flues? no

Gas grate flues to be patent chimney or brick? none

Any dumb waiters or chutes? no Any elevator (freight or passenger)? not

If exterior walls are to be covered with shingles, walls must be close boarded, and down boarding prohibited.

Gave brackets must be solid.

Name of Architect L. Lewis Address 2950 Benvenue

Name of Owner Fred C. Faber Address Corner Ashby & College

Name of Builder L. Lewis Address 2950 Benvenue

STATE OF CALIFORNIA
COUNTY OF ALAMEDA } ss
TOWN OF BERKELEY

The undersigned being first duly sworn upon oath, deposes and says that the statement herein contained are true and correct, and hereby agrees to save, indemnify and keep harmless the Town of Berkeley against all liabilities, judgments, costs and expenses which may in any wise accrue against said Town in consequence of the granting of this permit, or from the use or occupancy of any sidewalk, street or sidewalk place by virtue thereof, and will in all things strictly comply with the conditions of this permit and Ordinances of the Town of Berkeley.

Subscribed and sworn to before me

APR 13 1909

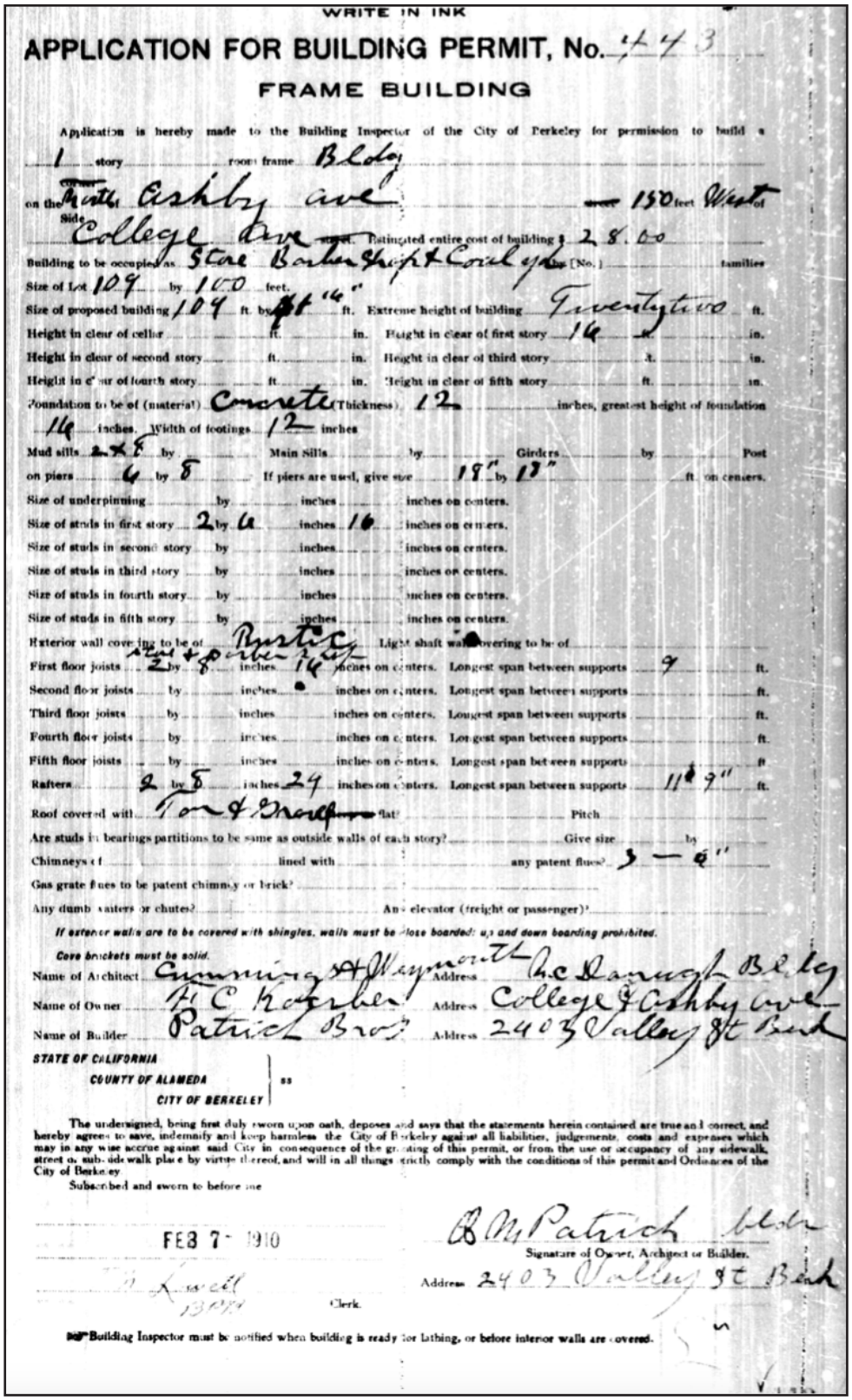
Clerk.

L. Lewis
Signature of Owner, Architect or Builder.

Address 2950 Benvenue Ave

Building Inspector must be notified when building is ready for lathing, or before interior walls are covered.

City of Berkeley Application for Building Permit No. 2567, 13 April 1909



WRITE IN INK

APPLICATION FOR BUILDING PERMIT, No. 443

FRAME BUILDING

Application is hereby made to the Building Inspector of the City of Berkeley for permission to build a 1 story room frame Bldg

on the North Side Ashby ave 150 feet West of College Ave Estimated entire cost of building $ 28.00

Building to be occupied as Store Barber Shop & Coal yard No. [No.] families

Size of Lot 109 by 100 feet.

Size of proposed building 109 ft. by 44' 4" ft. Extreme height of building Twenty two ft.

Height in clear of cellar ft. in. Height in clear of first story 14 ft. in.

Height in clear of second story ft. in. Height in clear of third story ft. in.

Height in clear of fourth story ft. in. Height in clear of fifth story ft. in.

Foundation to be of (material) Concrete (Thickness) 12 inches, greatest height of foundation 14 inches. Width of footings 12 inches

Mud sills 2x8 by Main Sills by Girders by Post

on piers 4 by 8 If piers are used, give size 18" by 18" ft. on centers.

Size of underpinning by inches inches on centers.

Size of studs in first story 2 by 4 inches 16 inches on centers.

Size of studs in second story by inches inches on centers.

Size of studs in third story by inches inches on centers.

Size of studs in fourth story by inches inches on centers.

Size of studs in fifth story by inches inches on centers.

Exterior wall covering to be of Rustic Light shaft wall covering to be of

First floor joists 2 by 8 inches 16 inches on centers. Longest span between supports 9 ft.

Second floor joists by inches inches on centers. Longest span between supports ft.

Third floor joists by inches inches on centers. Longest span between supports ft.

Fourth floor joists by inches inches on centers. Longest span between supports ft.

Fifth floor joists by inches inches on centers. Longest span between supports ft.

Rafters 2 by 6 inches 24 inches on centers. Longest span between supports 11' 9" ft.

Roof covered with Tar & Gravel flat Pitch

Are studs in bearings partitions to be same as outside walls of each story? Give size by

Chimneys of lined with any patent flues? 3 — 8"

Gas grate flues to be patent chimney or brick?

Any dumb waiters or chutes? An elevator (freight or passenger)?

If exterior walls are to be covered with shingles, walls must be close boarded; up and down boarding prohibited.

Core brickets must be solid.

Name of Architect Cunning & Waymouth Address 1c Dana cor Berkeley

Name of Owner F C Kerber Address College & Ashby ave

Name of Builder Patrick Bros Address 2403 Valley St Berk

STATE OF CALIFORNIA
COUNTY OF ALAMEDA } ss
CITY OF BERKELEY

The undersigned, being first duly sworn upon oath, deposes and says that the statements herein contained are true and correct, and hereby agrees to save, indemnify and keep harmless the City of Berkeley against all liabilities, judgements, costs and expenses which may in any wise accrue against said City in consequence of the granting of this permit, or from the use or occupancy of any sidewalk, street or sub-sidewalk place by virtue thereof, and will in all things strictly comply with the conditions of this permit and Ordinances of the City of Berkeley

Subscribed and sworn to before me

FEB 7 1910

H Lowell
Clerk.

B M Patrick Builder
Signature of Owner, Architect or Builder.

Address 2403 Valley St Berk

☞ Building Inspector must be notified when building is ready for lathing, or before interior walls are covered.

City of Berkeley Application for Building Permit No. 443, 7 February 1910

Planning and Development Department
Land Use Planning Division

CITY OF BERKELEY
Ordinance #4694 N.S.
LANDMARK APPLICATION

Elmwood Commercial Historic District

Property No. 7

Claremont Garage
2629 Ashby Avenue



Claremont Garage Building, 2629 Ashby Avenue. Anthony Bruce, 2025.

1. **Street Address:** 2627, 2629, 2633, 2635 Ashby Avenue
County: Alameda **City**: Berkeley **ZIP**: 94705

2. **Assessor's Parcel Number**: 052–1568–01201
(Berry-Bangs Tract, Block K, Lot 10 and portions of Lots 9 and 8)
Dimensions: 120 feet x 110 to 120 feet
Cross Streets: Benvenue Avenue and College Avenue

3. **Is property on the State Historic Resource Inventory?** No
Is property on the Berkeley Urban Conservation Survey? Yes
Form #: 11939

4. **Application for Landmark Includes**:
a. Building(s): Yes **Garden:** No **Other Feature(s)**: No
b. Landscape or Open Space: No
c. Historic Site: No
d. District: Yes
e. Other: Entire property

5. **Historic Names:** Claremont Garage, Elmwood Garage, Wright's Garage
Commonly Known Name: not known

6. **Date of Construction:** 1925 **Factual**: Yes
Source of Information: City of Berkeley Application for Building Permit No. 22294, 10 September 1925.

7. **Architect:** B. Reede Hardman, 1st National Bank Building, Berkeley

8. **Builder:** Carlson Le Prest Company, 206 Koerber Building, University Avenue

9. **Style:** Italian Farmhouse & Storefront

10. **Original Owners:** Fred C. Koerber, 206 Koerber Building, University Avenue
Original Use: residential and commercial

11. **Present Owner:** Gordon Commercial Properties LLC
Present Occupant: Casa de Chocolate; Labels; Lift Me Up; Yama; Mighty Pilates; Worthy; Donato & Co.

12. **Present Use:** commercial
Current Zoning: C-E **Adjacent Property Zoning:** C-E, R-2A

13. **Present Condition of Property:**
Exterior: Excellent **Interior:** unknown **Grounds:** Ø
Has the property's exterior been altered? new shopfronts

14. Description.

Built in 1925 as a large, high, one-story garage and store building, the Claremont Garage was constructed of reinforced concrete, brick, and hollow tile, with a wood-truss ceiling. Two large openings in the center flanked by shopfronts were the garage entries. Now, those open entries and the three shopfronts have all been redone as traditional shopfronts, but with tall, elongated doors and display windows. Transoms match the widths of doors and windows below. All trim is painted dark green.

The building is faced with randomly laid buff and reddish brown pressed brick. The façade is dived into five bays by brick-clad piers that extend slightly above the parapet. All is symmetrical except that an additional wider shopfront extends eastward. Its façade is treated as the rest of the building, but with a stepped parapet at the center of the shopfront. This section may either be an existing store building built by Fred Koerber in 1909 that was incorporated into the garage building, or its dimensions were retained for this "extra" shopfront when the garage was built.

Centered above the garage entrance is what was once a penthouse apartment. It was constructed of hollow tile and had integrally colored tan cement plaster and brick quoining. The penthouse has been rebuilt without the quoining, but the tile roof and small-pane casement windows remain.

15. History.

In the summer of 1911, Dewey Collignon and Clarence Morrill built a garage on Ashby designed by George F. King. The same year, Morrill's son Enoch built the Berkeley Theater and the Morrill Apartments (Landmark #85) in downtown Berkeley, both designed by King. The garage was built on property to the west of and adjoining the Koerber property. The garage was quite large. Its roof and exterior walls were of corrugated iron and it was built on a concrete slab. The business was called the Claremont Garage and run by Fenton J. Zehner.

Sometime before 1921 Fred C. Koerber purchased the Claremont Garage property. He combined it with some of his other property fronting on Ashby (the three small 1910 shop buildings, the coal and wood yard, and the westerly of the two 1909 shop buildings). In 1925, Koerber commissioned Berkeley architect B. Reede Hardman to design the ultimate in automotive garages on the large piece of cleared land.

The Claremont Garage *business* seems to have survived the construction of the new building, but Zehner had not run the business since 1917. Then, about 1929, an Oakland accounting firm, Farrell & Mitchell, moved into the building. William E. Mitchell also was manager of the *Elmwood* Garage at the same address. It seems the garage was under new ownership and a name change was in order. Thereafter, William G. Farrell ran the garage, with his wife Marian in the office, until 1978. That year, after almost fifty years, Farrell's Inc. transfered all the accoutrements that made up Farrell's Elmwood Garage to Wright's Automotive Service. Wright's also had a long run.

When John Gordon purchased the former Fred Koerber properties from his descendants in 2004, he realized that the large, open space of the brick garage needed upgrading to modern seismic standards. Wright's moved to a new location in West Berkeley. John Gordon determined that, due to its location on a narrow and busy thoroughfare, the building would function better with pedestrian-oriented retail shops (of which there had always been two or three). After the structural work was finished, The Bay Architects were commissioned to design the interior and the ground floor exterior. The

building presents a handsome face to the street and has successfully existed since then with a variety of shops and a restaurant for fine dining; every bit as successful as the garage was in its day.

16. Significance.

The Claremont Garage Building holds architectural significance for the City of Berkeley. Although most of its length is not taller than other nearby one-story buildings, it presents a monumental appearance due to the texture and rich variegated color of its brick surface, the verticality of its brick piers, and the verticality of the components of the shopfronts. The penthouse adds actual height and gives an imposing and substantial feeling to the entire building. The Claremont Garage is one of the premier buildings, architecturally, in the Elmwood commercial district and may be the finest designed garage in Berkeley.

Features to Preserve.

- the shopfronts
- the unpainted brick exterior
- the penthouse with its tile roof and mullioned casement windows

17. Historic Value— Neighborhood: Yes City: Yes
Architectural Value— Neighborhood: Yes City: Yes

18. Is the property endangered? No

19. Bibliography.

Building Permit Application No. 22294, 10 September 1925, as well as earlier applications.

Block books and Sanborn maps

Directories.

Urban Conservation Survey (block files), BAHA.

Ormsby Donogh Real Estate File (1939–1977), BAHA.

Tales of the Elmwood, Burl Willes, 2000.

Berkeley Tourist and Business Survey, 1924.

"A Profile of the Elmwood: Trends and Counter-Trends in a Berkeley Neighborhood Commercial District" Joanna Callenbach, Geography 181 class paper, Spring 1978.

ancestry.com

"Notice of Intended Transfer" *Berkeley Gazette*, 5 June 1978.

"Wright's Garage Leads ZAB Agenda" by Rita Bhattacharjee, *Berkeley Daily Planet*, 6 Feb.2007.

20. Recorder

Anthony Bruce for Elmwood Property Owners Association, c/o Claudia Hunka, Your Basic Bird, 2940 College Avenue, Berkeley, California 94705

22 October 2025

Additional Photographs.



Claremont Garage. Anthony Bruce, 2025.



Claremont Garage, showing Italian Farmhouse-style penthouse. Anthony Bruce, 2025.



Claremont Garage. Anthony Bruce, 2025.

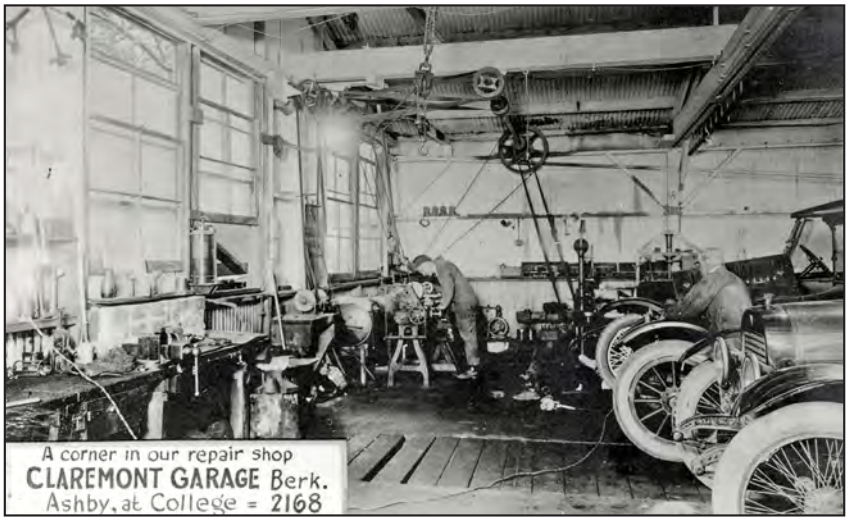
Additional Photographs.



Claremont Garage. Betty Marvin, c. 1981



Claremont Garage. Ormsby Donogh, 1939, Donogh Real Estate File, BAHA.



Claremont Garage repair shop interior, late 1920s. Photo-postcard courtesy of Anthony Bruce,

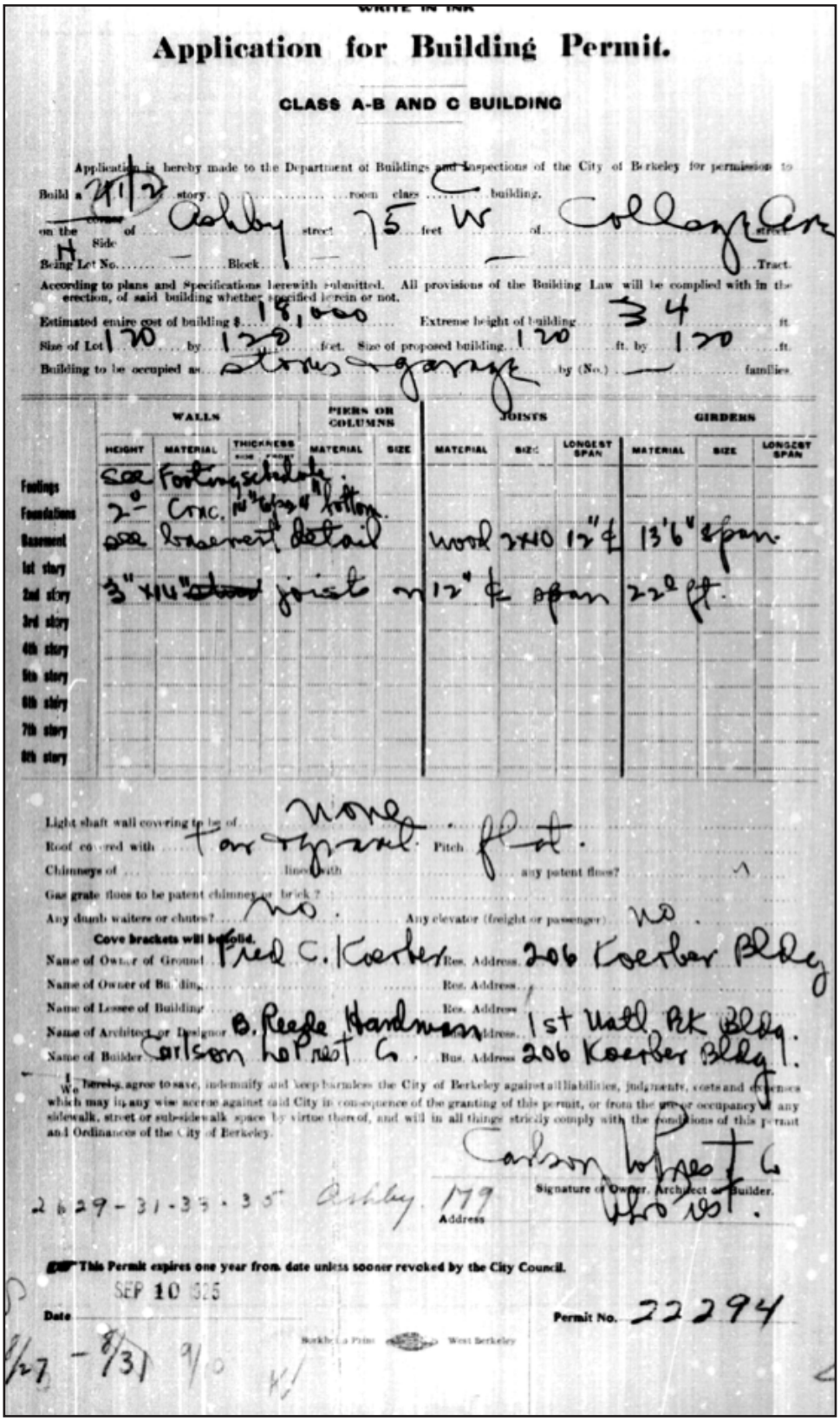
Additional Photographs.



William G. Farrell in Farrell's Elmwood Garage. Byron Bolfing, November 1947, Berkeley Historical Society.



Marian Farrell in Farrell's Elmwood Garage. Byron Bolfing, November 1947, Berkeley Historical Society.



WRITE IN INK

Application for Building Permit.

CLASS A-B AND C BUILDING

Application is hereby made to the Department of Buildings and Inspections of the City of Berkeley for permission to

Build a 2 1/2 story ..... room class C building.

on the corner of Ashby street 75 feet W of College Ave

Side

Being Lot No. — Block — Tract.

According to plans and Specifications herewith submitted. All provisions of the Building Law will be complied with in the erection, of said building whether specified herein or not.

Estimated entire cost of building $ 18,000 Extreme height of building 34 ft.

Size of Lot 120 by 120 feet. Size of proposed building 120 ft. by 120 ft.

Building to be occupied as stores & garage by (No.) — families

	WALLS			PIERS OR COLUMNS		JOISTS			GIRDERS		
	HEIGHT	MATERIAL	THICKNESS	MATERIAL	SIZE	MATERIAL	SIZE	LONGEST SPAN	MATERIAL	SIZE	LONGEST SPAN
Footings	See	Footing schedule.									
Foundations	2-0	Conc.	12" & 16" at bottom.								
Basement	See	basement detail				wood	2x10	12" ctrs	13'6" span.		
1st story											
2nd story	3" x 14" steel					joists on	12" ctrs	span	22'0 ft.		
3rd story											
4th story											
5th story											
6th story											
7th story											
8th story											

Light shaft wall covering to be of none.

Roof covered with tar & gravel Pitch flat.

Chimneys of ..... lined with ..... any patent flues? ^

Gas grate flues to be patent chimney or brick? .....

Any dumb waiters or chutes? no. Any elevator (freight or passenger) no.

Cove brackets will be solid.

Name of Owner of Ground Fred C. Koerber Res. Address 206 Koerber Bldg

Name of Owner of Building ..... Res. Address .....

Name of Lessee of Building ..... Res. Address .....

Name of Architect or Designor B. Reese Hardwood Address 1st Natl. Bk Bldg.

Name of Builder Carlson Lot Prod Co. Bus. Address 206 Koerber Bldg.

I We hereby agree to save, indemnify and keep harmless the City of Berkeley against all liabilities, judgments, costs and expenses which may in any wise accrue against said City in consequence of the granting of this permit, or from the use or occupancy of any sidewalk, street or subsidewalk space by virtue thereof, and will in all things strictly comply with the conditions of this permit and Ordinances of the City of Berkeley.

Carlson Lot Prod Co

Signature of Owner, Architect or Builder.

2629-31-33-35 Ashby 179 Address Pres

This Permit expires one year from date unless sooner revoked by the City Council.

Date SEP 10 1925

Permit No. 22294

Berkeley Print West Berkeley

9/27 - 9/31 9/0 K/

City of Berkeley Application for Building Permit No. 22294, 10 September, 1925

Planning and Development Department
Land Use Planning Division

CITY OF BERKELEY
Ordinance #4694 N.S.
LANDMARK APPLICATION

Elmwood Commercial Historic District

Property No. 8
Koerber Building No. 5
2632 Ashby Avenue



Koerber Building No. 5, 2632 Ashby Avenue. Anthony Bruce, 2025.

1. **Street Address:** 2632, 2634, 2636, 2638 Ashby Avenue
   County: Alameda **City**: Berkeley **ZIP**: 94705

2. **Assessor's Parcel Number**: 052–1573–01400
   (Claremont Tract, Block E, Lot 3)
   Dimensions: 50 feet x 106.8 feet
   Cross Streets: College Avenue and Benvenue Avenue

3. **Is property on the State Historic Resource Inventory?** No
   Is property on the Berkeley Urban Conservation Survey? Yes
   Form #: 12062

4. **Application for Landmark Includes**:
   a. Building(s): Yes **Garden:** No **Other Feature(s)**: No
   b. Landscape or Open Space: No
   c. Historic Site: No
   d. District: Yes
   e. Other: Entire property

5. **Historic Names:** Koerber Building No. 5
   Commonly Known Name: not known

6. **Date of Construction:** 1922, 1947 **Factual**: Yes
   Source of Information: City of Berkeley Application for Building Permit No. 11141, 5 January 1922; *Architect & Engineer*

7. **Architect:** John Olmquist, 5856 Trask Street, Oakland; Alben Froberg, Oakland

8. **Builder:** John Olmquist

9. **Style:** Shopfront

10. **Original Owners:** Fred C. Koerber, 2647 Ashby Avenue
    Original Use: commercial (4 stores)

11. **Present Owner:** Gallardo Brothers LLC
    Present Occupant: Focal Point (2638); Aveda Moon Shadow Salon (2634–36); Worthy Breath & Body (2632)

12. **Present Use:** commercial & vacant (3 stores)
    Current Zoning: C-E **Adjacent Property Zoning:** C-E, R-2A

13. **Present Condition of Property:**
    Exterior: Excellent **Interior:** unknown **Grounds:** Ø
    Has the property's exterior been altered? Yes

14. Description.

Built in 1922, this is a one-story wood-frame building containing four shops. Originally, large transoms filled half the space between the shopfronts and the minimal cornice. In 1947, Alben Froberg (architect of Oakland's noted Art-Deco Gray Shop) streamlined the façade with Carrara structural glass and steel Kawneer trim. Beige glass was used on the upper half of the façade, with dark blue framing the shops. All shops have traditional recessed entries and plate glass displays.

The integrity of the streamlined façade has been slightly compromised by an awning over the westernmost shopfront, and the painting of its window framing and dark blue glass (all reversible). The streamlining of this building is one of the more successful remodelings in the district.

There is a brick workshop behind 2634, built in 1938 by building owner and cabinetmaker Henry Roehnert for his antique furniture restoration shop that lasted at this location for more than thirty years.

15. History.

This is the final commercial building that Fred Koerber built in the Elmwood commercial district. Soon after it was built the building housed M. Kubota's shoe repair, James D. Logan's U. C. Fruit Market, Darwin E. Woodworth and David Woodward's barber shop and laundry agency, and William P. Moran's Home Bake Shop. These were all necessary businesses for the surrounding residential neighborhoods. A bakery was a long-standing tenant in the easternmost shop at 2638 Ashby. Lane's Bakery, owned by J. Ado Lane, followed Moran's in 1937. This particular space lent itself so well to another bakery's use because Moran had it well-equipped, even to adding a brick oven in the rear. By 1964, Lane's was gone.

The longest running business in the building was Tail of the Yak, a gift shop unlike any other. It closely reflected the aesthetics and artistic taste of the owners, Alice Erb and Lauren MacIntosh. The shop was open for fifty-one years, from 1972 to 2023. Tail of the Yak was so unusual and atmospheric that it drew followers not only from Berkeley, but world-wide. According to an article in *Berkeleyside* about the shop's closing, Tail of the Yak was mentioned or featured in many publications, such as *Vogue* and the *New York Times*.

In 1947, architect Alben Froberg was commissioned by Marshall Steel, the then-owner of the building to modernize the façade, likely in anticipation of the opening of a branch of his cleaning business here. Marshall Steel remained at 2632 Ashby well into the 1960s.

In the 1930s and 1940s, nothing could revitalize the appearance of an older commercial building more than stainless steel and gleaming structural glass. Pigmented structural glass was developed in the United States around 1900. It really came into its own architecturally during the Art Deco/Streamline Moderne era due to its smooth, polished appearance and the fact that by the 1930s it was possible to produce it in a wide range of colors. The two most well known brands of pigmented structural glass were "Carrara" made by Pittsburgh Plate Glass Co., and "Vitrolite" made by the Vitrolite Company. Carrara seems to have been used on this building in both dark blue and the company's beige glass known as "suntan." The stainless steel trim was made by the Kawneer Company, a local firm whose West Berkeley factory is Landmark No. 104. Froberg was remodeling the Kawneer Building while he was working on Koerber Building No. 5.

16. Significance.

Koerber Building No. 5 is significant as the last building that Fred Koerber built in the Elmwood commercial district. Koerber was the first investor and created the nucleus of the district, paving the way for others. Out of an overall investment of ten structures, five remain.

The building is significant as the home of the world-renowned retail shop, Tail of the Yak, which remained successfully open for fifty-one years.

The building is significant for its architect-designed use of pigmented structural glass, a material that is no longer manufactured. The material boldly proclaims, "Mid-Century Modern." It is one of the few remaining examples of its use in Berkeley and is the one remaining of five significant Modern makeovers in the Elmwood.

Lastly, due to its scale and its traditional shopfronts, Koerber Building No. 5 is a contributing structure in the district.

Features to Preserve.

- the pigmented structural glass on the façade
- the Kawneer stain1ess steel trim
- the shopfronts

17. Historic Value— Neighborhood: Yes City: Yes
Architectural Value— Neighborhood: Yes City: Yes

18. Is the property endangered? No

19. Bibliography.

Building Permit Application No. 11141, 5 January 1922; as well as alteration applications.
Block books and Sanborn maps.

Directories.

Urban Conservation Survey (block files), BAHA.

Ormsby Donogh Real Estate File (1939–1977), BAHA.

Tales of the Elmwood, Burl Willes, 2000.

Berkeley Tourist and Business Survey, 1924.

"A Profile of the Elmwood: Trends and Counter-Trends in a Berkeley Neighborhood Commercial District" Joanna Callenbach, Geography 181 class paper, Spring 1978.

ancestry.com

"Tail of the Yak, Elmwood Boutique Selling Rare and Lovely Crafts, Closing after 51 Years" by Joanne Furio, *Berkeleyside*, 2 May 2023.

"Pigmented Structural Glass," *Wikipedia*.

20. Recorder

Anthony Bruce for Elmwood Property Owners Association, c/o Claudia Hunka, Your Basic Bird, 2940 College Avenue, Berkeley, California 94705

19 October 2025.

Additional Photographs.



Koerber Building No. 5, 2632 Ashby Avenue.
Anthony Bruce, 1982.



Koerber Building No. 5, 2632 Ashby Avenue. Ormsby Donogh, 1939, Donogh Real Estate File, BAHA.



Koerber Building No. 5, 2632 Ashby Avenue, showing the 1947 Carrera glass makeover.
Picture from a 1960 real estate listing, Donogh Real Estate File, BAHA.

Additional Photographs.



Tail of the Yak shopfront, 2632 Ashby Avenue.
Joanne Furio, 2023, Berkeleyside*.*



Tail of the Yak interior.
Joanne Furio, 2023, Berkeleyside*.*



Tail of the Yak, 2632 Ashby Avenue. Owners Lauren MacIntosh and Alice Erb.
Joanne Furio, 2023, Berkeleyside*.*

APPLICATION FOR BUILDING PERMIT

FRAME BUILDING

Application is hereby made to the Department of Buildings and Inspections of the City of Berkeley for permission to build a 1 story 4 room frame Stores

corner
on the South Side of Ashby street 90 feet east of Benvenue street.

Being Lot No. ..... Block ..... Tract

According to plans and Specifications herewith submitted. All provisions of the Building Law will be complied with in the erection of said building whether specified herein or not.

Estimated entire cost of Building $ 3477.00

Building to be occupied as Stores by (No.) ..... families

Size of Lot ..... by ..... feet.

Size of proposed building 63 ft. by 60 ft. Extreme height of building 20'6" ft.

Height in clear of cellar ..... ft. ..... in. Height in clear of first story 14 ft. ..... in.

Height in clear of second story ..... ft. ..... in. Height in clear of third story ..... ft. ..... in.

Foundation to be of (material) Concrete (Thickness) 12" inches, greatest height of foundation 12 inches.

Width of footings 15" inches.

Mud sills 2X6 X ..... Main sills cement floors Girders ..... X ..... Post on piers ..... X ..... If piers are used, give size ..... by ..... ft. on centers.

Size of underpinning ..... X ..... inches ..... inches O. C. Size of studs in first story 2 X 6 inches ..... inches O. C

Size of studs in second story ..... X ..... inches ..... inches O. C. Size of studs in third story ..... X ..... inches ..... inches O. C.

Exterior wall covering to be of rustic Light shaft wall covering to be of .....

All outside walls covered with singles or plaster will be close boarded.

First floor joists ..... X ..... inches ..... inches on centers Longest span between supports ..... ft.

Second floor joists ..... X ..... inches ..... inches on centers. Longest span between supports ..... ft.

Third floor joists ..... X ..... inches ..... inches on centers Longest span between supports ..... ft.

Ceiling joists 2X4 X ..... inches 16 inches on centers Longest span between supports ..... ft.

Rafters 2 X 8 inches 16 inches on centers Longest span between supports ..... ft.

Roof covered with Tar & gravel Steep or flat? flat Pitch ½" to 1ft.

Studs in bearing partitions will be same as outside walls of each story.

Chimneys of patent construction with ..... any patent flues?

Gas grate flues to be patent chimney or brick?

Any dumb waiters or chutes? ..... Any elevator (freight or passenger)? .....

Cove brackets will be solid.

Name of Owner of Ground Fred C. Koerber Residence Address .....

Name of Owner of Building " Residence Address .....

Name of Lessee of Building ..... Residence Address .....

Name of ~~Architect~~ or Designor John Almquist Residence Address 5956 Trask St. Oakland

Name of Builder John Almquist Residence Address "

I/We hereby agree to save, indemnify and keep harmless the City of Berkeley against all liabilities, judgments, costs and expenses which may in any wise accrue against said City in consequence of the granting of this permit, or from the use or occupancy of any sidewalk, street or sub-sidewalk space by virtue thereof, and will in all things strictly comply with the conditions of this permit and Ordinances of the City of Berkeley.

26 52-24-56-58 Ashby Ave John Almquist
Signature of Owner, Architect or Builder.

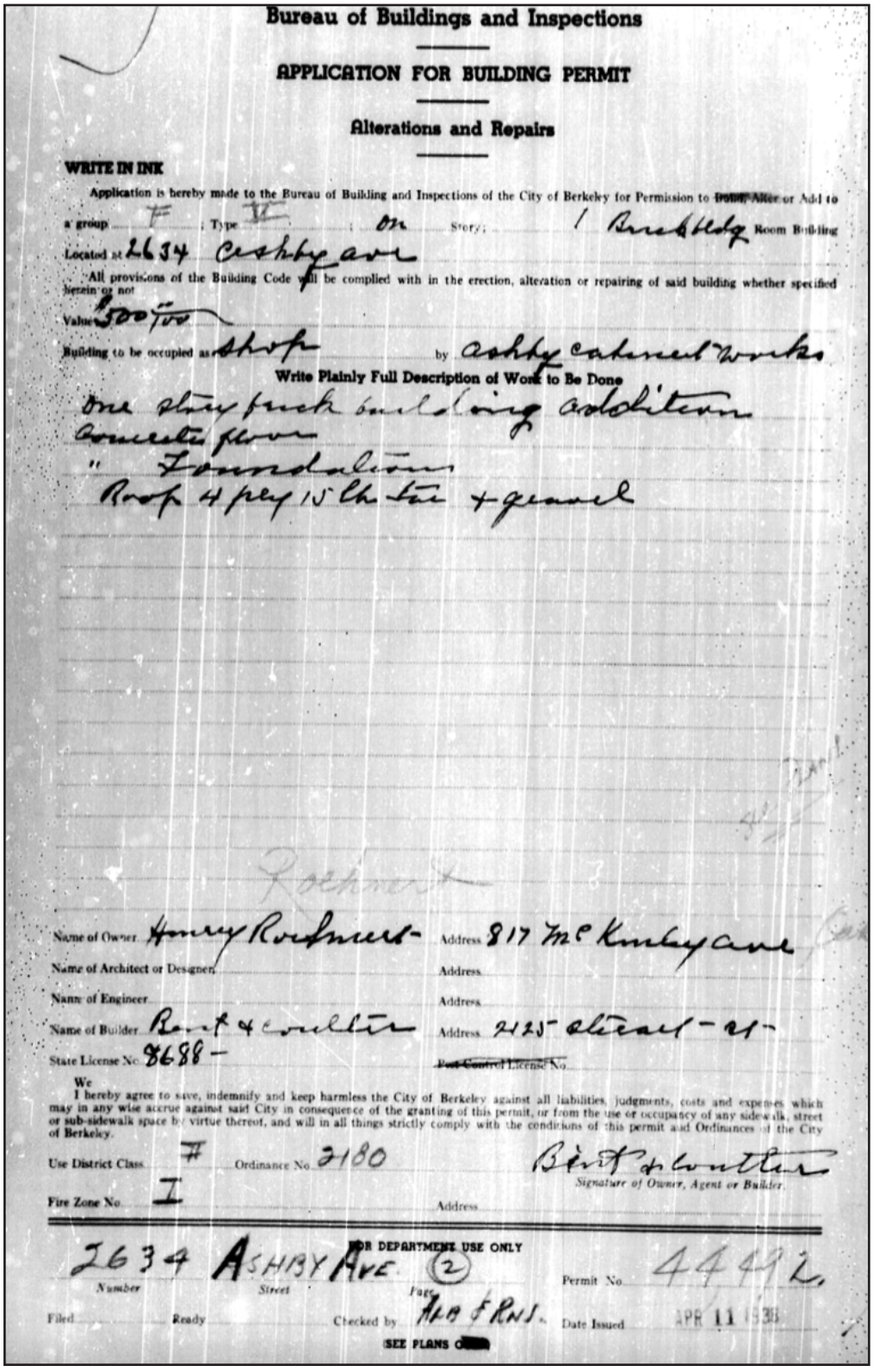
Address 5956 Trask St. Oakla

This Permit expires one year from date unless sooner revoked by the City Council.

Date JAN -5 1922 Permit No. 11141

Borkheim Print

City of Berkeley Application for Building Permit No. 11141, 5 January 1922



Bureau of Buildings and Inspections

APPLICATION FOR BUILDING PERMIT

Alterations and Repairs

WRITE IN INK

Application is hereby made to the Bureau of Building and Inspections of the City of Berkeley for Permission to ~~Build~~ Alter or Add to a group F ; Type V ; On Story; 1 Brick Bldg Room Building

Located at 2634 Ashby ave

All provisions of the Building Code will be complied with in the erection, alteration or repairing of said building whether specified herein or not

Value $500.00

Building to be occupied as shop by Ashby Cabinet Works

Write Plainly Full Description of Work to Be Done

One story brick building addition
Concrete floor
" Foundations
Roof 4 ply 15 lb tar + gravel

Name of Owner Henry Rochmes- Address 817 McKinley ave

Name of Architect or Designer Address

Name of Engineer Address

Name of Builder Bert & Coulter Address 2425- Sacramento -St-

State License No. 8688- ~~Pest Control License No.~~

We
I hereby agree to save, indemnify and keep harmless the City of Berkeley against all liabilities, judgments, costs and expenses which may in any wise accrue against said City in consequence of the granting of this permit, or from the use or occupancy of any sidewalk, street or sub-sidewalk space by virtue thereof, and will in all things strictly comply with the conditions of this permit and Ordinances of the City of Berkeley.

Use District Class F Ordinance No. 2180

Fire Zone No. I

Bert & Coulter
Signature of Owner, Agent or Builder

Address

FOR DEPARTMENT USE ONLY

2634 Number ASHBY Street Ave (2) Page

Permit No. 44492

Filed Ready Checked by H.O.P. & R.M.S. Date Issued APR 11 1938

SEE PLANS

City of Berkeley Application for Building Permit No. 44492, 11 April 1938.

Planning and Development Department
Land Use Planning Division

CITY OF BERKELEY
Ordinance #4694 N.S.
LANDMARK APPLICATION

Elmwood Commercial Historic District

Property No. 9

Gallardo Building
2642 Ashby Avenue



The Gallardo Building, 2642 Ashby Avenue. Anthony Bruce, 2025.

1. **Street Address:** 2642 Ashby Avenue
   County: Alameda **City**: Berkeley **ZIP**: 94705

2. **Assessor's Parcel Number**: 052–1568–01500
   (Claremont Tract, Block E, western portion Lots 1 and 2)
   Dimensions: 40 feet x 106.8 feet
   Cross Streets: College Avenue and Benvenue Avenue

3. **Is property on the State Historic Resource Inventory?** No
   Is property on the Berkeley Urban Conservation Survey? Yes
   Form #: 12963

4. **Application for Landmark Includes**:
   a. Building(s): Yes **Garden:** No **Other Feature(s)**: No
   b. Landscape or Open Space: No
   c. Historic Site: No
   d. District: Yes
   e. Other: Entire property

5. **Historic Names:** Gallardo Building
   Commonly Known Name: not known

6. **Date of Construction:** 1950 **Factual**: Yes
   Source of Information: City of Berkeley Application for Building Permit No. 67641, 1 June 1950

7. **Architect:** none listed on application

8. **Builder:** Ed Sheffield

9. **Style:** Modern

10. **Original Owners:** Frank Gallardo
    Original Use: commercial (1 store)

11. **Present Owner:** Gallardo James F, Violette P, & Gregory F Trs
    Present Occupant: Berkeley Organic Market & Deli

12. **Present Use:** commercial (1 store)
    Current Zoning: C-E **Adjacent Property Zoning:** C-E

13. **Present Condition of Property:**
    Exterior: Excellent **Interior:** unknown **Grounds:** Ø
    Has the property's exterior been altered? No

14. Description.

This is one of three entirely new structures built in the district since 1928. One-story, it is built of basalt block with cement plaster covering the façade. The door and display window are divided into small square panes, and both are slightly recessed. A low planter box is in front of the window.

The original stark white of the austere building gave it a sophisticated Modern appearance, in contrast to the surrounding district and to the often delicate, antique furniture seen through the show window. The building does not stand out in the same way today due to its warm coloring and the softening effect of the large awning.

15. History.

This site began as space for fuel storage when Fred Koerber built a shed on the property in 1912. In 1914 he built a small store building to be used by Carl Franz Martens and his sister Martha E. Martenz for their Elmwood Creamery. The Martens' had been original tenants in the westernmost of the three small shop buildings that Koerber built in 1910. The creamery was at 2631 Ashby Avenue, where their widowed mother Anna was a clerk. The Martens family lived nearby at 2320 Webster Street. The creamery sold milk, butter, and eggs. In 1928 the Martens' tore down the earlier shed and replaced it with a work shed constructed of hollow tile. This building, with the address of 2640 Ashby is still standing. Two years later, with quite a bit of remodeling, they added two new booths in the store itself. The Elmwood Creamery had an ice cream storage room in the back and the creamery may have become more of an ice cream parlor. A newspaper article from 1931 referred to Carl Martens as "a well-known Berkeley artist" when he did the Easter floral decorations at his church.

By 1934 the Elmwood Creamery had gone out of business, to be replaced by the East Bay Chinese Laundry. In 1943, an Emily V. Marshall converted the store to living quarters, as wartime housing (one of several Elmwood shops to be so converted). This is leading up to the fact that in April 1950 the property was purchased by Frank and Emily Gallardo for their upholstery business, Gallardo Interiors, which was on College in the Romie Building. Their son Jim Gallardo, who was an active member of the family business, remembered that the Gallardos had wanted to use the charming 1914 building as the showroom, but were told by the City that it was a house and they could not use it for that purpose. Some remnants of the conversion must have been in evidence, even though the building had most recently housed an antique store. So, in June, Frank Gallardo took out a permit to build the present building. Jim, a Berkeley native, carried on the business after his parents retired. He was a "hands-on" businessman, making house calls, advising clients in his attractive and well-lit shop, and upholstering and repairing furniture. He was community-minded and "always lent his enthusiasm and expertise to many organizations" according to his obituary. He could be seen walking through the Elmwood district to the bank or to lunch. Jim Gallardo retired in 1997 and passed away in 2020.

16. Significance.

The Gallardo Building and its site are significant for being the location of two longtime Elmwood businesses that were necessary components of a complete neighborhood shopping district. The Elmwood Creamery was in business from 1911 to 1933 and Gallardo's Interiors, in the new building, from 1950 to 1997.

The site is also significant as an example of the drastic measures Berkeley citizens went to in providing wartime housing in unusual, but workable, locations.

The Gallardo Building is significant as the one Mid-Century Modern building in the Elmwood commercial district. It is not a mid-century remodel, but is a new building, built at the mid century mark, designed with the Modern aesthetic of the period. It also conforms to the scale of other buildings in the district.

Features to Preserve.

- the simplicity of the flat stucco façade..
- the mullioned display windows and entry..
- the planter in front of the display window.
- the hint of a cornice,

17. Historic Value— Neighborhood: Yes City: Yes
Architectural Value— Neighborhood: Yes City: Yes

18. Is the property endangered? No

19. Bibliography.

City of Berkeley Application for Building Permit No. 3819, 5 June 1914; as well as several other applications.

Block books and Sanborn maps

Directories.

Urban Conservation Survey (block files), BAHA.

Ormsby Donogh Real Estate File (1939–1977), BAHA.

Tales of the Elmwood, Burl Willes, 2000.

Berkeley Tourist and Business Survey, 1924.

"A Profile of the Elmwood: Trends and Counter-Trends in a Berkeley Neighborhood Commercial District" Joanna Callenbach, Geography 181 class paper, Spring 1978.

ancestry.com

"Resurrection Festival Set," *Oakland Tribune*, 4 April 1931.

Obituary for Carl F. Martens, *San Francisco Examiner*, 21 April 1938.

"James Frank Gallardo (December 15, 1925 – November 21, 2020)" *San Francisco Chronicle*, 27 November 20.

20. Recorder

Anthony Bruce for Elmwood Property Owners Association, c/o Claudia Hunka, Your Basic Bird, 2940 College Avenue, Berkeley, California 94705

21 October 2025

Additional Photographs.

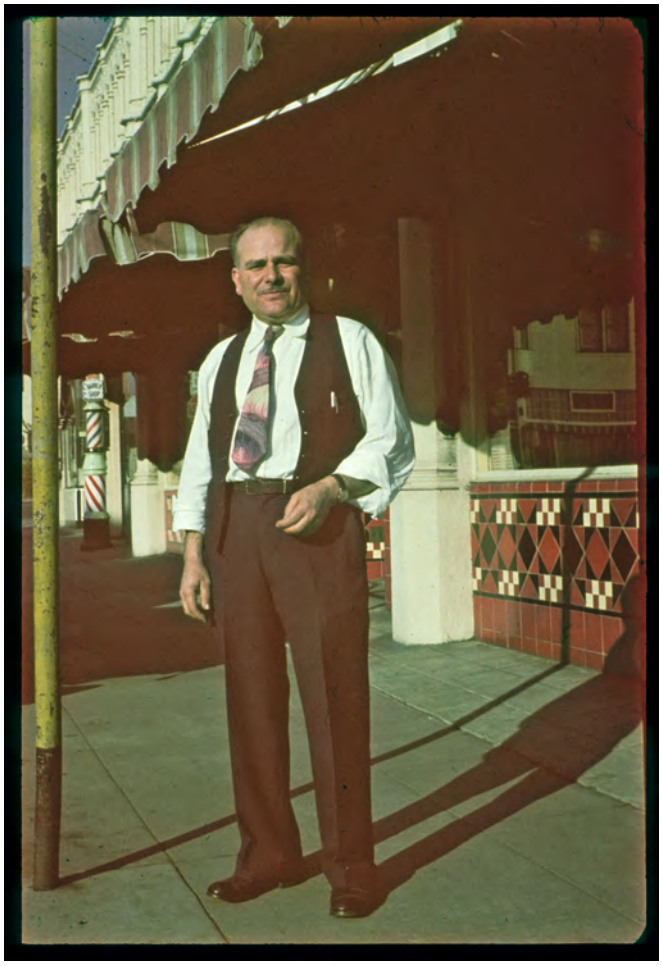


The Gallardo Building, 2642 Ashby Avenue. Anthony Bruce, 1982



The prior building at 2642 Ashby Avenue, built about 1914. Ormsby Donogh, 1939, Donogh Real Estate File, BAHA.

Additional Photographs.



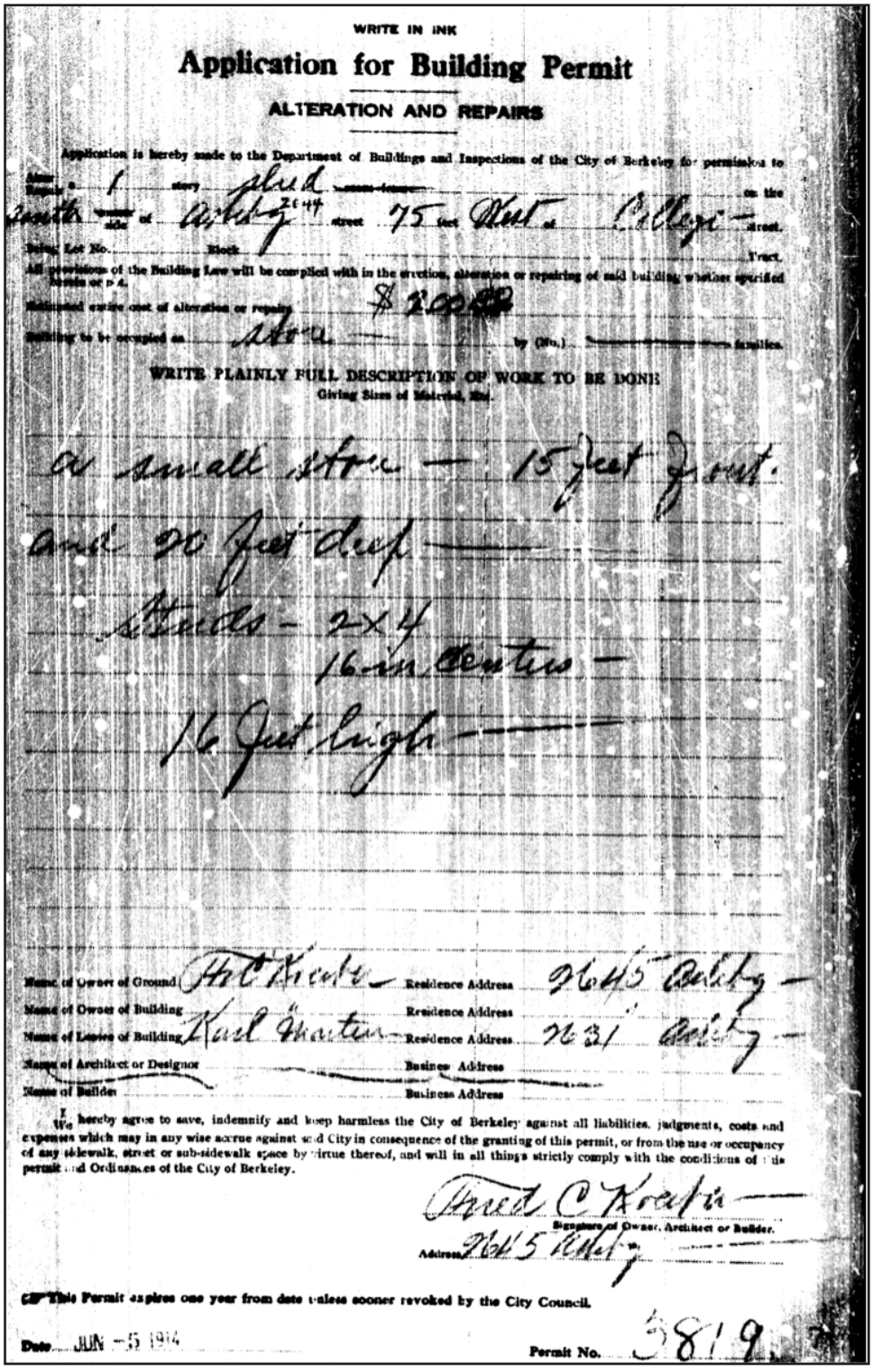
Frank N. Gallardo in front of his shop on College Avenue in the Romie Building.

Byron Bolfing, 1947, Berkeley Historical Society.



James Frank Gallardo.

From an online obituary.



WRITE IN INK

Application for Building Permit

ALTERATION AND REPAIRS

Application is hereby made to the Department of Buildings and Inspections of the City of Berkeley for permission to

Alter / Repair / Move 1 story frame / stone / concrete on the south / north / east / west side of Ashby 2644 street 75 feet West of College street.

Being Lot No. ____ Block ____ Tract.

All provisions of the Building Law will be complied with in the erection, alteration or repairing of said building whether specified herein or not.

Estimated entire cost of alteration or repairs $ 200.00

Building to be occupied as Store by (No.) ____ families.

WRITE PLAINLY FULL DESCRIPTION OF WORK TO BE DONE
Giving Sizes of Material, Etc.

To Install store front - 15 feet front.
And 20 feet deep -
Studs - 2x4
16 in centers -
16 Gut Light -

Name of Owner of Ground A C Kraft - Residence Address 2645 Ashby -
Name of Owner of Building ____ Residence Address ____
Name of Lessee of Building Karl Martin - Residence Address 2631 Ashby -
Name of Architect or Designer ____ Business Address ____
Name of Builder ____ Business Address ____

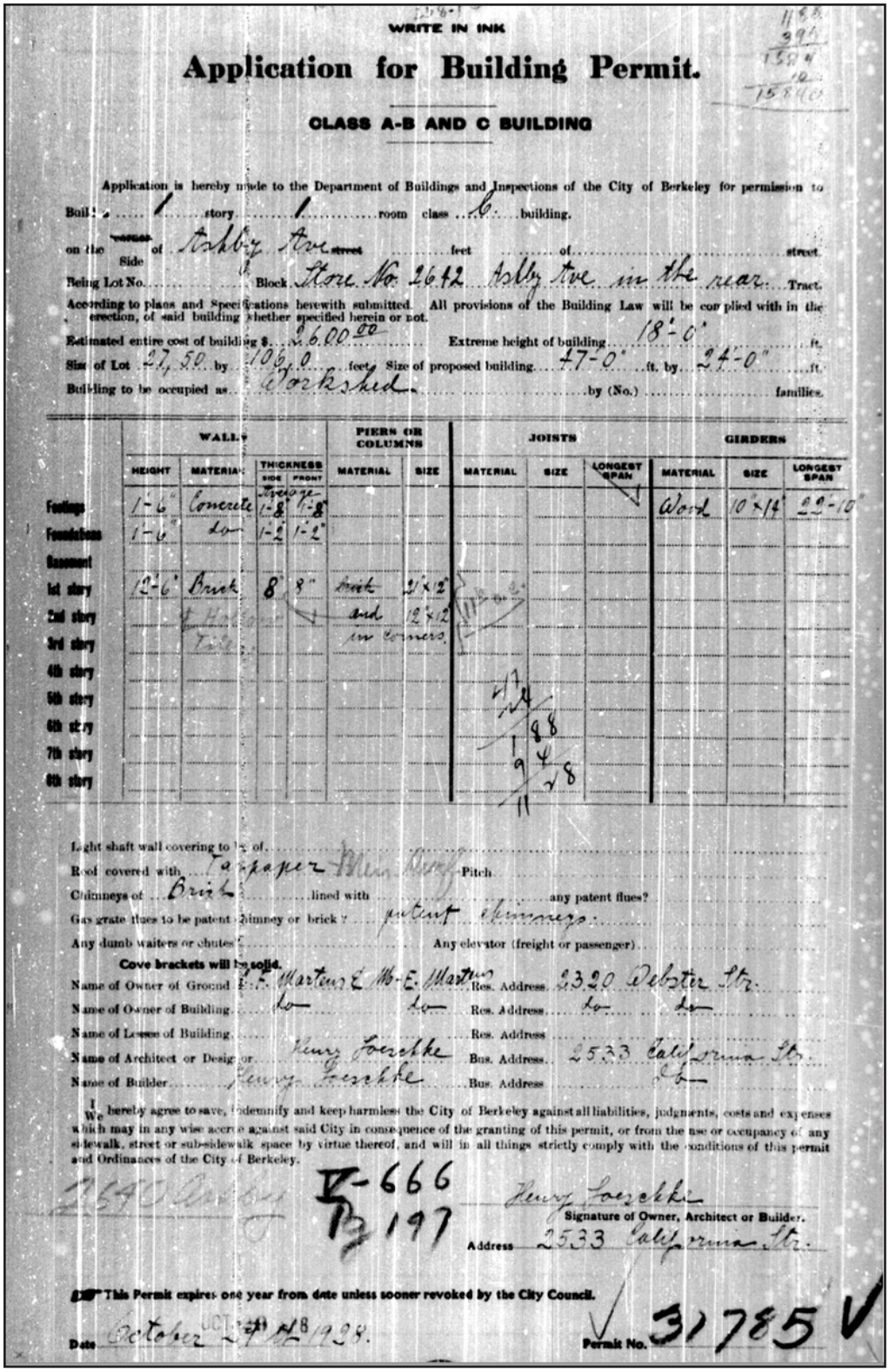
I / We hereby agree to save, indemnify and keep harmless the City of Berkeley against all liabilities, judgments, costs and expenses which may in any wise accrue against said City in consequence of the granting of this permit, or from the use or occupancy of any sidewalk, street or sub-sidewalk space by virtue thereof, and will in all things strictly comply with the conditions of this permit and Ordinances of the City of Berkeley.

A C Kraft
Signature of Owner, Architect or Builder.
Address 2645 Ashby

This Permit expires one year from date unless sooner revoked by the City Council.

Date JUN -5 1914 Permit No. 3819.

City of Berkeley Application for Building Permit No. 3819, 5 June 1914.
For the original store building on the site.



WRITE IN INK

Application for Building Permit.

CLASS A-B AND C BUILDING

Application is hereby made to the Department of Buildings and Inspections of the City of Berkeley for permission to

Build a 1 story 1 room class C building.

on the ~~north~~ Side of Ashby Ave street feet of street

Being Lot No. 8 Block Store No. 2642 Ashby Ave in the rear Tract.

According to plans and specifications herewith submitted. All provisions of the Building Law will be complied with in the erection, of said building whether specified herein or not.

Estimated entire cost of building $ 600.00 Extreme height of building 18'-0" ft.

Size of Lot 27.50 by 106.0 feet Size of proposed building 47'-0" ft. by 24'-0" ft.

Building to be occupied as Workshed by (No.) families.

	WALLS				PIERS OR COLUMNS		JOISTS			GIRDERS		
	HEIGHT	MATERIAL	THICKNESS SIDE	THICKNESS FRONT	MATERIAL	SIZE	MATERIAL	SIZE	LONGEST SPAN	MATERIAL	SIZE	LONGEST SPAN
Footings	1'-6"	Concrete	1'-8"	1'-8"						Wood	10"x14"	20'-10"
Foundations	1'-6"	do	1'-2"	1'-2"								
Basement												
1st story	12'-6"	Brick	8"	8"	brick and in corners	2'x2' 12"x12"						
2nd story												
3rd story												
4th story												
5th story												
6th story												
7th story												
8th story												

Light shaft wall covering to be of

Roof covered with Tarpaper Mem Roof Pitch

Chimneys of Brick lined with any patent flues?

Gas grate flues to be patent chimney or brick? patent chimneys

Any dumb waiters or chutes? Any elevator (freight or passenger)

Cove brackets will be solid.

Name of Owner of Ground E. E. Martens & Mrs. E. Martens Res. Address 2320 Webster St.

Name of Owner of Building do do Res. Address do do

Name of Lessee of Building Res. Address

Name of Architect or Designer Henry Foerchke Bus. Address 2533 California St.

Name of Builder Henry Foerchke Bus. Address do

I We hereby agree to save, indemnify and keep harmless the City of Berkeley against all liabilities, judgments, costs and expenses which may in any wise accrue against said City in consequence of the granting of this permit, or from the use or occupancy of any sidewalk, street or sub-sidewalk space by virtue thereof, and will in all things strictly comply with the conditions of this permit and Ordinances of the City of Berkeley.

F-666
B 197

Henry Foerchke
Signature of Owner, Architect or Builder.

Address 2533 California St.

This Permit expires one year from date unless sooner revoked by the City Council.

Date October 29 1928. Permit No. 31785

City of Berkeley Application for Building Permit No. 31785, 29 October 1928.
For the hollow tile structure in the rear.

Planning and Development Department
Land Use Planning Division

CITY OF BERKELEY
Ordinance #4694 N.S.
LANDMARK APPLICATION

Elmwood Commercial Historic District

Property No. 10

Scott Building
2960 College Avenue



The Scott Building, 2960 College Avenue. Anthony Bruce, 2025.

1. **Street Address:** 2960 College Avenue
   County: Alameda **City**: Berkeley **ZIP**: 94705

2. **Assessor's Parcel Number**: 052–1573–00100
   (Claremont Tract, Block E, eastern portion of Lot 1)
   Dimensions: 57 feet x 103 feet
   Cross Streets: Webster Street and Ashby Avenue

3. **Is property on the State Historic Resource Inventory?** No
   Is property on the Berkeley Urban Conservation Survey? Yes
   Form #: 11932

4. **Application for Landmark Includes**:
   a. Building(s): Yes **Garden:** No **Other Feature(s)**: No
   b. Landscape or Open Space: Yes
   c. Historic Site: No
   d. District: Yes
   e. Other: Entire property

5. **Historic Names:** Scott Building
   Commonly Known Name: not known

6. **Date of Construction:** 1910 **Factual**: Yes
   Source of Information: City of Berkeley Application for Building Permit No. 535, 28 March 1910

7. **Architect:** owner (B. Thomas Scott, 1904 Encinal Avenue, Alameda)

8. **Builder:** William Dufour, 2326 Santa Clara Avenue, Alameda

9. **Style:** Post-Modern/Storefont

10. **Original Owners:** Bert Thomas Scott, 1904 Encinal Avenue, Alameda
    Original Use: commercial (5 stores)

11. **Present Owner:** Edward M and Virginia B Plant Trs and Brian Neil Goodhue (2644. 2648. 2660 Ashby); Peter Y Lee Tr (2646 Ashby). [4 condominiums]

    Present Occupant: Cafenated Coffee Co.; Great Kutz; Thrift Shop Berkeley Humane

12. **Present Use:** commercial (3 stores)
    Current Zoning: C-E **Adjacent Property Zoning:** C-E

13. **Present Condition of Property:**
    Exterior: Excellent **Interior:** unknown **Grounds:** Excellent
    Has the property's exterior been altered? Yes

14. Description.

The Scott Building was built in 1910, making it one of the earliest buildings in the district. However, a major fire in December 1988 destroyed much of the building's interior and the corner section, which had been a drugstore since 1910. The corner was rebuilt in a stark, boxy Post-Modern style in keeping with the stark, boxy appearance of the original building.

The Ashby Avenue frontage consisted of five bays plus the corner entrance. The western three bays with their traditional storefronts look much as they did in a 1939 photo, with tall transom windows. The space between the transoms and the minimal cornice is cement plaster, flat and unadorned. There are at least two entrances paved with small tile.

The new section, which includes all the College Avenue frontage and about two bays worth along Ashby, was rebuilt as a cafe. The boxy look was retained. The corner entry was "pushed" into the building and a boxy tower form was built at a canted angle to the adjoining walls. The tower was really a clock tower, with a clock face near the curved top, a neighborhood convenience that was removed in 2023. The curve was also removed in that remodel, which included a complete redesign of the interior. With the corner of the building removed, there is a lively forecourt with plantings and outdoor seating.

The three windows along College and the one new one on Ashby are designed as identical vertical units. Slightly recessed, they are composed of a flat, dark gray-painted rectangular area at the top which is matched by the dark gray-painted bulkhead designed as a cyma curve. In between are the tall sliding windows with bronzed frames. The windows are shaded by dark gray fixed-in-place awnings that are attached to the building at their sides by thin metal half-circles.

The main entrance door at the base of the tower is set within an unpainted wood frame. There is a large-divided light transom. Above that is a recessed panel with the name of the business. Secondary doors lead to the forecourt which are the same height as the main doors, but the transoms are lower. The new section was recently Tuscan red and yellow-ochre; since the 2023 remodel, it is dark gray and beige.

15. History.

In 1910, Bert Thomas "Bud" Scott, a real estate investor living in Alameda, built this corner building with space for five shops. He engaged William Dufour, an Alameda contractor who later built the Strand Theater next door, to construct the building. Fred Koerber's three finished buildings—and with the next phase underway—may have been the impetus for Scott to invest in this growing commercial corner.

In March 1911, not too long after the building was completed, Bert Scott sold the property to the mother-and-daughters investment team of Carolyn Litsch, Emma Klumpp, and Elizabeth Etter. Carolyn and her husband Frank were California pioneers who opened a general store in Shasta City. They did so well that they retired early to San Francisco, having "amassed a comfortable fortune." The three women also purchased Lot 2 next door on College Avenue from the niece of Mark Ashby whose property this all was. The women built the Strand Theater in 1914 on that parcel.

Meanwhile, Rolla Dane Fuller, a 1902 graduate of the University of California School of Pharmacy, saw the beautiful new corner building with its highly visible corner space, and moved his pharmacy from one of Fred Koerber's 1909 buildings on Ashby into the Scott Building. During the first years of business, Dane Fuller (he preferred his middle name)

was in partnership with his father-in-law John Francis Croone. Dane married Estelle Croone at the family home on Union Street in 1904. The Fuller and Croone pharmacy was named the College Avenue Pharmacy, which is how it was known throughout its long history.

In 1924, Fuller leased the pharmacy to George F. Stier, so that he could travel for a wholesale drug company. Stier, who lived at 1 Claremont Crescent, died less than two years later, and the pharmacy was then turned over to Louis J. Fischl. By this time Fuller owned the building. He may have purchased the property soon after Caroline Litsch died in 1922. In 1935, Fuller commissioned architect Harvey Slocombe to modernize the building. Gone were the cornice and decorative pilasters. The upper half of the Ashby and College façades were stuccoed over with a smooth finish, replacing the siding which was similar in style to that of the Koerber Building. In December 1938, Rolla Dane Fuller died at his summer home at Castella. Estelle Fuller continued to own the building until her death in 1958. It was sold the following year to Elsie and Wallace Granberg. Wallace, a pharmacist, ran the College Avenue Pharmacy for sixteen years. The pharmacy was then owned and run by pharmacist Charles Carter from 1975 until 1982.

With the large pharmacy space free, the Carvansary coffee shop, which had been in the Bischoff Building since about 1970, expanded into the space in 1984. The Caravansary was gone by the time fire destroyed the corner and severely damaged the rest of the building on December 15, 1988. Elmwood Espresso had taken over the corner space. The western three fifths of the building were restored, but the corner needed to be rebuilt.

For Espresso Roma (an offshoot of the popular Cafe Strada at College and Bancroft) the architectural firm of Edgar+Thieme (Mark Edgar and Mark Thieme) designed what was, in effect, a new building in 1989. Out of the ashes rose one of the handful of Post Modern buildings in Berkeley. Espresso Roma was Post Modern with an Italian bent. The corner was cut away to create an entrance courtyard with places to sit. Rising above, was a stepped clock tower which contained the main entrance. The exterior stucco was washed with a peach tint and the base of the building was faced in dark brown tile. It became—at the invitation of the operators—a place frequented by customers and their laptops lingering over a cup of coffee.

In 2022, Espresso Roma was replaced by another local cafe business, Cafenated. Before moving in, the architectural firm of HolderParlette was commissioned to bring the cafe into the 21st Century. The clock tower was streamlined and the clock face removed, and the exterior painted warm gray, minus the brown tile. The interior was changed from a warm-colored Italian cafe into a sleek and stylish coffeehouse.

16. Significance.

The Scott Building is significant in the Elmwood commercial district for the length of time that its corner businesses remained: a pharmacy for seventy years and a cafe for forty-five years. Both business types served the surrounding community well.

The Scott Building is significant as one of the earliest Elmwood commercial buildings.

The Scott Building is also significant for the remodeling of the corner section of the building in 1989. Espresso Roma, with their architects Mark Thieme and Mark Edgar, created one of Berkeley's few Post Modern designs. In keeping with the theme of the cafe, this Post Modern building incorporated vernacular Italian imagery, making it a business-specific rendition of Post Modern. Even with the Italian flavor gone, the building still has a bold Post Modern presence on a strategic corner of the Elmwood commercial district.

Features to Preserve.

• the tower, courtyard, entries, windows, fixed awnings, and stucco exterior—of the corner two fifths of the building

• traditional shopfronts with tile bulkheads, tile paving, and transoms—of the three fifth along Ashby

17. Historic Value— Neighborhood: Yes City: Yes
Architectural Value— Neighborhood: Yes City: Yes

18. Is the property endangered? No

19. Bibliography.

City of Berkeley Application for Building Permit No. 535, 28 March 1910; as well as several other applications fo alterations.

Block books and Sanborn maps

Directories.

Urban Conservation Survey (block files), BAHA.

Ormsby Donogh Real Estate File (1939–1977), BAHA.

Tales of the Elmwood, Burl Willes, 2000.

Berkeley Tourist and Business Survey, 1924.

"A Profile of the Elmwood: Trends and Counter-Trends in a Berkeley Neighborhood Commercial District" Joanna Callenbach, Geography 181 class paper, Spring 1978.

ancestry.com

"Pioneer Woman of Shasta Passes Away in San Francisco," *Redding Record Searchlight*, 11 November 1922

"Rolla D. Fuller Dies at Castella" *Chico Enterprise*, 5 December 1938.

"Cafenated to Open in Espresso Roma's Former College Ave. Space" by Eve Batey, *Berkeleyside*, 9 February 2022.

"Cafenated Transforms a 1980s-Era Berkeley Coffee Shop into an All-Day Cafe" by Brock Keeling, *Berkeleyside*, 4 May 2023.

Obituary for Carl F. Martens, *San Francisco Examiner*, 21 April 1938.

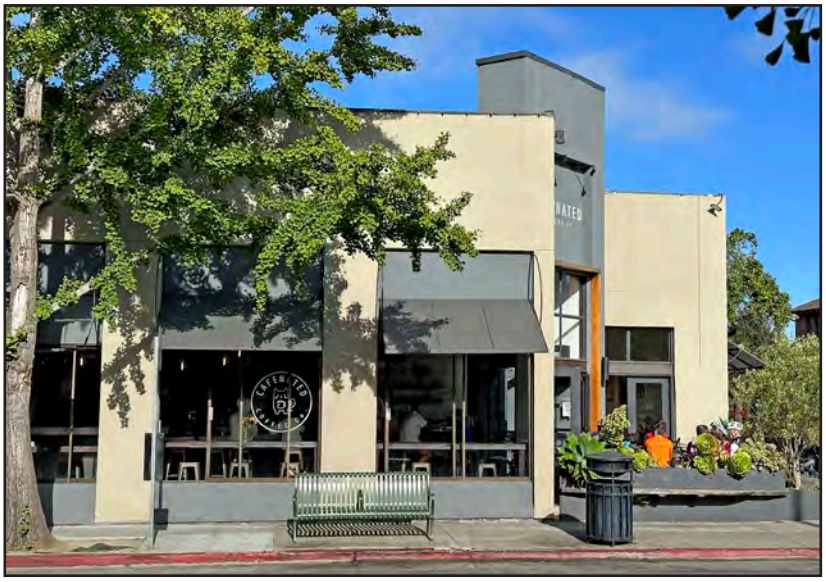
"James Frank Gallardo (December 15, 1925 – November 21, 2020)" *San Francisco Chronicle*, 27 November 20.

20. Recorder

Anthony Bruce for Elmwood Property Owners Association, c/o Claudia Hunka, Your Basic Bird, 2940 College Avenue, Berkeley, California 94705

26 October 2025

Additional Photographs.



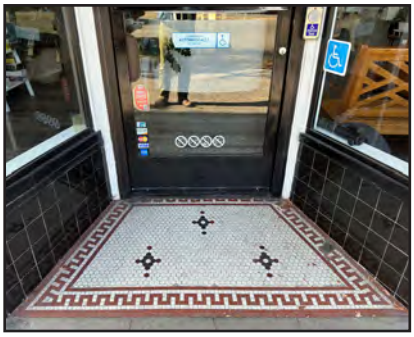
A portion of the College Avenue frontage of the new part of the Scott Building. Anthony Bruce, 2025.



The corner of the new part of the Scott Building showing landscaped sitting area. Anthony Bruce, 2025.

Bottom left: The original undamaged section of the Scott Building facing Ashby Avenue. Anthony Bruce, 2025.





An original—or at least early—mosaic tile shopfront entrance in the 1910 section of the Scott Building. Anthony Bruce, 2025.

Additional Photographs.



The Scott Building, showing the mass of the 1910 structure intact before the 1988 fire.
Anthony Bruce, 1982,



The Scott Building, viewed from Ashby Avenue looking east to College.
Ormsby Donogh, 1939, Donogh Real Estate File, BAHA.,

Additional Photographs.



The Scott Building, showing the College Avenue Pharmacy. Byron Bolfing, 1947, Berkeley Historical Society..



The Scott Building, showing the interior of the College Avenue Pharmacy. Byron Bolfing, 1947, Berkeley Historical Society..

Additional Photographs.



Espresso Roma in the Scott Building.

From Mark Thieme Architect, Inc. website.



Espresso Roma in the Scott Building. Interior.

From Mark Thieme Architect, Inc. website.



Espresso Roma in the Scott Building. The forecourt and clock tower.

From Mark Thieme Architect, Inc. website.

Additional Photographs.



Espresso Roma in the Scott Building, after it had been unsuccessfully painted Tuscan Red and yellow. Stuart Luman, 2022.



Cafenated in the Scott Building. Interior. From Cafenated Coffee Co. website.

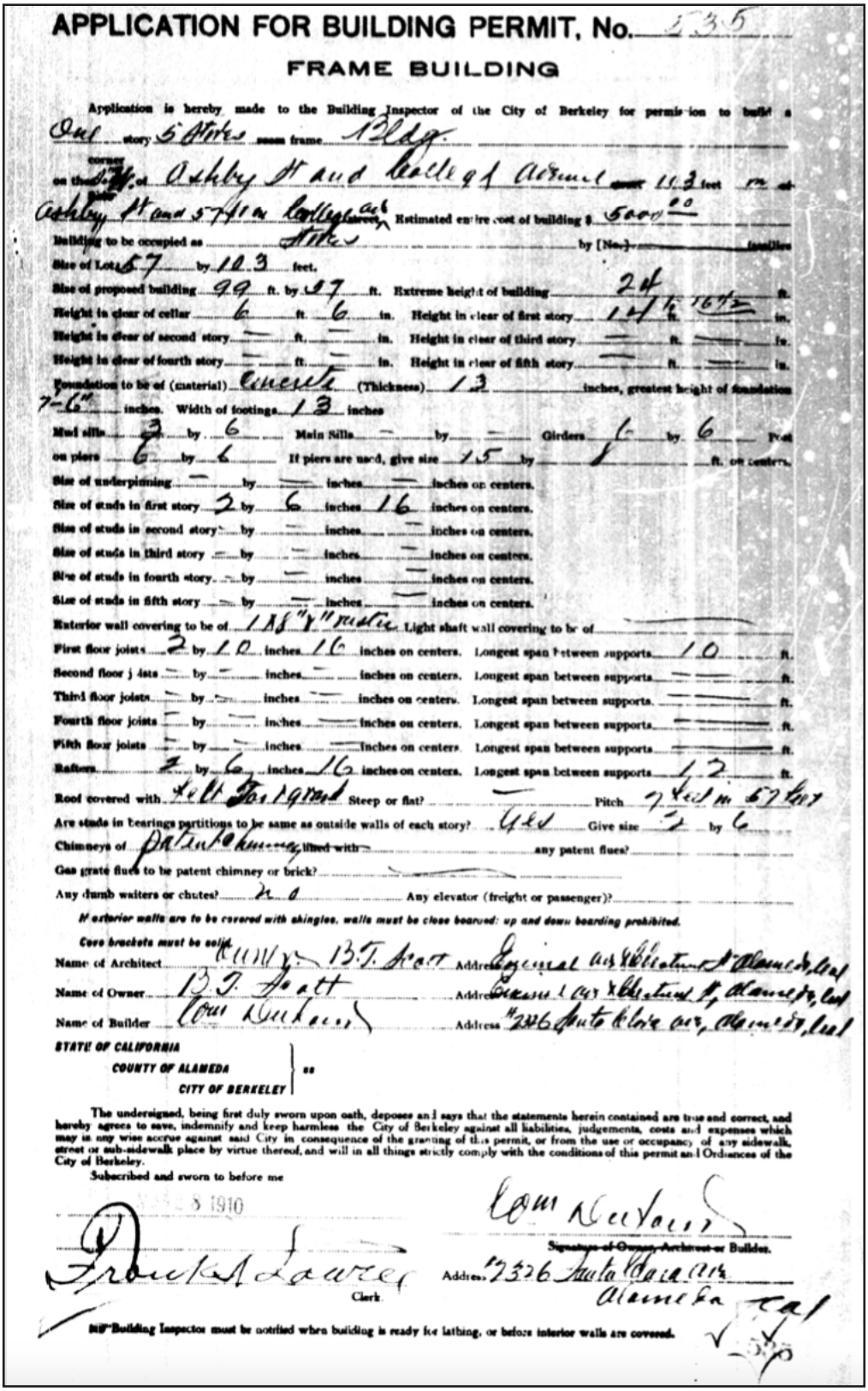
Additional Photographs.



Entrance to Cafenated. Anthony Bruce, 2025.



Cafenated forecourt. Anthony Bruce, 2025.



APPLICATION FOR BUILDING PERMIT, No. 535

FRAME BUILDING

Application is hereby made to the Building Inspector of the City of Berkeley for permission to build a One story 5 Rooms room frame 12 Bldg.

on the S.W. corner of Ashby Ave and Loeb Ave which is 113 feet in an Easterly direction from the E. line of College Ave. Estimated entire cost of building $ 5000.00

Building to be occupied as Store by [No.] families

Size of Lot 57 by 103 feet.

Size of proposed building 99 ft. by 27 ft. Extreme height of building 24 ft.

Height in clear of cellar 6 ft. 6 in. Height in clear of first story 10 1/2 ft. 10 1/2 in.

Height in clear of second story — ft. — in. Height in clear of third story — ft. — in.

Height in clear of fourth story — ft. — in. Height in clear of fifth story — ft. — in.

Foundation to be of (material) Concrete (Thickness) 13 inches, greatest height of foundation 7-6" inches. Width of footings 13 inches

Mud sills 3 by 6 Main Sills — by — Girders 6 by 6 Post on piers 6 by 6 If piers are used, give size 15 by 8 ft. on centers.

Size of underpinning — by — inches — inches on centers.

Size of studs in first story 2 by 6 inches 16 inches on centers.

Size of studs in second story — by — inches — inches on centers.

Size of studs in third story — by — inches — inches on centers.

Size of studs in fourth story — by — inches — inches on centers.

Size of studs in fifth story — by — inches — inches on centers.

Exterior wall covering to be of 1 x 8 "V" rustic Light shaft wall covering to be of —

First floor joists 2 by 10 inches 16 inches on centers. Longest span between supports 10 ft.

Second floor joists — by — inches — inches on centers. Longest span between supports — ft.

Third floor joists — by — inches — inches on centers. Longest span between supports — ft.

Fourth floor joists — by — inches — inches on centers. Longest span between supports — ft.

Fifth floor joists — by — inches — inches on centers. Longest span between supports — ft.

Rafters 2 by 6 inches 16 inches on centers. Longest span between supports 12 ft.

Roof covered with Felt & Gravel Steep or flat? — Pitch 1/4 in 12 Run

Are studs in bearings partitions to be same as outside walls of each story? Yes Give size 2 by 6

Chimneys of Patent Chimney lined with — any patent flues? —

Gas grate flues to be patent chimney or brick? —

Any dumb waiters or chutes? No Any elevator (freight or passenger)? —

If exterior walls are to be covered with shingles, walls must be close boarded: up and down boarding prohibited.

Cove brackets must be solid.

Name of Architect Wm. B. Scott Address Original Ave & Elmhurst P. Alameda, Cal

Name of Owner B. B. Scott Address Original Ave & Elmhurst P. Alameda, Cal

Name of Builder Chas Nelson Address #2326 Santa Clara ave, Alameda, Cal

STATE OF CALIFORNIA
COUNTY OF ALAMEDA } ss
CITY OF BERKELEY

The undersigned, being first duly sworn upon oath, deposes and says that the statements herein contained are true and correct, and hereby agrees to save, indemnify and keep harmless the City of Berkeley against all liabilities, judgements, costs and expenses which may in any wise accrue against said City in consequence of the granting of this permit, or from the use or occupancy of any sidewalk, street or sub-sidewalk place by virtue thereof, and will in all things strictly comply with the conditions of this permit and Ordinances of the City of Berkeley.

Subscribed and sworn to before me

MAR 28 1910

Chas Nelson
Signature of Owner, Architect or Builder.

Frank A Lawrey
Clerk.

Address #2326 Santa Clara Ave
Alameda Cal

NB Building Inspector must be notified when building is ready for lathing, or before interior walls are covered.

City of Berkeley Application for Building Permit No. 535, 28 March 1910

Planning and Development Department
Land Use Planning Division

CITY OF BERKELEY
Ordinance #4694 N.S.
LANDMARK APPLICATION

Elmwood Commercial Historic District

Property No. 11

Strand Theater
2966 College Avenue
City of Berkeley Landmark No. 58



The Strand Theater Building, 2966 College Avenue. Anthony Bruce, 2025.

1. **Street Address:** 2966 College Avenue
   County: Alameda **City**: Berkeley **ZIP**: 94705

2. **Assessor's Parcel Number**: 052–1573–00200
   (Claremont Tract, Block E, Lot 2)
   Dimensions: 50 feet x 103 feet
   Cross Streets: Ashby Avenue and Webster Street

3. **Is property on the State Historic Resource Inventory?** Yes
   Is property on the Berkeley Urban Conservation Survey? Yes
   Form #: 12051

4. **Application for Landmark Includes**:
   a. Building(s): Yes **Garden:** No **Other Feature(s)**: No
   b. Landscape or Open Space: Yes
   c. Historic Site: No
   d. District: Yes
   e. Other: Entire property

5. **Historic Names:** Strand Theater; Elmwood Theater
   Commonly Known Name: Rialto Cinemas Elmwood; "The Elmwood"

6. **Date of Construction:** 1914 **Factual**: Yes
   Source of Information: City of Berkeley Application for Building Permit No. 3865, 20 June 1914; City of Berkeley Application for Alteration Permit No. 58738, 2 March 1946.

7. **Architect:** William Dufour, 2326 Santa Clara Avenue, Alameda

8. **Builder:** David M. Etter, 843 Laurel, Alameda

9. **Style:** Viennese Secession/Streamlined Moderne

10. **Original Owners:** Caroline Litch, Emma Klumpp, Elizabeth Etter; Beach & Krahn, lesee
    Original Use: commercial (motion picture theater)

11. **Present Owner:** Elmwood Theater Foundation
    Present Occupant: Rialto Cinemas Elmwood

12. **Present Use:** commercial (motion picture theater)
    Current Zoning: C-E **Adjacent Property Zoning:** C-E

13. **Present Condition of Property:**
    Exterior: Excellent **Interior:** unknown **Grounds:** Ø
    Has the property's exterior been altered? Yes

14. Description.

Built in 1914, this is a brick, two-story motion-picture theater with the street façade surfaced with cement plaster, painted light gray and light blue. The façade was altered partly from the original design when it was streamlined in 1947. The parapet rises in the center as a shallow chevron; side sections are treated as wide pilasters with raised geometric pendants at the top and the three sets of entry doors set back between them at the rear of the ground level forecourt.

The building has a base of maroon glazed tile which is repeated on the free-standing ticket booth in the center of the forecourt. The upper half of the booth is glass and it is topped by a robust cornice. The forecourt is paved with sun rays of alternating gold and maroon terrazzo with radiates outward from the ticket both all the way to the curb.

The inward-angled walls of the forecourt are adorned with large, glass poster cases framed in metal (two on each wall). Until recent years, a horizontal band above each case gave the name "Elmwood" proceeded by the the theater's long-time logo, a tilted crown. Service/ emergency doors are discreetly set at each side of the façade.

The marquee is a curved, rounded streamlined slab supporting two modern plastic signboards, angled for wide visibility. Each is topped by neon delineating "Elmwood" in late-Art Deco lettering, a first-time visible identification amenity added sometime after the 1994 reopening. There is a distinctive center prow.

15. History.

Elizabeth T. White, the niece of Mark Ashby whose property this all was, sold Lot 2 to a mother-and-daughters investment team of Carolyn Litsch, Emma Klumpp, and Elizabeth Etter. Carolyn and her husband Frank were California pioneers who opened a general store in Shasta City. They did so well that they retired early to San Francisco, having "amassed a comfortable fortune." The women built the Strand Theater in 1914 on Lot 2.

The Strand Theater opened in December 1914, a near-pioneer business in the Elmwood District where the other buildings on the block were three houses and a wooden corner drugstore. This was one of three neighborhood theaters operated by the Beach & Krahn Amusement Company in South Berkeley and North Oakland, beginning with the storefront Lorin Theater on Adeline Street in 1908

By 1914, movie audiences—and building codes—had outgrown storefront theaters and even in a new neighborhood like the Elmwood, Beach & Krahn went straight to a large fireproof movie palace. This was the same year that the California Theater (T&D) was built downtown. The Strand is the least altered of these two oldest surviving Berkeley movie theaters.

The Strand and the T&D had both architects and opening dates in common. Alameda architect Albert W. Cornelius designed the T&D. and, although builder William Dufour is shown as the designer on the Strand's building permit, Cornelius had already designed a movie theater in Alameda that was identical, albeit larger.

The heavy stucco detailing of the Strand suggests the Viennese Secession style that John Hudson Thomas was working in locally at the time. That is what gives the stripped-down Strand something of a Zig-Zag Moderne look today. The façade originally had a heavy, dentiled and bracketed cornice below the chevron, a big rounded arch over the entrance, and ornamental escutcheons supporting an arched, carriage-entrance type marquee. The large entry arch was a trademark of movie theaters designed in the 1910s.

Beach & Krahn believed that neighborhood theaters had a responsibility to the community,

to provide clean, quality family entertainment: "Every foot of film has had personal inspection and censorship before being shown." and "You never hear a jazz tune played while real sentiment is being shown." As the neighborhood grew into greater Berkeley and Oakland, the Beach-Krahn theaters were absorbed by the Golden State chain.

The Strand closed during World War II, and reopened in 1947 after a major streamlining remodel and refurbishment by architect Alexander A. Cantin, who had designed the Orinda Theater in 1941. The theater was reborn as the "Elmwood." "Berkeley's first postwar motion picture house," the advertisements read, "a show house for outstanding foreign films." Thus, it weathered the coming of television in the 1950s, and helped set the present artistic tone of the Elmwood district.

In December 1988, tragedy struck the Elmwood when it received $160,000 worth of damage during the large fire at the next-door Scott Building. The owner of the damaged theater was tempted to sell the property to a developer. Businesses in the district suffered loss of customers without the draw of a thriving movie theater. Business owner Burl Willis rallied merchants and neighbors, and the Save the Elmwood Theatre Committee was formed about two years after the fire, which gained the support of the City. The non-profit Elmwood Theater Foundation was then created and was able to buy the property in 1992 with the help of a loan from the City. The City Council created a special assessment district around the theater to enable the paying off of the loan. The Foundation found an operator for the business, received an additional loan from the City to help cover rehabilitation costs, and the Elmwood Theater held its grand opening on October 22, 1994. The Elmwood merchants breathed a sigh of relief as their businesses returned to normal.

Today, the Elmwood is the only operating motion picture theater in Berkeley, a city that not so long ago prided itself on its large number of movie theaters,

Much of the history and description was taken from the 1981 landmark application written by Betty Marvin.

16. Significance.

The Strand/Elmwood motion picture theater is significant both architecturally and culturally. It was designed by movie theater architect, A. W. Cornelius who designed theaters in California during the 1910s. This was the period when storefront nickelodeons were giving way to substantial, fireproof, and architecturally significant theaters on par with the legitimate theaters of the day.

Cornelius designed the Strand in a mix of Classical and Viennese Secession elements. With the 1947 remodel, the theater emerged as a successful fusion of Viennese Secession and Streamline Moderne, unique in Berkeley.

Alexander A. Cantin, architect of the 1947 remodel, has long been recognized as a master of movie theater design in the era following that in which Cornelius had worked. Locally, he designed the much-beloved Orinda Theater in 1941.

The Strand was built in the Elmwood District during the first wave of development, becoming an anchor for the business district when construction resumed after World War I. When the theater was closed for several years after the 1988 fire damage, its importance as the anchor and as a major catalyst for business was apparent. The theater remains today as an important anchor and as a component of the small town "Main Street" atmosphere of the Elmwood Commercial District.

Features to Preserve.

- the façade with its Viennese Secession detailing
- the maroon glazed tile.
- the free-standing ticket booth
- the marquee.
- the terrazzo paving
- the entrance doors to the theater
- the metal-framed poster holders

17. Historic Value— **City:** Yes **Neighborhood:** Yes
Architectural Value— **City:** Yes **Neighborhood:** Yes

18. Is the property endangered? No

19. Bibliography.

Architect & Engineer, February 1915, pp 50–60.

Building Permit Application #3865, 20 June 1914; as well as alteration applications.

State Historic Resources Inventory, 1978

City of Berkeley Landmark Application, Betty Marvin, 28 September 1981.

City directories, 1900–1922.

Block books and Sanborn maps

Berkeley Courier (on Beach-Krahn), Feb. 24, Sept. 30, Oct. 7 and 14, 1922.

Berkeley Gazette, December 7 and 17, 1914; ads: Jan. 26, 1921; May 20 and June 25, 1947; Oct, 15, 1980: "The Elmwood's Theater District."

Oakland Tribune, 2 March 1990, "Reel Suspense;" 8 March 1990, "Elmwood Buyer;" 221 August 1991, "Curtain Going Up;" 9 August 1991, "Sequel for the Elmwood;"25 May 1993, "Theater Plan for Berkeley."

Daily Californian, 1 May 1991, "Berkeley Building to Remain a Movie Theater, City Rules;" 18 Dec. 1991, "Elmwood Theater to Blossom Anew;" 23 July 1993, "Abandoned Elmwood Theater Soon to Open;" 25 Oct. 1994, "Grand Opening of Elmwood Theater."

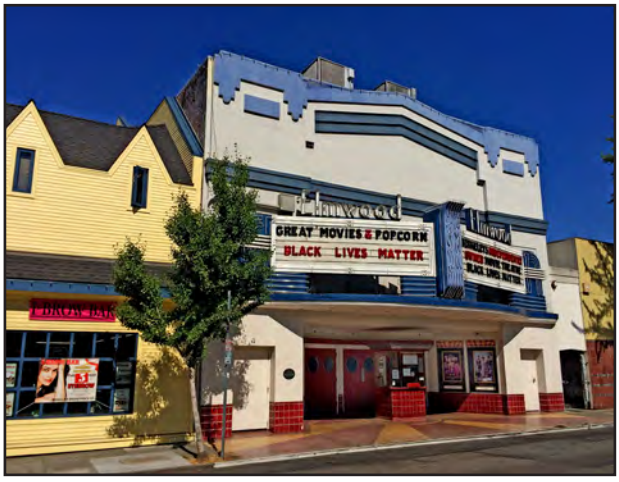
Express, 30 Sept. 1994, "The Return of the Elmwood Theater."

San Francisco Chronicle, 21 August 1991, "Berkeley Landmark to be Restored."

Berkeley Gazette, 6 July 1914, "Building Record is Big Figure."

20. Recorder Anthony Bruce for Elmwood Property Owners Association, c/o Claudia Hunka, Your Basic Bird, 2940 College Avenue, Berkeley, California 94705
September 2025

Additional Photographs.



The Strand (Elmwood). Anthony Bruce, 2020



The Strand (Elmwood). Anthony Bruce, 2025.



The Strand (Elmwood). Anthony Bruce, 1982.



The Strand (Elmwood). Anthony Bruce, 2025.



The Strand (Elmwood). Jack Tilmany Collection.

Additional Photographs.



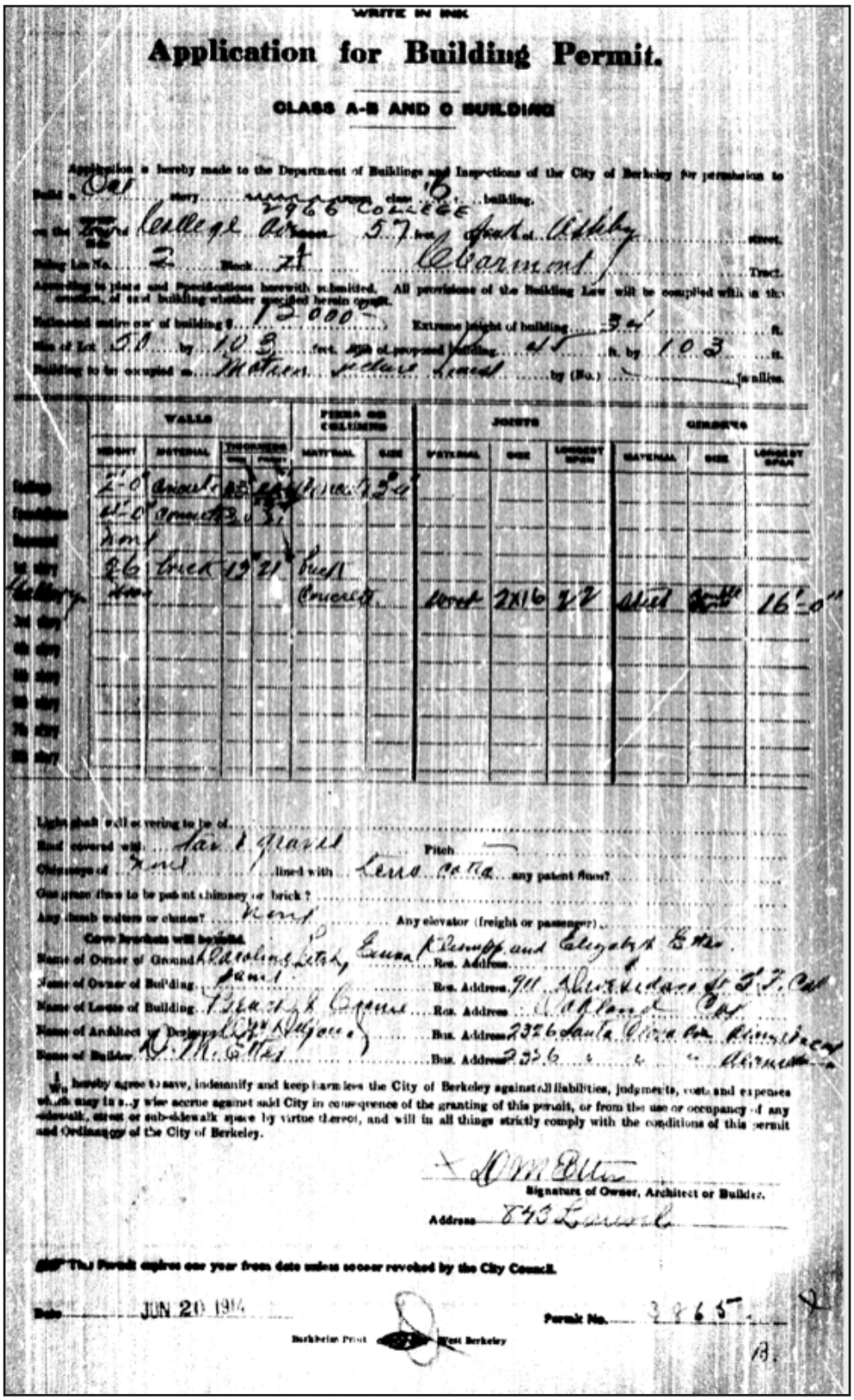
The Strand (Elmwood). Byron Bolfing, 1947, Berkeley Historical Society.



The Strand (Elmwood). Byron Bolfing, 1947, Berkeley Historical Society.



The Strand (Elmwood): ticket booth. Anthony Bruce, 2025.



WRITE IN INK

Application for Building Permit.

CLASS A-B AND C BUILDING

Application is hereby made to the Department of Buildings and Inspections of the City of Berkeley for permission to

Build a One story ... Group class D building.

on the ... College Avenue ... 57 ... feet ... Ashby ... street.

Being Lot No. 2 ... Block 71 ... Claremont ... Tract.

According to plans and specifications herewith submitted. All provisions of the Building Law will be complied with in the erection, of said building whether specified herein or not.

Estimated cost of building $ 12,000 ... Extreme height of building 34' ... ft.

Size of Lot 51 by 103 feet. Size of proposed building 45 ft. by 103 ft.

Building to be occupied as Motion ... Picture House ... by (No.) ... families.

	WALLS			PIERS OR CEILINGS		JOISTS			GIRDERS		
	HEIGHT	MATERIAL	THICKNESS	MATERIAL	SIZE	MATERIAL	SIZE	LONGEST SPAN	MATERIAL	SIZE	LONGEST SPAN
Footings	2'-0	Concrete	22"	Concrete	12x24						
Foundation	4'-0	Concrete	12"								
Basement	None										
1st story	26	Brick	13"	Brick							
Auditorium	None			Concrete		Wood	2x16	22'	Steel		16'-0"
2nd story											
3rd story											
4th story											
5th story											
6th story											
7th story											
8th story											

Light shaft will be covering to be of ...

Roof covered with Tar & gravel ... Pitch ...

Chimneys of Brick ... lined with Terra Cotta ... any patent flues? ...

Gas grate flues to be patent chimney or brick? ...

Any dumb waiters or chutes? None ... Any elevator (freight or passenger) ...

Corn brackets will be fitted.

Name of Owner of Ground Caroline Leach, Emma L. Dempf and Elizabeth E. Mc ... Res. Address ...

Name of Owner of Building Same ... Res. Address 911 Shattuck Ave. S.F. Cal

Name of Lessee of Building Frank H. Ogawa ... Res. Address Oakland Cal

Name of Architect or Designer Wm. H. Weeks ... Bus. Address 2326 Santa Clara Ave. Alameda

Name of Builder W. H. Weeks ... Bus. Address 2326 " " Alameda

I, We, hereby agree to save, indemnify and keep harmless the City of Berkeley against all liabilities, judgments, costs and expenses which may in any wise accrue against said City in consequence of the granting of this permit, or from the use or occupancy of any sidewalk, street or sub-sidewalk space by virtue thereof, and will in all things strictly comply with the conditions of this permit and Ordinances of the City of Berkeley.

X Wm. H. Weeks
Signature of Owner, Architect or Builder.

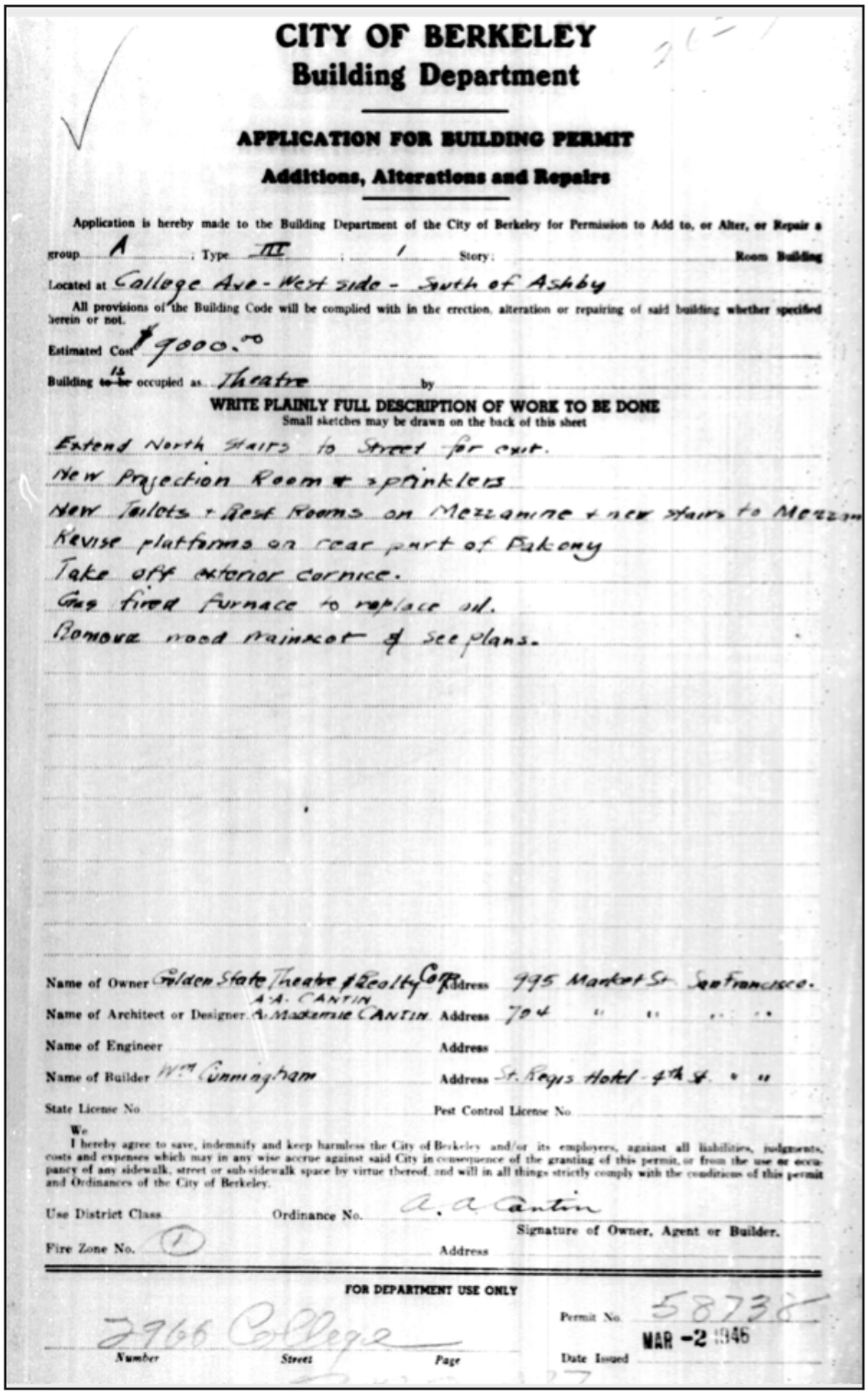
Address 843 Lincoln

This Permit expires one year from date unless sooner revoked by the City Council.

Date JUN 20 1914 ... Permit No. 3865

Berkeley Print ... West Berkeley

City of Berkeley Application for Building Permit No. 3865, 20 June 1914



CITY OF BERKELEY
Building Department

APPLICATION FOR BUILDING PERMIT
Additions, Alterations and Repairs

Application is hereby made to the Building Department of the City of Berkeley for Permission to Add to, or Alter, or Repair a

group A ; Type III ; 1 Story; Room Building

Located at College Ave - West side - South of Ashby

All provisions of the Building Code will be complied with in the erection, alteration or repairing of said building whether specified herein or not.

Estimated Cost $9000.00

Building ~~to be~~ occupied as Theatre by

WRITE PLAINLY FULL DESCRIPTION OF WORK TO BE DONE
Small sketches may be drawn on the back of this sheet

Extend North Stairs to Street for exit.
New Projection Room + sprinklers
New Toilets + Rest Rooms on Mezzanine + new stairs to Mezzan
Revise platforms on rear part of Balcony
Take off exterior cornice.
Gas fired furnace to replace old.
Remove wood mansard & see plans.

Name of Owner Golden State Theatre & Realty Co. Address 995 Market St San Francisco.
A. A. CANTIN
Name of Architect or Designer A. MacKenzie CANTIN Address 704 " " " "
Name of Engineer Address
Name of Builder Wm Cunningham Address St. Regis Hotel 4th & " "
State License No. Pest Control License No.

We
I hereby agree to save, indemnify and keep harmless the City of Berkeley and/or its employees, against all liabilities, judgments, costs and expenses which may in any wise accrue against said City in consequence of the granting of this permit, or from the use or occupancy of any sidewalk, street or sub-sidewalk space by virtue thereof, and will in all things strictly comply with the conditions of this permit and Ordinances of the City of Berkeley.

Use District Class Ordinance No. A. A. Cantin
Signature of Owner, Agent or Builder.
Fire Zone No. 1 Address

FOR DEPARTMENT USE ONLY

2966 College
Number Street Page

Permit No. 58738
MAR -2 1946
Date Issued

City of Berkeley Application for Alteration Permit No. 58738, 2 March 1946.

Planning and Development Department
Land Use Planning Division

CITY OF BERKELEY
Ordinance #4694 N.S.
LANDMARK APPLICATION

Elmwood Commercial Historic District

Property No. 12

Elmwood Village
2974 College Avenue



Elmwood Village, 2974 College Avenue. Anthony Bruce, 2025.

1. **Street Address:** 2974–2980 College Avenue
   County: Alameda **City**: Berkeley **ZIP**: 94705

2. **Assessor's Parcel Number**: 052–1573–00300
   (Dutard Property, Block A, Lot 6)
   Dimensions: 50 feet x 144.6 feet
   Cross Streets: Ashby Avenue and Webster Street

3. **Is property on the State Historic Resource Inventory?** Yes, 9 June 1978.
   Is property on the Berkeley Urban Conservation Survey? Yes
   Form #: 12052

4. **Application for Landmark Includes**:
   a. Building(s): Yes **Garden:** No **Other Feature(s)**: No
   b. Landscape or Open Space: Yes
   c. Historic Site: No
   d. District: Yes
   e. Other: Entire property

5. **Historic Names:** Elmwood Village
   Commonly Known Name: Elmwood Village

6. **Date of Construction:** 1983 **Factual**: Yes
   Source of Information: newspaper articles
7. **Architect:** Peter Gray Scott (The Ratcliff Architects)
8. **Builder:** Steven Oliver & Co., Richmond

9. **Style:** Post-Modern or New England Seaside Village

10. **Original Owners:** Steven Oliver, John Millar, and -- Komes

    Original Use: commercial (offices and shops)

11. **Present Owner:** Kazerooni Homayoon & Shoji Audrey, 2924 Russell Street 94705
    [11 condominiums]
    Present Occupant: vacant; Elmwood Copy; Montclair Optical

12. **Present Use:** residential and commercial
    Current Zoning: C-E **Adjacent Property Zoning:** C-E
13. **Present Condition of Property:**
    Exterior: Excellent **Interior:** unknown **Grounds:** Excellent
    Has the property's exterior been altered? Minimally

14. Description.

The Elmwood Village complex has the construction date of 1982, but some of the framing dates from the original structures built in 1908 and 1916. Elmwood Village is a rambling three-story wood-frame building, reminiscent in style to a New England seaside village, although it also could be considered Post-Modern. The building's clapboard exterior has been painted various shades of yellow since construction was completed in 1983.

The street façade is mostly symmetrical with a center entrance arch flanked by two shopfronts. These shopfronts echo the two shopfronts that were once in the same spots. They share the footprints and may also share the structural framing. Each has divided light windows; the shop on the left has three, while that on the right has only the larger center window. Each is shielded by a narrow roof overhang, acting a bit like an awning. Above the lefthand shop is a broad expanse of parapet. On the right, the front wall rises to two stories topped by a gable roof with the ridgeline parallel to the street. The roof is punctuated by two gabled dormer windows.

Beyond the entrance (to the depth of the two shopfronts) is a three-story section with a prominent gable-end facing the street. There is a pair of windows within the gable. A cross gable extends this section, directly behind the dormered gable, to the north edge of the property. It does not extend to the south edge.

The entrance arch leads to a high, square vestibule with doors to the two shopfronts on either side. A second arch leads into the rest of the complex. A path paved with aggregate turns to the left, and then to the right, and meanders far into the complex. Immediately after the arch there is, on the right, a stairway leading to the second floor. Straight ahead is the largest store in the complex. Windows on the south and west walls of the shop look out onto the pathway which is in the open at this point.

15. History.

In August 1906, Mrs. Elijah Dutard of San Francisco sold her property at Webster and College to Mrs. James B. (Lida) Hume, the "prominent Berkeley clubwoman," and Helen Wright of Sacramento. City Engineer W. F. McClure subdivided it into three blocks between Regent and College on the north side of Webster. The women engaged Fred E. Reed, local real estate agent, to market the lots.

There were three building lots fronting on College Avenue, and the first house to be built was the Thomas H. Nevin House designed by Clarence Casebolt Dakin in 1908. Nevin ran a meat market on Bancroft Way. In 1916, after the Strand Theater was built next door, Nevin had the family home raised and a one-story shop building with space for two shops constructed underneath. The façade of the shop building was stucco with geometric ornamentation in the loosely Viennese Secession style of the 1910s. Above, the house was set back from the street with a large rooftop garden created with plants in pots and tubs. An elaborate pergola ran along the street side of the "garden." The Nevin property was the most unusual in the Elmwood district! The Nevins lived in the house and owned the property until 1949.

In 1965, a short-lived experimental theater and performance art venue opened in the shop space. The Open Theater is now noted as the site of the first publicly advertised Big Brother and The Holding Company show. The theater closed in March 1966.

After sitting empty, Michael Liebert, who had long thought that Berkeley needed a professional resident theater company, rented the

space in early 1968. The Berkeley Repertory Theatre opened on April 24, 1968 with a production of *Woyzeck*. The group slowly built a following, eventually bought the building, and, within ten years, outgrew the space. After moving to a new theater on Addison Street in 1980, the building was again vacant.

Almost immediately, Steven Oliver, President of Oliver & Company, became interested in the property as a potential grouping of shops *a la* Walnut Square. The architectural firm, The Ratcliff Architects, was commissioned, and Peter Gray Scott of the firm was the designer of the project, known as Elmwood Village. The plan was to utilize what was on the site, at least in terms of massing and footprint.

Using the outlines—and perhaps even the framing—of the original buildings, a New England village emerged on College Avenue. It is the only three-story structure in the Elmwood commercial district, as it followed closely what was there before: a two-story house atop a one-story shops building.

In May 1983, when the Village project was on the verge of completion, the Elmwood was in the midst of a trend toward commercial condominiums, with a number of tenants on College Avenue buying their retail spaces from the building owners. The owners of the almost-finished project applied to the Planning Commission and received approval to condominiumize the eleven units of retail and office space.

Since the building opened, a copy shop has been the central anchor tenant, although the ownership has changed. The first was Berkeley's own Copymat, which had started in downtown about 1980. Currently, Elmwood Copy is in the space, overseen by Amir Iqbal.

Developer Steven Oliver was pursuing other abiding interests during the turmoil of creating Elmwood Village. Having previously little interest in art, Oliver found, on a visit to an art museum, that Modern art suddenly resonated with him. In the mid-1980s, in a bold move to counteract the commercialism of the art world, he and his wife opened their Sonoma county ranch to site-specific art that they commissioned: art that could not be bought or sold. Steven Oliver is considered an arts philanthropist and has served as chair of the board of the San Francisco Museum of Modern Art and the California College of the Arts.

16. Significance.

The Elmwood Village has architectural significance. It is the most recent building built in the Elmwood commercial district. Built during the emergence of the Post-Modern style, the Village is the most literal manifestation in Berkeley. The complex is also the only one of its kind in the Elmwood: a meandering path leading to shops and offices in what had been an older building, reworked for its new use. The idea can be traced back to San Francisco's ground-breaking Ghirardelli Square of 1964.

The Elmwood Village is also significant as a tangible manifestation of developer Steven Oliver's interest in art and architecture. Perhaps more mundane than the work at his outdoor art gallery at his Sonoma ranch, the Village exhibits his creativity in commissioning the right architect who could design a building that would be a good fit in its location in the traditional-looking Elmwood commercial district.

Features to Preserve.

• the complex is pretty much intact after forty years existence. Therefore, all features should be called out: siding, shopfronts, vestibule, arched entrance, paving, pathway, name over the arched entrance, windows, and dormers.

17. Historic Value— Neighborhood: Yes City: Yes
Architectural Value— Neighborhood: Yes City: Yes

18. Is the property endangered? No

19. Bibliography.

Contract notice for the Nevin House, *Daily Pacific Builder*, 29 September 1908.

Block books and Sanborn maps

Directories.

Urban Conservation Survey (block files), BAHA.

Ormsby Donogh Real Estate File (1939–1977), BAHA.

Tales of the Elmwood, Burl Willes, 2000.

Berkeley Tourist and Business Survey, 1924.

"A Profile of the Elmwood: Trends and Counter-Trends in a Berkeley Neighborhood Commercial District" Joanna Callenbach, Geography 181 class paper, Spring 1978.

ancestry.com

Correspondence with Carrol T. Nevin, 1981 and 1982.

"Main Street, Continued" by Betty Marvin, *Berkeley Gazette*, 17 September 1981.

"Moratorium Stalls College Ave. Project" by Liz Everette, *The Press*, 30 September 1981.

"Dismantling of Old Rep Building Draws Protest" by Frances Starn, *Berkeley Gazette*, 5 March 1982.

"Encore, Encore!" by Heidi Seney, *The Press*, 28 July 1982.

"Elmwood is Going Commercial Condo" by Miranda Ewell, *Montclarion*, 25 May 1983.

20. Recorder

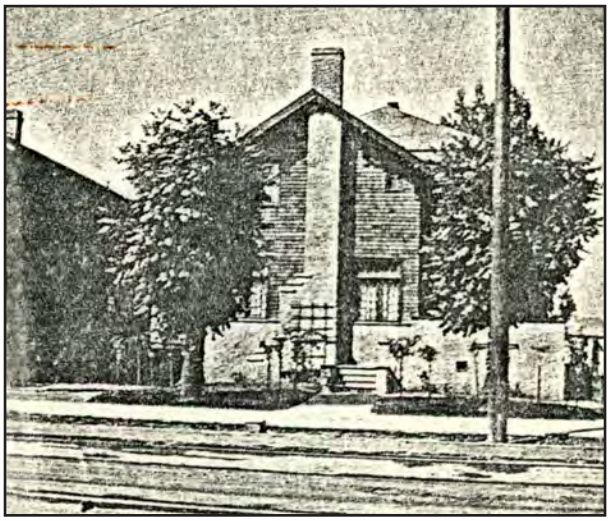
Anthony Bruce for Elmwood Property Owners Association, c/o Claudia Hunka, Your Basic Bird, 2940 College Avenue, Berkeley, California 94705

27 October 2025

Additional Photographs.



Elmwood Village. Anthony Bruce, 2025.



The Thomas Nevin House (Clarence Casebolt Dakin, 1908). The framing of the house may have survived within Elmwood Village. Courtesy of Carroll T. Nevin.



The vacant Nevin House and Nevin shopfronts after the Berkeley Repertory Theater had moved out. Anthony Bruce, 1982.



The Nevin House and Nevin shopfronts in 1949. Donogh Real Estate File, BAHA.



The Nevin House and Nevin shopfronts, showing the pergola in the Nevins' front "yard."Ormsby Donogh, 1939, Donogh Real Estate File, BAHA.



Construction, or deconstruction, beginning. Betty Marvin, 1982.

Additional Photographs.



Elmwood Village, entrance, looking southwest. Anthony Bruce, 2025.



Elmwood Village, entrance, looking northwest. Anthony Bruce, 2025.





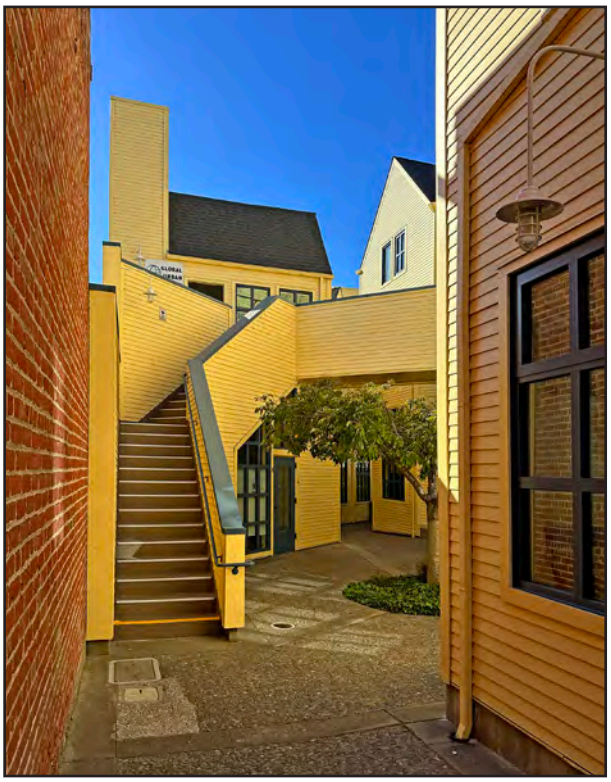
Elmwood Village developer Steve Oliver at the Berkeley Repertory Theatre site in 1981. Bob Doty photo, The Press, *30 September 1981.*

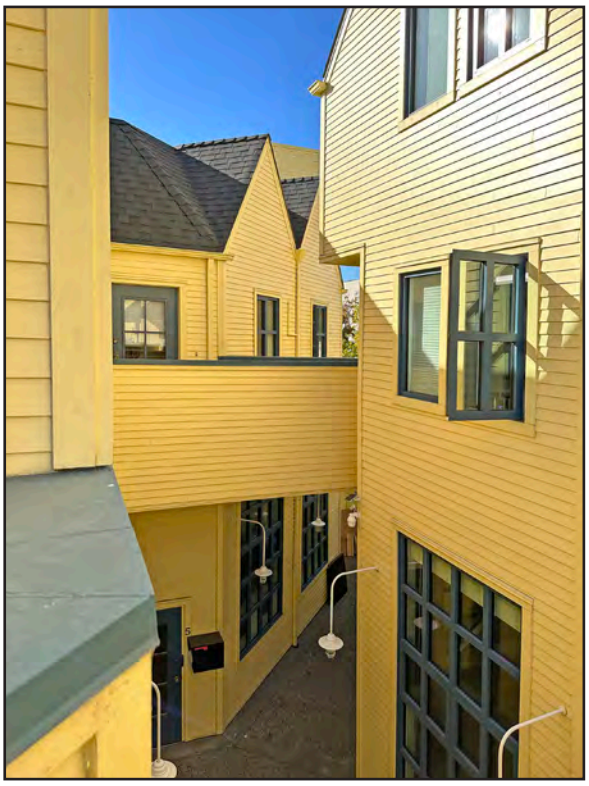


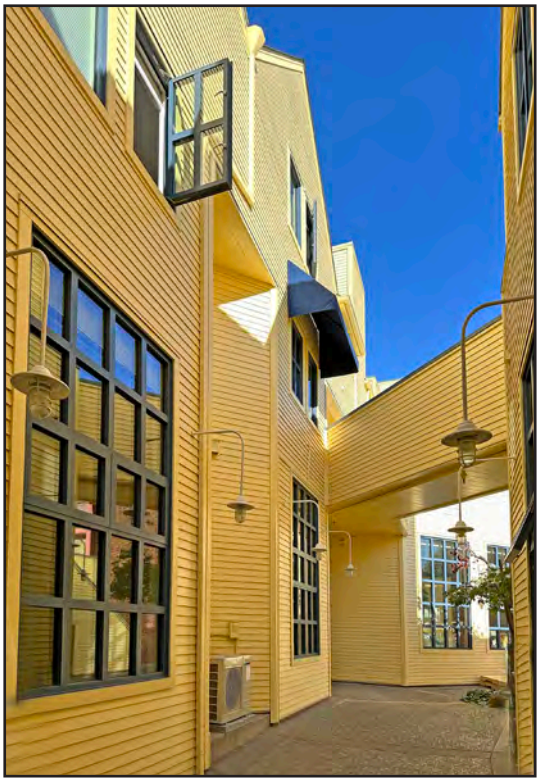
left: Dick inside the Reliable Fruit Market, 2976 College Avenue. Byron Bolfing, 1947, Berkeley Historical Society

left bottom: Elmwood Village seen from above. Found online.

Additional Photographs.







Interior vistas of Elmwood Village, 2980 College Avenue.
Anthony Bruce, 2025



Planning and Development Department
Land Use Planning Division

CITY OF BERKELEY
Ordinance #4694 N.S.
LANDMARK APPLICATION

Elmwood Commercial Historic District

Property No. 13

Sparhawk Building
2982 College Avenue



The Sparhawk Building, 2982 College Avenue. Anthony Bruce, 2025.

1. **Street Address:** 2982, 2984, 2986, 2988 College Avenue
   County: Alameda **City**: Berkeley **ZIP**: 94705

2. **Assessor's Parcel Number**: 052–1573–00401
   (Dutard Property, Block A, northern portion of Lots 4 and 5)
   Dimensions: 70 feet x 100 feet
   Cross Streets: Ashby Avenue and Webster Street

3. **Is property on the State Historic Resource Inventory?** No
   Is property on the Berkeley Urban Conservation Survey? Yes
   Form #: 12053

4. **Application for Landmark Includes**:
   a. Building(s): Yes **Garden:** No **Other Feature(s)**: No
   b. Landscape or Open Space: No
   c. Historic Site: No
   d. District: Yes
   e. Other: Entire property

5. **Historic Names:** Sparhawk Building
   Commonly Known Name: not known

6. **Date of Construction:** 1928 **Factual**: Yes
   Source of Information: City of Berkeley Application for Building Permit No. 30981, 8 August 1928

7. **Architect:** A. J. Yerrick, 5255 College Avenue, Oakland

8. **Builder:** A. J. Yerrick

9. **Style:** Storefront

10. **Original Owners:** Dr. Edward Ernest Sparhawk, Lafayette
    Original Use: commercial (4 stores)

11. **Present Owner:** Trust Wu Shu Tr Bypass Trust
    Present Occupant: House of Curries, 2984 College; vacant, 2986 College; A&A Mini Mart, 2988 College

12. **Present Use:** commercial (3 stores)
    Current Zoning: C-E **Adjacent Property Zoning:** C-E-

13. **Present Condition of Property:**
    Exterior: Good **Interior:** unknown **Grounds:** Ø
    Has the property's exterior been altered? Yes

14. Description.

Two houses dating from 1909 and 1910 were demolished in 1928 to make way for this one-story Class C building of brick construction finished in cement plaster. The façade originally featured four large Moorish arches, each defining a storefront. They contained traditional entrances, display windows, and curved transoms. All the arches were either removed, covered, or filled in during various remodelings. In recent years, the second-from-the-right arch—complete with transom—has been uncovered.

An architecturally significant remodeling of the lower two thirds of the building took place in stages between 1950 and 1957, first for Thos Tenney: Music on Records. The architect was Roger Lee. Ribbed aluminum decking was applied vertcally to the shopfronts. The interior of the Thos Tenney record store was as beautifully designed as a Mid-Century Modern residence. Not much remains of Lee's exceptional commercial design. The southernmost shopfront (which was the sophisticated Roger Lee entrance to the Inside Inn) was redone tepidly with traditional tiles. The center storefront—now vacant—retains some of the minimalist 1950s styling, as does the restaurant façade next to it.

The elaborate original 1928 frieze beneath the cornice remains intact with all its bas-relief vines and shields. Today, the Sparhawk Building is a mixture of different styles and alterations.

15. History.

In 1909, the second house facing College Avenue was built in the Dutard Property, next to the Nevin House. The owners were Anna Nivison Force, widow of Dr. Levi P. Force and herself a Berkeley clubwoman, and her son Dr. John N. Force, who joined the University staff in 1910 and became Chair of the Department of Hygiene. Anna Force died on her birthday in 1917 and the house was sold to Dr. Edward Ernest Sparhawk.

Dr. Sparhawk graduated in dentistry from Stanford in 1899. Prior to the move to Berkeley, he practiced in Mexico and Ketchikan, Alaska. He married Martha Ann Brockhurst, and their son Alvin was born in 1904. The family moved into the roomy brown-shingle house, where Dr. Sparhawk set up his dental practice.

In 1927 the Sparhawks moved to Lafayette and the same year they had their College Avenue home demolished—as well as the 1910 Harding House next door—in preparation for a commercial building to be built on the property. Dr. Sparhawk continued his practice in Oakland, and returned to Berkeley to live (3030 Benvenue) three years before his death in 1959. Dr. Sparhawk's obituary stated, "During World War II he was affiliated with the top-secret Manhattan Project and received a certificate of merit from the Secretary of War for his contributions to atomic bomb research."

The Sparhawk Building was begun in August of 1928. Its lively Mediterranean-inspired design was the work of Oakland architect Allen James Yerrick. The longest lasting business in the Sparhawk Building was the Inside Inn, which was in business by 1931, and continued to serve lunch and dinner in genteel surroundings until 1968. The next year, the site became the first location on College Avenue of the ever-popular King Yen restaurant. Two years later King Yen moved to 2984 College in the same building, and in 1990, across the street to 2995 College into a building the restaurant owners had meticulously restored.

During World War II, besides his work on the Manhattan Project, Dr. Sparhawk aided the war

effort by converting the two northernmost shop spaces into living quarters. At least three other building owners in the Elmwood did the same thing with their buildings.

Probably the most well-known business in the Sparhawk Building was Thos Tenney: Music on Records. Thomas W. Tenney and his wife Margaret and their two sons tired of the harsh winters in New England and came to California to open a phonograph record store in a college town. Berkeley was their first stop. Richard M. Hunter's record shop at 2984 College was for sale and they bought it in August 1950. Beginning with a $4,800 remodel that October, and several more alterations and expansions over the years, Tenney created a state-of-the-art record shop that exuded the good taste of its Mid-Century Modern design. The Tenneys' designer, "the brilliant young architect Roger Lee," as described by the *Berkeley Gazette* in relation to the new record store, is better known as the architect of countless livable Modern houses, but proved with the record store that he could design a commercial business with the same skill and creativity. Not only did he design the warm, wood paneled interior, but the eye-catching exterior as well. Eventually Lee redesigned all the storefronts in the building. The 1952 article in the *Gazette* went on to say that the store "has drawn comment from many parts of the nation." The Thos Tenney store remained in business until 1963 when the Tenneys left to pursue their other mutual interest: photography. Thos Tenney shared his architectural photos with the fledgling Berkeley Architectural Heritage Association, which were published in the organization's first calendar, *Heritage Houses*, in 1971.

One of the first businesses in the Sparhawk Building—in the southernmost shop which seemed to have been designed for restaurant use—was the Augusta Inn. It opened in 1929 and the proprietor was Robert A. Hawkins. At the time, the Dixie Inn in Richmond, Virginia, was owned by the fourth generation of the Hawkins family. The Augusta Inn was advertised as serving "Genuine Southern cooking prepared by experienced negro chefs who learned the art of cooking in the South. Our customers come back—that is our recommendation." Unfortunately, the Augusta Inn did not last long; it was replaced by the Inside Inn after less than two years.

The Sparhawk Building stayed in the Sparhawk family until early 1970. Over the years since the superb Modern remodeling of the shopfronts by Roger Lee, the building has suffered from lack of coordination in subsequent piecemeal alterations. At this point a restoration is due, but to which period? The original freize remains and the Moorish arches seem to remain under the stucco. But a few pieces of the Roger Lee design remain as well.

14. Significance.

The Sparhawk Building is significant as the last original building built in the Elmwood commercial district. With its completion in early 1929, the commercialization of the two blocks was complete.

The building is significant for its original romantic design, combining historical elements from different parts of Europe. The Sparhawk Building and the Wilson Building next door come closest— of all the Elmwood buildings— to evoking illustrations from storybooks, the goal of many architects of the time.

The Sparhawk Building is significant as the site of an early commercial design of renowned Mid-Century Modern architect Roger Lee.

The Sparhawk Building relates well to the other Elmwood commercial buildings in its scale.

Features to Preserve.

- the elaborate frieze and cornice
- the Moorish arches, both hidden and uncovered
- all remnants of the Roger Lee alterations from the 1950s

17. Historic Value— Neighborhood: Yes City: Yes
Architectural Value— Neighborhood: Yes City: Yes

18. Is the property endangered? No

19. Bibliography.

City of Berkeley Application for Building Permit No. 30981, 8 August 1928; as well as several other applications for alterations.

Block books and Sanborn maps

Directories.

Urban Conservation Survey (block files), BAHA.

Ormsby Donogh Real Estate File (1939–1977), BAHA.

Tales of the Elmwood, Burl Willes, 2000.

"A Profile of the Elmwood: Trends and Counter-Trends in a Berkeley Neighborhood Commercial District" Joanna Callenbach, Geography 181 class paper, Spring 1978.

ancestry.com

"Try Berkeley First—It's Home!: The Augusta Inn," *The Courier*, 1 February 1930.

Obituary for Anna Nivison Force, *San Francisco Examiner*, 31 July 1917.

"Dr. Force, U. C. Expert, Dies After Illness," *Berkeley Gazette*, 23 June 1938.

Obituary for Dr. Edward Ernest Sparhawk, *Berkeley Gazette*, 10 November 1959.

"Elmwood District Concentrates Varied Service in Small Area," *Berkeley Gazette*, 21 May 1952.

In Memoriam: Thomas Walker Tenney (1920_2012) and Margaret Whitney Klaw Tenney (1922–2011) by Will Tenney.

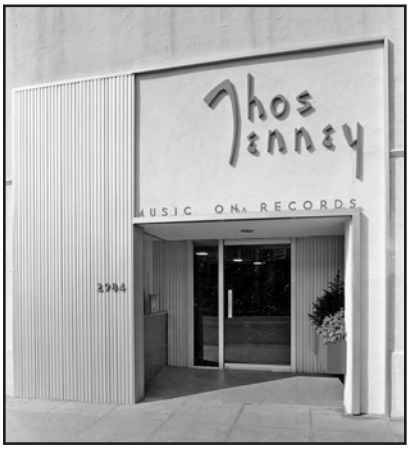
20. Recorder

Anthony Bruce for Elmwood Property Owners Association, c/o Claudia Hunka, Your Basic Bird, 2940 College Avenue, Berkeley, California 94705

29 October 2025

Additional Photographs.





above left: Sparhawk Building. Anthony Bruce, 2025

above: entrance to Thos Tenney Music on Records (Roger Lee, 1950). from the Internet.



left: Sparhawk Building, showing the Roger Lee entryways still intact. Anthony Bruce, 1982



The Sparhawk Building showing intact 1928 design. Ormsby Donogh, 1939, Donogh Real Estate File, BAHA.

Additional Photographs.



The interior of Richard M. Hunter's record shop that existed in the same space that Thos Tenney Music on Records moved into in 1950. Byron Bolfing, 1947, Berkeley Historical Society.



Partial interior view of Thos Tenney Music on Records, most likely showing the northernmost shop. Found on-line.



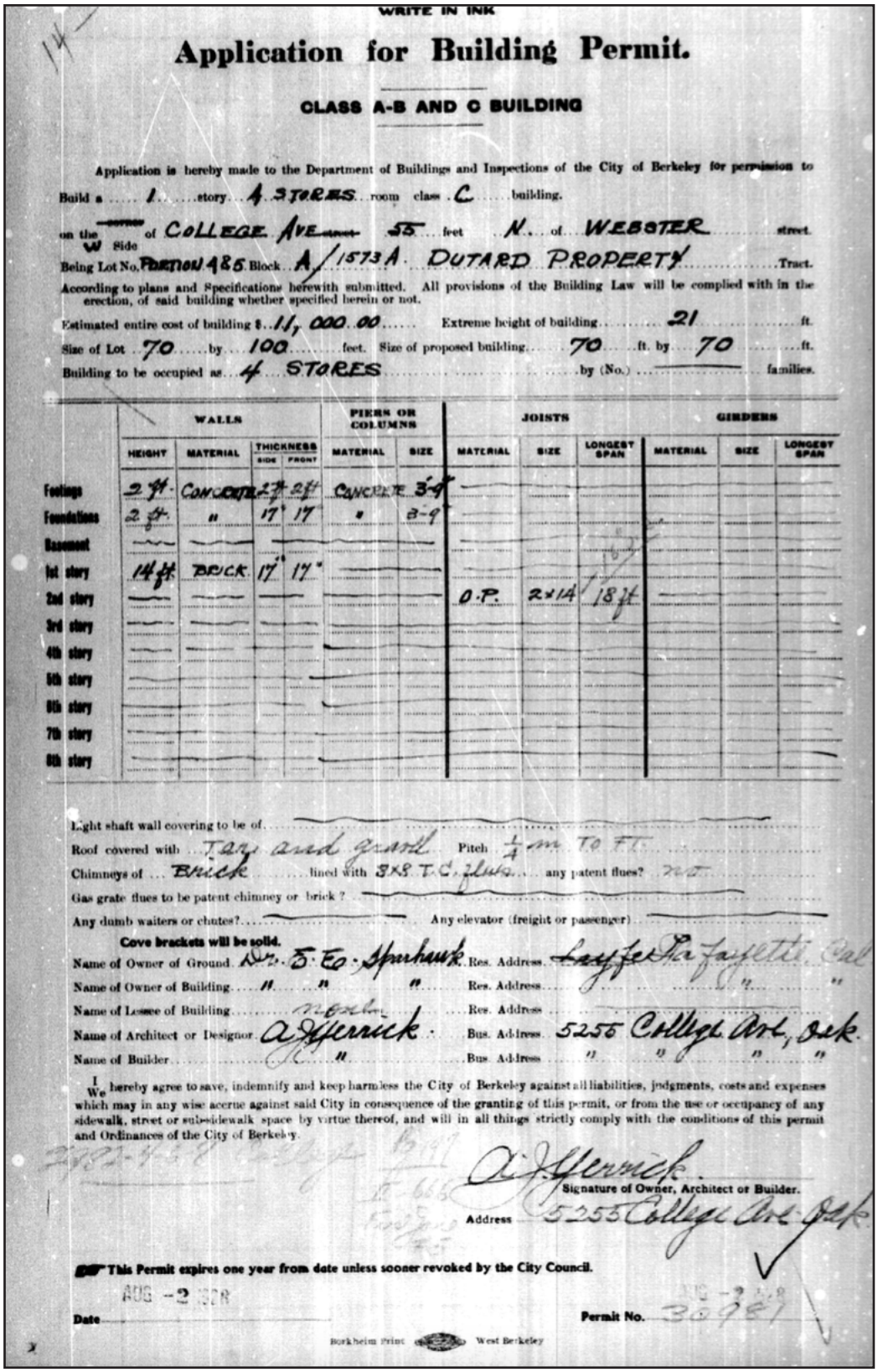
Robert A. Hawkins, owner of the Augusta Inn, 2988 College Avenue.

The Courier, *1 February 1930.*



Thomas W. Tenney on the right, with John T. Moon, service manager.

Berkeley Gazette, *18 November 1954*.



WRITE IN INK

Application for Building Permit.

CLASS A-B AND C BUILDING

Application is hereby made to the Department of Buildings and Inspections of the City of Berkeley for permission to

Build a 1 story 4 STORES room class C building.

on the ~~corner~~ W Side of COLLEGE AVE ~~street~~ 55 feet N. of WEBSTER street.

Being Lot No. PORTION 4&5 Block A/1573A DUTARD PROPERTY Tract.

According to plans and Specifications herewith submitted. All provisions of the Building Law will be complied with in the erection, of said building whether specified herein or not.

Estimated entire cost of building $ 11,000.00 Extreme height of building 21 ft.

Size of Lot 70 by 100 feet. Size of proposed building 70 ft. by 70 ft.

Building to be occupied as 4 STORES by (No.) ——— families.

	WALLS				PIERS OR COLUMNS		JOISTS			GIRDERS		
	HEIGHT	MATERIAL	THICKNESS SIDE	THICKNESS FRONT	MATERIAL	SIZE	MATERIAL	SIZE	LONGEST SPAN	MATERIAL	SIZE	LONGEST SPAN
Footings	2 ft.	CONCRETE	2 ft.	2 ft.	CONCRETE	3-4"						
Foundations	2 ft.	"	17"	17"	"	3-9"						
Basement												
1st story	14 ft.	BRICK	17"	17"								
2nd story							O.P.	2x14	18 ft.			
3rd story												
4th story												
5th story												
6th story												
7th story												
8th story												

Light shaft wall covering to be of ———

Roof covered with Tar and Gravel Pitch 1/4 in TO FT.

Chimneys of Brick lined with 8x8 T.C. flues any patent flues? NO

Gas grate flues to be patent chimney or brick? ———

Any dumb waiters or chutes? ——— Any elevator (freight or passenger) ———

Cove brackets will be solid.

Name of Owner of Ground Dr. S. Eo. Sparhawk Res. Address ~~Lafayette~~ Lafayette Cal

Name of Owner of Building " " " Res. Address " " "

Name of Lessee of Building None Res. Address

Name of Architect or Designor A. Hemrick Bus. Address 5256 College Ave, Oak.

Name of Builder " Bus. Address " " " "

I We hereby agree to save, indemnify and keep harmless the City of Berkeley against all liabilities, judgments, costs and expenses which may in any wise accrue against said City in consequence of the granting of this permit, or from the use or occupancy of any sidewalk, street or sub-sidewalk space by virtue thereof, and will in all things strictly comply with the conditions of this permit and Ordinances of the City of Berkeley.

A. J. Hemrick.
Signature of Owner, Architect or Builder.

Address 5255 College Ave. Oak.

This Permit expires one year from date unless sooner revoked by the City Council.

Date AUG -2 1928

Permit No. 30981

Berkheim Print West Berkeley

City of Berkeley Application for Building Permit No. 30981, 8 August 1928

Planning and Development Department
Land Use Planning Division

CITY OF BERKELEY
Ordinance #4694 N.S.
LANDMARK APPLICATION

Elmwood Commercial Historic District

Property No. 14

Wilson-Tulanian Building
2992 College Avenue



The Wilson-Tulanian Building, 2992 College Avenue. Anthony Bruce, 2025.

1. **Street Address:** 2992, 2996, 2998 College Avenue
   County: Alameda **City**: Berkeley **ZIP**: 94705

2. **Assessor's Parcel Number**: 052–1573–00600
   (Dutard Property, Block A, southern portion of Lot 5)
   Dimensions: 53 feet x 55 feet
   Cross Streets: Ashby Avenue and Webster Street

3. **Is property on the State Historic Resource Inventory?** No
   Is property on the Berkeley Urban Conservation Survey? Yes
   Form #: 12054

4. **Application for Landmark Includes**:
   a. Building(s): Yes **Garden:** No **Other Feature(s)**: No
   b. Landscape or Open Space: No
   c. Historic Site: No
   d. District: Yes
   e. Other: Entire property

5. **Historic Names:** Wilson-Tulanian Building
   Commonly Known Name: not known

6. **Date of Construction:** 1923 **Factual**: Yes

   Source of Information: City of Berkeley Application for Building Permit No. 13745, 27 March 1923

7. **Architect:** Hutchison & Mills, Oakland

8. **Builder:** Leslie R. Wilson

9. **Style:** Shopfront

10. **Original Owners:** Leslie R. Wilson, 2216 Blake Street
    Original Use: commercial (3 stores)

11. **Present Owner:** Rose Oriental Rugs Inc.
    Present Occupant: vacant, 2992 College; Rose Oriental Rugs, 2998 College,

12. **Present Use:** commercial (2 stores)
    Current Zoning: C-E **Adjacent Property Zoning:** C-E, R-1

13. **Present Condition of Property:**
    Exterior: Excellent **Interior:** unknown **Grounds:** Ø
    Has the property's exterior been altered? No

14. Description.

Built in 1923, this is a one-story reinforced concrete Class "C" building, constructed to contain three stores. Currently, the building is divided into two stores, but all three traditional storefronts remain. The storefronts are contained within three large, round arches facing College Avenue. There is an additional arch on the south side of the building facing Webster Street and serving as a window. Below the parapet is a running frieze in a circle motif. This is repeated at the tops of the piers between the arches, and at the same height as the base of the transoms. There are spiral columns embedded in the corners of each pier, and medallions set in the wall above and between each arch.

The building is basically unaltered, including the arched transoms divided into tall, narrow panes, and the polychrome tiles at the base of the display windows. About forty-five years ago, the building was painted in brilliant, jewel-like colors in keeping with the exotic appearance of the building and the nature of the business within. The northernmost shop features an elaborately designed back wall with a fireplace, paneling, and mezzanine above with railings, dating from 1924. Tulanian Rug Company added a similar back wall to the southernmost store in 1928, designed by A. J. Yerrick.

A billboard is attached to the Webster Street side of the building.

15. History.

The Oakland architectural firm of Hutchison & Mills (Robert A. Hutchison and Reginald L. Mills) specialized in quality store designs. An article of theirs about "the ideal shop building" appeared in the March 1924 issue of *Architect and Engineer*, illustrated with photos of their latest buildings. Berkeley is fortunate to have several of their one-story shop buildings; their Wilson-Tulanian Building has long been a popular favorite. The outer walls of a slightly smaller version of this building stand at Bancroft and Ellsworth where they will become the ground floor exterior of a new large housing building. Leslie R. Wilson and Frederick E. Romie, both builders, were the usual investors for the Hutchison & Mills buildings in both Berkeley and Oakland. Two were built in the Elmwood commercial district.

The first tenants in the building were The Old World Shop (2998) and Downings Grocery (2996). A latecomer, in 1924, was Mrs. Doris Conner of North Berkeley who opened an interior decorating business at 2992 College. She added an attractively designed open mezzanine at the rear of her shop with a fireplace as its central feature. Soon after Hachadoor Tulanian purchased the building in 1927 and moved his Oriental rug business into 2998 College, he may have been inspired by Mrs. Conner's treatment of her space and commissioned architect A. J. Yerrick to design a similar mezzanine-fireplace combination for his store.

The following history is taken from the Berkeley History Plaque affixed to the side of the building for its centennial by the Berkeley Historical Society in 2024:

"In 1922, Armenian genocide survivor Hachadoor Tulanian (1894–1965) arrived in Berkeley and opened an Oriental rug shop at 2938 College Avenue [in Bischoff Building No. 2]. In 1927 he bought the Wilson Building, which contained three small shops, and moved the rug business to the corner location, where he added a concrete floor and drain for rug washing and wooden pallets on the roof for drying. Living nearby at 6536 Benvenue Avenue, he would leave a 'back after lunch' sign on an unlocked shop door. He could regularly be seen transporting rugs tied to the running boards of his car. In 1950 Hachadoor's two sons joined the

business and it expanded into the entire building, His two grandchildren and great-granddaughter took over ownership in 1997, proudly continuing one of the Elmwood district's longest family-owned businesses.

"The building's distinctive design features oversized arched clerestory windows. It was one of the locations used in the 1993 Whoopi Goldberg film *Made in America*."

In 1943, as did other Elmwood building owners, Mr. Tulanian turned the center store into wartime housing. After his death on New Year's Eve in 1965, his wife Zabel continued coming to the shop each morning to mend rugs.

Many Berkeleyans remember that the building had been painted a shade of hospital green. That all changed in 1973, according to Heidi Seney in an article written for the *Berkeley Gazette*, when "an imaginative young painter was given free rein and the result was a carefully rendered combination of colors: yellow-ochre complemented by a bright blue for the arches over each of the entryways, and an outline of the arches in orchid.

"The colors are repeated in the running frieze with a circle motif, below the parapet, in the spiral columns between the arches, and in the tiles that form the base of the building. The building stands out in a graceful manner."

At the ceremony where the plaque was placed on the building in March 2024, the entire Tulanian family gathered for the ceremony celebrating both the building and the 100-year-old family-run business. Sadly, the third and fourth generation family members announced their retirement. The building has since been sold, and a new chapter has begun with another Oriental rug business replacing the old.

16. Significance.

The Wilson-Tulanian Building is architecturally significant for its eclectic and elaborate design and ornamentation. It is the most romantic and intriguing of all Hutchison and Mills' one-story shop building designs. It is one of the most memorable buildings in the Elmwood commercial district.

The building is significant for its commercial history. Tulanian Bros. Oriental Rugs opened in 1922 at 2938 College Avenue, owned by brothers Avedez and Hachadoor Tulanian. In 1927 Hachadoor purchased the Wilson Building and moved the business to that location, honoring the building with more than 95 years of a single family-owned business.

Features to Preserve.

- the elaborate frieze and other ornamentation
- the Moorish arches
- the tile bulkheads
- the traditional shopfronts
- the arched transoms

17. Historic Value— Neighborhood: Yes City: Yes
Architectural Value— Neighborhood: Yes City: Yes

18. Is the property endangered? No

19. Bibliography.

City of Berkeley Application for Building Permit No. 13745, 27 March 1923; as well as several other applications for alterations.

Block books and Sanborn maps

Directories.

Urban Conservation Survey (block files), BAHA.

Ormsby Donogh Real Estate File (1939–1977), BAHA.

Tales of the Elmwood, Burl Willes, 2000.

Berkeley Tourist and Business Survey, 1924.

"A Profile of the Elmwood: Trends and Counter-Trends in a Berkeley Neighborhood Commercial District" Joanna Callenbach, Geography 181 class paper, Spring 1978.

ancestry.com

"Improved Store Building Design" by R. L. Mills, *Architect and Engineer*, March 1924.

"A 60-Year Enterprise in Elmwood" by Heidi Seney for Berkeley Architectural Heritage Association, *Berkeley Gazette*, 18 April 1982.

Berkeley History Plaque, Berkeley Historical Society Plaque Committee, 2024.

"Historical Society Honors Tulanian Building & Family" by Burl Willes, *Berkeley Times*, 2024.

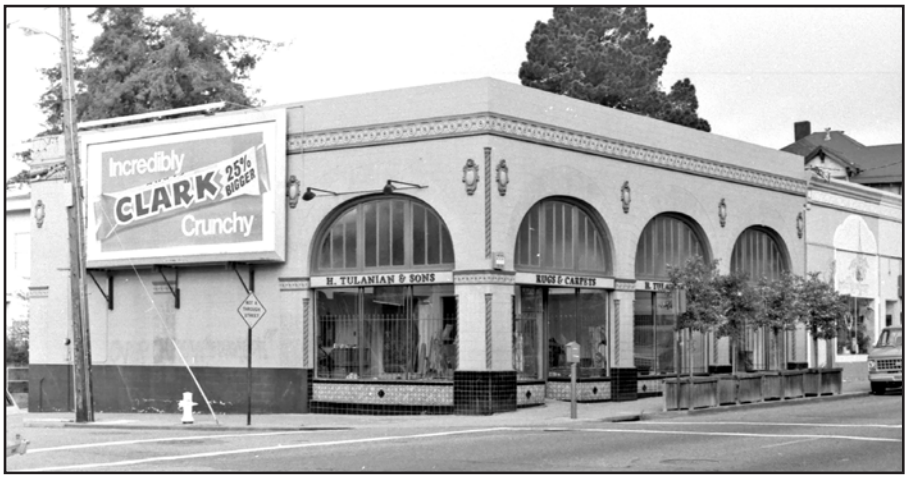
20. Recorder

Anthony Bruce for Elmwood Property Owners Association, c/o Claudia Hunka, Your Basic Bird, 2940 College Avenue, Berkeley, California 94705

30 October 2025

Additional Photographs.





The Wilson-Tulanian Building, 2992 College Avenue, when almost new. Architect & Engineer. March 1924.

The Wilson-Tulanian Building. Anthony Bruce, 1982.

The Wilson-Tulanian Building. Ormsby Donogh, 1939, Donogh Real Estate File, BAHA.



Additional Photographs.



left and below: Wilson-Tulanian Building and detail of tiled bulkhead. Anthony Bruce, 2025



Fred Jacobs in his appliance store at 2992 College Avenue, showing the fireplace and paneled over-mantel from 1924. Byron Bolfing, 1947, Berkeley Historical Society.





At the plaque unveiling, the extended Tulanian family poses with Berkeley Historical Society leaders and local officials.

Robert Kehlmann, 2024.

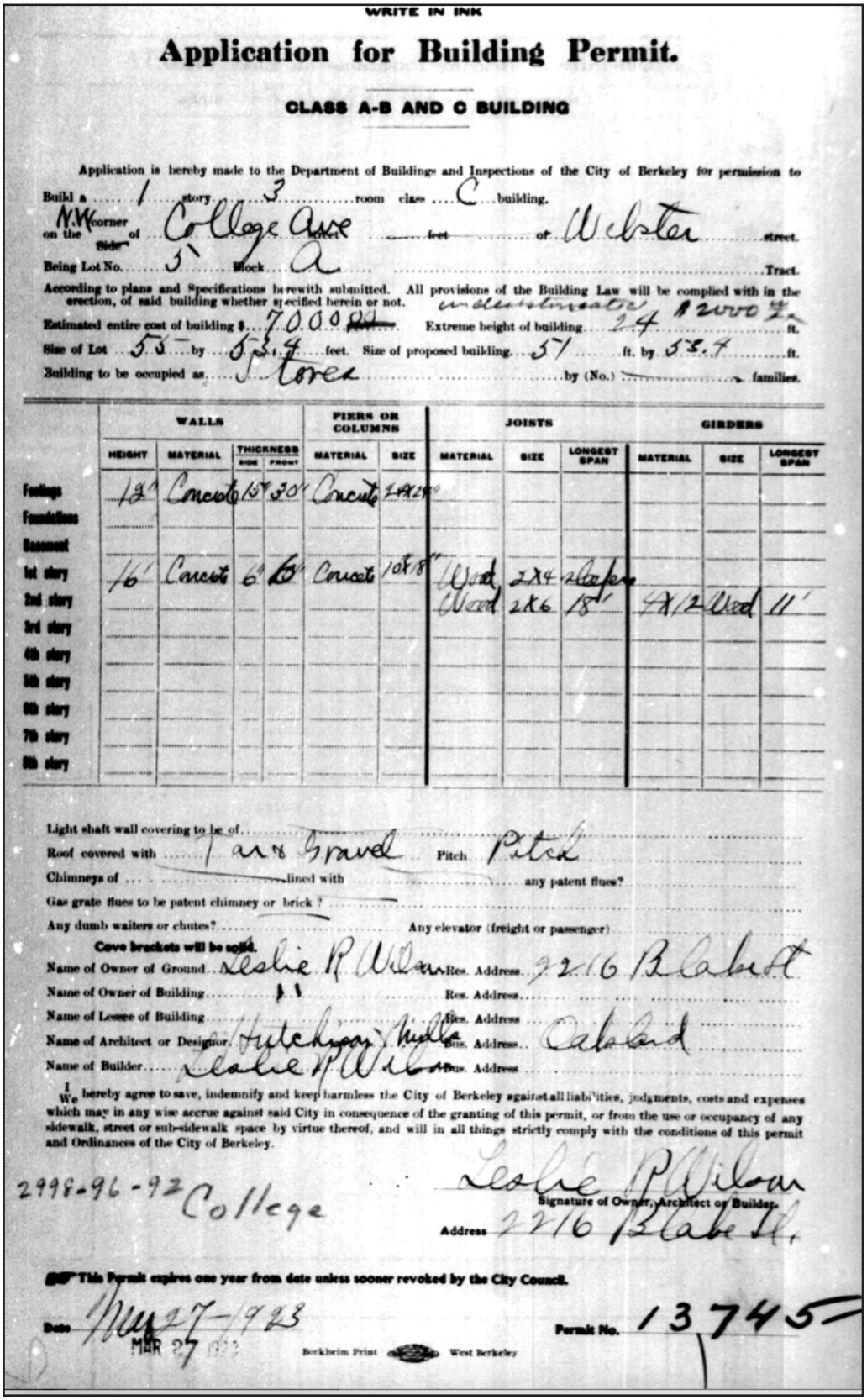
Additional Photographs.



Wilson-Tulanian Building in 1969, showing the light green paint job that it sported for many years. BAHA Archives.



Wilson-Tulanian Building in 2020, showing the polychrome paint job that it has sported since 1973. Anthony Bruce, 2020.



WRITE IN INK

Application for Building Permit.

CLASS A-B AND C BUILDING

Application is hereby made to the Department of Buildings and Inspections of the City of Berkeley for permission to

Build a 1 story 3 room class C building.

on the N.W. corner of College Ave Side street 54 feet or Webster street.

Being Lot No. 5 Block A Tract.

According to plans and Specifications herewith submitted. All provisions of the Building Law will be complied with in the erection, of said building whether specified herein or not. underground

Estimated entire cost of building $ 7000.00 Extreme height of building 24 ft.

Size of Lot 55 by 54 feet. Size of proposed building 57 ft. by 53.7 ft.

Building to be occupied as stores by (No.) families.

	WALLS				PIERS OR COLUMNS		JOISTS			GIRDERS		
	HEIGHT	MATERIAL	THICKNESS SIDE	THICKNESS FRONT	MATERIAL	SIZE	MATERIAL	SIZE	LONGEST SPAN	MATERIAL	SIZE	LONGEST SPAN
Footings	12'	Concrete	15"	20"	Concrete	7-8x20"						
Foundations												
Basement												
1st story	16'	Concrete	6"	6"	Concrete	10x18"	Wood	2x4	16"			
2nd story							Wood	2x6	18'	4 1/2	Wood	11'
3rd story												
4th story												
5th story												
6th story												
7th story												
8th story												

Light shaft wall covering to be of

Roof covered with Tar & Gravel Pitch Pitch

Chimneys of lined with any patent flues?

Gas grate flues to be patent chimney or brick?

Any dumb waiters or chutes? Any elevator (freight or passenger)

Cove brackets will be used.

Name of Owner of Ground Leslie R Wilson Res. Address 2216 Blake St

Name of Owner of Building Res. Address

Name of Lessee of Building Res. Address

Name of Architect or Designer Hutchinson & Wella Bus. Address Oakland

Name of Builder Leslie R Wilson Bus. Address

I We hereby agree to save, indemnify and keep harmless the City of Berkeley against all liabilities, judgments, costs and expenses which may in any wise accrue against said City in consequence of the granting of this permit, or from the use or occupancy of any sidewalk, street or sub-sidewalk space by virtue thereof, and will in all things strictly comply with the conditions of this permit and Ordinances of the City of Berkeley.

2998-96-92 College

Leslie R Wilson
Signature of Owner, Architect or Builder.

Address 2216 Blake St.

This Permit expires one year from date unless sooner revoked by the City Council.

Date Mar 27-1923 MAR 27

Permit No. 13745

Berkheim Print West Berkeley

City of Berkeley Application for Building Permit No. 13745, 27 March 1923

WRITE IN INK

APPLICATION FOR BUILDING PERMIT

Alterations and Repairs

Application is hereby made to the Department of Buildings and Inspections of the City of Berkeley for permission to build alter or add to a 1 story 1 room ~~frame~~ concrete store building

Located 2998 College Ave

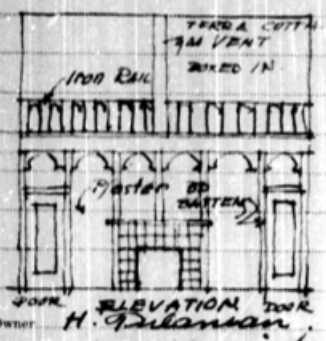
All provisions of the Building Law will be complied with in the erection, alteration or repairing of said building whether specified herein or not.

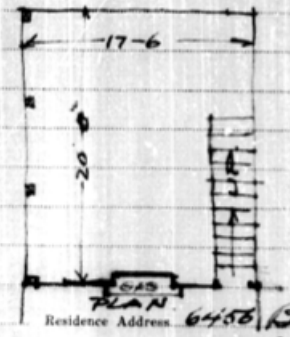
Value $500.00

Building to be occupied as store by (No.) 1 families

WRITE PLAINLY FULL DESCRIPTION OF WORK TO BE DONE

To build a balcony or mezzanine floor.
17'-6" x 20'-0".
posts - 4x4.
girders 4x6.
joists - 2x12
floor - 1x4 T&G.
Rail - wrought iron





Name of Owner H. Gulanian. Residence Address 6456 Bancroft Ave

Name of Builder A. J. Yerrick. Residence Address 5255 College Ave

We
I hereby agree to save, indemnify and keep harmless the City of Berkeley against all liabilities, judgments, costs and expenses which may in any wise accrue against said City in consequence of the granting of this permit, or from the use or occupancy of any sidewalk, street or sub-sidewalk space by virtue thereof, and will in all things strictly comply with the conditions of this permit and Ordinances of the City of Berkeley.

In Zone No. Ordinance No.

A. J. Yerrick.
Signature of Owner, Architect or Builder.

Address

FOR DEPARTMENT USE ONLY

Number Street Page

Filed Ready Checked by

Permit No. 31809

Date Issued 11-1-28

City of Berkeley Application for Building Permit No. 31809, 1 November 1928, showing a sketch for the gas fireplace and mezzanine.

Planning and Development Department
Land Use Planning Division

CITY OF BERKELEY
Ordinance #4694 N.S.
LANDMARK APPLICATION

Elmwood Commercial Historic District

Property No. 15

United States Post Office, Elmwood Station
2705 Webster Street



United States Post Office, Elmwood Station, 2705 Webster Street. Anthony Bruce, 2023.

1. **Street Address:** 2705 Webster Street
   County: Alameda **City**: Berkeley **ZIP**: 94705

2. **Assessor's Parcel Number**: 052–1567–00400
   (Elmwood Park Tract, Block C, Lot 23)
   Dimensions: about 55 feet x 120 feet
   Cross Streets: College Avenue and Piedmont Avenue

3. **Is property on the State Historic Resource Inventory?** No
   Is property on the Berkeley Urban Conservation Survey? Yes
   Form #: 11912

4. **Application for Landmark Includes**:
   a. Building(s): Yes **Garden:** No **Other Feature(s)**: No
   b. Landscape or Open Space: Yes
   c. Historic Site: No
   d. District: Yes
   e. Other: Entire property

5. **Historic Names:** United States Post Office, Elmwood Station
   Commonly Known Name: Elmwood Post Office

6. **Date of Construction:** 1948; 1977 **Factual**: yes
   Source of Information: City of Berkeley Application for Building Permit No. 62610, 21 January 1948; City of Berkeley Application for Building Permit No. B-011977291, 8 December 1976.

7. **Architect:** James W. Plachek, 2131 University Avenue; Bart Jones, 264 Arlington Avenue, Kensington

8. **Builder:** W. H. Livingston, 1152 Euclid Avenue; R. W. Poole, 240 Hegenberger Road, Oakland

9. **Style:** Moderne; Brutalist/Sea Ranch Rustic

10. **Original Owners:** Bernard W. White; W. R. White
    Original Use: institutional (post office)

11. **Present Owner:** White, Catherine Y Trust etal
    Present Occupant: United States Post Office

12. **Present Use:** institutional (post office)
    Current Zoning: C-E **Adjacent Property Zoning:** C-E, R-2

13. **Present Condition of Property:**
    Exterior: Excellent **Interior:** fine **Grounds:** fine
    Has the property's exterior been altered? yes and no

14. Description.

The present appearance of the Elmwood Post Office dates from 1976–77. In 1974, the service station on the corner was demolished and a major addition was built onto the existing 1948 post office building, behind to the east, that faced Webster Street. The older post office is now a rectangular two-story box of a building. Existing windows have been filled in, but an entrance remains where the original public entrance was located. The locked plain, metal door is recessed a few feet from the outer wall. The surface of the walls on either side are covered with diagonal pieces of redwood; the wall above the door slopes up and outward to meet the outer wall and is also covered with lengths of redwood.

Facing College Avenue behind a parking lot entered from Webster Street and containing eight spaces, is the 1977 addition, designed to appear as a new post office building. The older building was opened up on the west side and the interiors of the two structures are now combined.

The 1977 structure is cream-painted rough cement plaster. It consists of two blocky wings that are bridged by an expanse of glass topped with a wide section of diagonally placed pieces of redwood. At the left, a few feet away from the northern blocky wing, a stucco "fin" pierces both the diagonal redwood strips as well as the glass wall below. The redwood pieces beyond the fin are angled in the opposite direction from the rest. There are ten areas of glass, eleven counting the one beyond the fin.

There is a tall, narrow window in the west wall of the north wing. The south wing juts out at an angle similar to a ship's prow. There is no window. Instead a small plaque featuring the Post Office's logo of that era (which also appeared on a postage stamp) is attached high on the wall. Around the corner, a narrow window has been placed in a recessed slit in the wing's Webster Street façade.

There is a combination ramp and stairway leading to the raised entrance in the glass section facing the parking lot. The ramp begins at the Webster Street sidewalk and the stairway is reached from the parking lot.

The sign for the building is made from bronzed letters that are affixed to the long redwood-slat panel. Beginning in the center and leading off to the right, it reads, in three lines, "United States Post Office, Elmwood Station, Berkeley, California 94705." The lettering is difficult to see, as it is camouflaged against the weathered redwood.

The interior is exceedingly plain for a post office. The off-white walls and unfinished redwood trim are reminiscent of the interiors at Sea Ranch.

15. History.

This southeast corner of the Elmwood commercial district has seen major changes over the years. In 1909, architect Walter Ratcliff and his business partner Charles L. MacFarland built two speculative houses on the deep lot, fronting both houses on Webster Street with the addresses of 2701 and 2703 Webster. The two blocks of the district were almost completely built up with commercial buildings when the Standard Oil Company built a service station on the site of 2701 Webster in 1926. Two years later a service garage was added at the north edge of the property. The Ratcliff house survived all of this by having been moved out of the way in June, 1925. It landed on the south side of Ashby near Regent. Threatened again in 1971, the house and two others were moved, this time to an empty lot at 2929 Benvenue Avenue.

The station became an Elmwood institution.

As Joe Moore's Chevron Station in the 1950s and 1960s, a number of neighborhood kids had their first job there.

The Elmwood Station of the United States Post Office was established in 1909 as Station 8 in Rolla D. Fuller's drugstore on Ashby at College. When the post office moved into its own space on the Russell Street side of the Dondero Building in 1927, it became Elmwood Station. After twenty years it was time for a dedicated stand-alone post office building. The lot at 2703 Webster Street was leased from Bernard W. White (owner of the Topside Market who also owned several properties in the Elmwood). James W. Plachek was selected as the architect for the new building. Plachek was known for his many civic buildings, including the nearby Claremont Branch Library at Benvenue and Ashby and John Muir School at Claremont and Ashby. This post office was one of Plachek's last designs, as he died in December 1948. A building permit was taken out in January 1948 and the completed $50,000 building was dedicated on September 30, 1948. On hand were Mayor Laurence L. Cross and Postmaster Frank M. Whiting, who remarked that the Elmwood building was "the perfect station." The dedication was Whiting's last official act as he was to retire the next day.

Once again, a Ratcliff house was moved out of harm's way. To make way for the new post office, the house at 2703 Webster was moved next door to the back yard of the house at 2713 Webster. However, at a later date, *both* houses at 2713 Webster were demolished for more employee parking.

Sometime in the early 1970s the post office moved to the corner shop space in the Dondero Building, which had been vacated by Curtis & Gray men's clothing. The golden oak cabinetry and counters were set up in the shop space and a new, albeit temporary, post office was created. In July 1974 the Chevron station was demolished. The Post Office was planning a major expansion of Elmwood Station. A building permit was applied for in December 1976 and construction was begun in January 1977.

The Kensington firm Bart Jones Architects, which was established in 1973, designed the addition, which, when finished, appeared to be a completely new building. In fact, the 1948 post office is still standing. However, it was gutted, windows were closed off, what little ornament it had was removed, and the west wall was demolished to connect it with the planned addition. Customer services were moved to the addition upon completion.

The new wing looks very much of its era. It is an intriguing combination of Sea Ranch-inspired natural, weathered redwood, and blocky Brutalist forms done in stucco rather than concrete. At the same time a parking lot was constructed fronting on College Avenue, with its entrance on Webster. Short, stocky bollards of rough stucco (matching the finish on the building) along the College Avenue side of the lot were connected by wooden fence rails. Pedestrians, looking for a short-cut, continually walked over the low fence, damaging it. Finally, a high, black wrought iron fence was installed in its place.

The customer parking lot was designed for nine parking spaces, but that number was reduced to eight when a handicapped ramp entrance was introduced in 1995. The new entrance combines a ramp and steps in an eye-catching com-

16. Significance.

The Elmwood Post Office building is significant as the best example of the architectural aesthetics of the 1970s to be found in the Elmwood commercial district. It is intriguing to find the influence of the rustic Sea Ranch style used on an institutional building. The faux Brutalist style of the building proper gives it a substantial quality, complementing the lightness of

the weathered wood and the bank of windows in the center.

The Elmwood Post Office is significant in the way it helps to impart the quality of a small town "Main Street" to these two blocks of College Avenue. It serves as a place for neighbors to gather—on business—and meet for a visit: an important way to maintain a sense of community.

Features to Preserve.

- the weathered, unpainted redwood strips
- the stucco form of the 1977 addition
- the bank of windows across the front
- the metal lettering forming the name
- the design of the steps/ramp entrance
- the emblem with the Post Office logo

17. Historic Value— Neighborhood: Yes City: Yes
Architectural Value— Neighborhood: Yes City: No

18. Is the property endangered? No

19. Bibliography.

City of Berkeley Applications for Building Permits.

Block books and Sanborn maps

City directories.

Urban Conservation Survey (block files), BAHA.

Ormsby Donogh Real Estate File (1939–1977), BAHA.

Tales of the Elmwood, Burl Willes, 2000.

Berkeley Tourist and Business Survey, 1924.

"A Profile of the Elmwood: Trends and Counter-Trends in a Berkeley Neighborhood Commercial District" Joanna Callenbach, Geography 181 class paper, Spring 1978.

ancestry.com

"Berkeley Mail Receipts Grow," *San Francisco Chronicle*, 10 July 1927.

"Elmwood PO to be Dedicated," *Berkeley Gazette*, 28 September 1948.

20. Recorder

Anthony Bruce for Elmwood Property Owners Association, c/o Claudia Hunka, Your Basic Bird, 2940 College Avenue, Berkeley, California 94705

31 October 2025

Additional Photographs.



A view of main façade of the Elmwood Station, showing the expanses of glass and angled redwood strips. Viewed across the parking lot. Anthony Bruce, 2025.

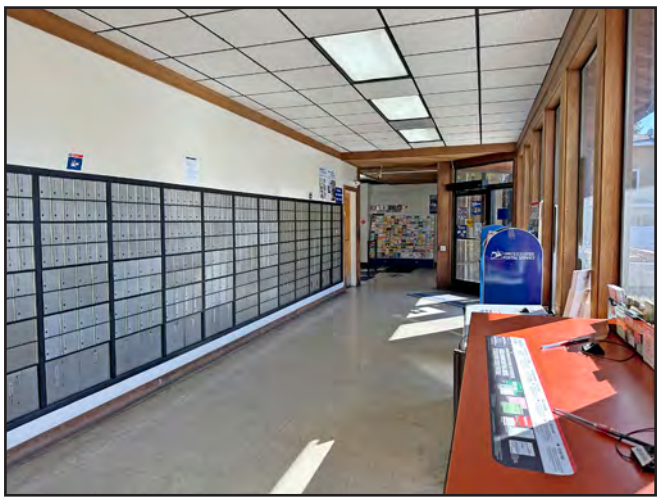


The earlier post office building on the site, now stripped, and subordinated to the 1977 addition. A photo of the building before the alterations has not been found. Anthony Bruce, 2025.

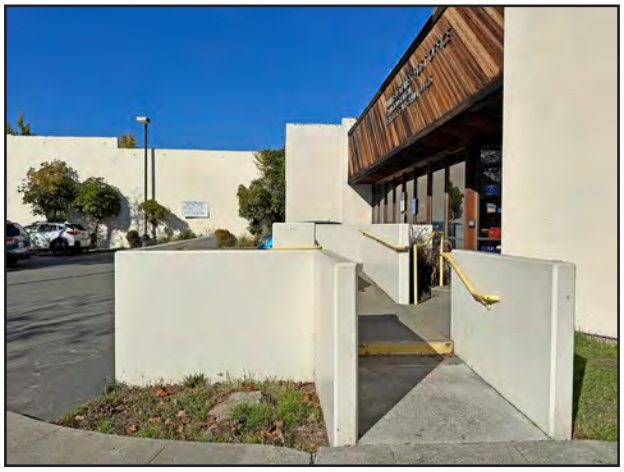
The service station that was on the corner site. The Walter Ratcliff-designed house behind was moved to build the 1940s post office and later demolished. Ormsby Donogh, 1939, Donogh Real Estate File, BAHA.



Additional Photographs.

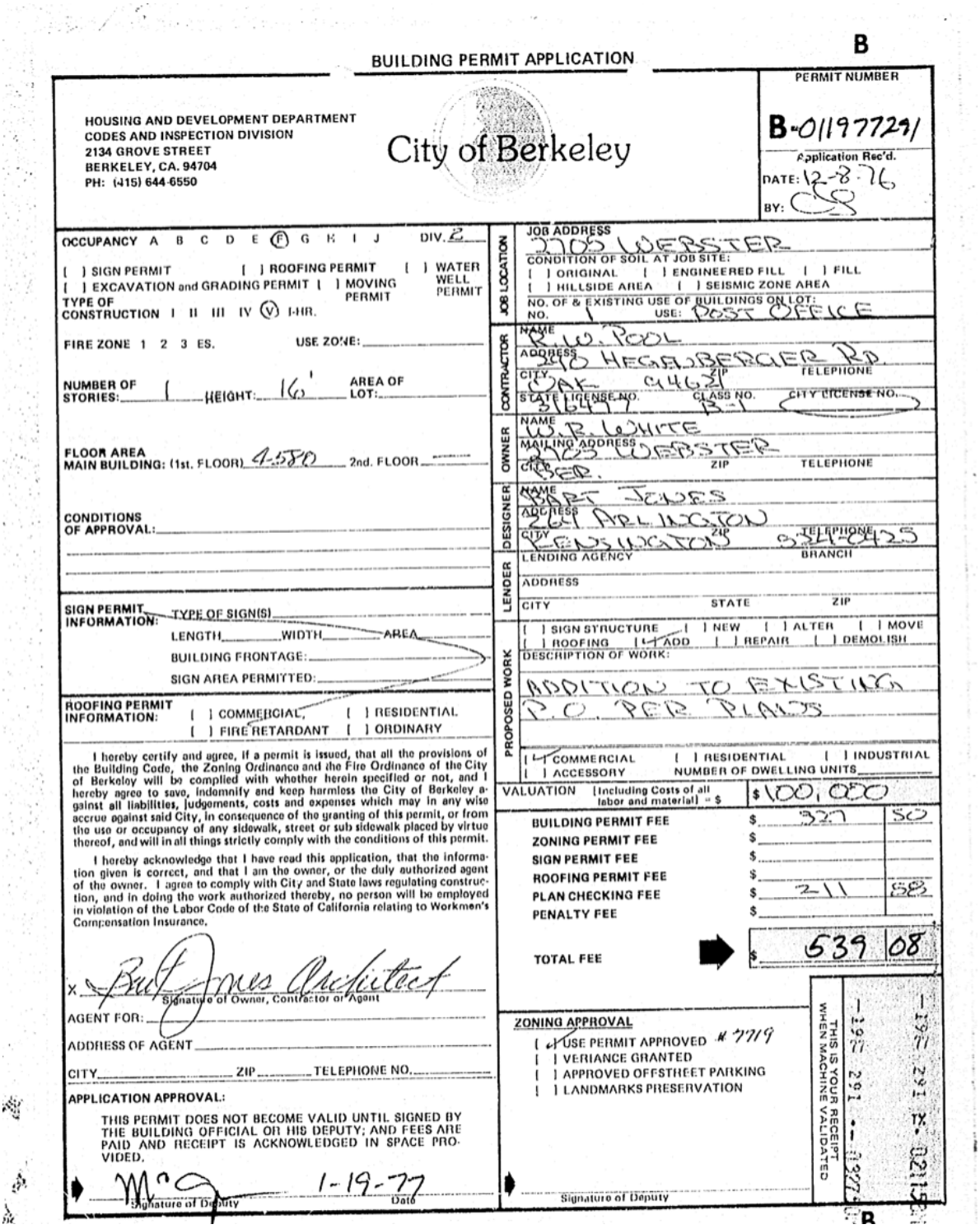


Views of the Elmwood Station Post Office.
left: customer service area.
below: signage over the entrance.
below left: the entrance ramp and steps.
bottom: general view from Webster Street.
Anthony Bruce, 2025.









BUILDING PERMIT APPLICATION

B

HOUSING AND DEVELOPMENT DEPARTMENT
CODES AND INSPECTION DIVISION
2134 GROVE STREET
BERKELEY, CA. 94704
PH: (415) 644-6550

City of Berkeley

PERMIT NUMBER
B-011977291
Application Rec'd.
DATE: 12-8-76
BY:

OCCUPANCY A B C D E (F) G H I J DIV. 2

[ ] SIGN PERMIT [ ] ROOFING PERMIT [ ] WATER WELL PERMIT
[ ] EXCAVATION and GRADING PERMIT [ ] MOVING PERMIT

TYPE OF CONSTRUCTION I II III IV (V) 1-HR.

FIRE ZONE 1 2 3 ES. USE ZONE:

NUMBER OF STORIES: 1 HEIGHT: 16' AREA OF LOT:

FLOOR AREA MAIN BUILDING: (1st. FLOOR) 4-580 2nd. FLOOR

CONDITIONS OF APPROVAL:

SIGN PERMIT INFORMATION: TYPE OF SIGN(S)
LENGTH WIDTH AREA
BUILDING FRONTAGE:
SIGN AREA PERMITTED:

ROOFING PERMIT INFORMATION: [ ] COMMERCIAL [ ] RESIDENTIAL
[ ] FIRE RETARDANT [ ] ORDINARY

I hereby certify and agree, if a permit is issued, that all the provisions of the Building Code, the Zoning Ordinance and the Fire Ordinance of the City of Berkeley will be complied with whether herein specified or not, and I hereby agree to save, indemnify and keep harmless the City of Berkeley against all liabilities, judgements, costs and expenses which may in any wise accrue against said City, in consequence of the granting of this permit, or from the use or occupancy of any sidewalk, street or sub sidewalk placed by virtue thereof, and will in all things strictly comply with the conditions of this permit.

I hereby acknowledge that I have read this application, that the information given is correct, and that I am the owner, or the duly authorized agent of the owner. I agree to comply with City and State laws regulating construction, and in doing the work authorized thereby, no person will be employed in violation of the Labor Code of the State of California relating to Workmen's Compensation Insurance.

X Burt James Architect
Signature of Owner, Contractor or Agent

AGENT FOR:

ADDRESS OF AGENT

CITY ZIP TELEPHONE NO.

APPLICATION APPROVAL:

THIS PERMIT DOES NOT BECOME VALID UNTIL SIGNED BY THE BUILDING OFFICIAL OR HIS DEPUTY; AND FEES ARE PAID AND RECEIPT IS ACKNOWLEDGED IN SPACE PROVIDED.

M C 1-19-77
Signature of Deputy Date

JOB LOCATION
JOB ADDRESS 2705 WEBSTER
CONDITION OF SOIL AT JOB SITE:
[ ] ORIGINAL [ ] ENGINEERED FILL [ ] FILL
[ ] HILLSIDE AREA [ ] SEISMIC ZONE AREA
NO. OF & EXISTING USE OF BUILDINGS ON LOT:
NO. 1 USE: POST OFFICE

CONTRACTOR
NAME R.W. POOL
ADDRESS 210 HEGENBERGER RD.
CITY OAK ZIP 94621 TELEPHONE
STATE LICENSE NO. 316497 CLASS NO. B-1 CITY LICENSE NO.

OWNER
NAME W.R. WHITE
MAILING ADDRESS 2705 WEBSTER
CITY BER. ZIP TELEPHONE

DESIGNER
NAME BART JONES
ADDRESS 261 ARLINGTON
CITY BERKELEY ZIP 94707 TELEPHONE 524-0425

LENDER
LENDING AGENCY BRANCH
ADDRESS
CITY STATE ZIP

PROPOSED WORK
[ ] SIGN STRUCTURE [ ] NEW [ ] ALTER [ ] MOVE
[ ] ROOFING [X] ADD [ ] REPAIR [ ] DEMOLISH
DESCRIPTION OF WORK:
ADDITION TO EXISTING P.O. PER PLANS
[X] COMMERCIAL [ ] RESIDENTIAL [ ] INDUSTRIAL
[ ] ACCESSORY NUMBER OF DWELLING UNITS

VALUATION (Including Costs of all labor and material) = $ $100,000

BUILDING PERMIT FEE	$ 327	50
ZONING PERMIT FEE	$	
SIGN PERMIT FEE	$	
ROOFING PERMIT FEE	$	
PLAN CHECKING FEE	$ 211	58
PENALTY FEE	$	
TOTAL FEE	$ 539	08

ZONING APPROVAL
[X] USE PERMIT APPROVED #7719
[ ] VERIANCE GRANTED
[ ] APPROVED OFFSTREET PARKING
[ ] LANDMARKS PRESERVATION

Signature of Deputy

THIS IS YOUR RECEIPT WHEN MACHINE VALIDATED

1977 291 B 011977291

B

City of Berkeley Application for Building Permit No. B-011977291, 8 December 1976.

52—1M—5-35 A3b

CITY OF BERKELEY
Bureau of Building and Inspections

APPLICATION FOR BUILDING PERMIT

Type I, II, or III Building

WRITE IN INK

Application is hereby made to the Bureau of Building and Inspections of the City of Berkeley for permission to

Build a Group F Type Three Or. Story, 3 Room Building.

on the corner North side of Webster Street 70 feet East of College Ave. Street.

Being Portion of Lot No. 23 and 24 Block C Elmwood Park Tract.

According to plans and Specifications herewith submitted. All provisions of the Building Code will be complied with in the erection, of said building whether specified herein or not.

Estimated entire cost of building $ 30,000 Extreme height of building 24'-0" ft.

Size of Lot 50'-0" by 110'-0" feet. Size of proposed building 36'-0" ft. by 85'-0" ft.

Building to be occupied as a Group Post office Building, by U.S. Government

	WALLS				PIERS OR COLUMNS		JOISTS			GIRDERS		
	HEIGHT	MATERIAL	Thickness Side	Thickness Front	MATERIAL	SIZE	MATERIAL	SIZE	LONGEST SPAN	MATERIAL	SIZE	LONGEST SPAN
Footings												
Foundations	2'-0"	Reinforced Concrete	1'-4"									
Basement	Ceiling Ht.	Reinforced	0'-8"	1'-0"	Reinforced	1'-6"x1'-6"	Ceiling Joist Douglas Fir	2X8 16" cnt.	19'-0"	Structural Steel	Sec. Plate	33'-0"
1st Story	14'-6"	Concrete			Concrete		Roof Joist Douglas Fir.	2X12 24" cnt.	19'-0"			
2nd Story												
3rd Story												
4th Story												
5th Story												
6th Story												
7th Story												
8th Story												

Light shaft wall covering to be of Plaster on metal lath

Roof covered with Ply composition roofing Pitch 2'0" in 82'-0"

Chimneys of lined with Patent Flues 1 - 6"

Gas flues to be patent chimney or brick One transite water heater vent

Dumb waiters or chutes Elevator (freight or passenger)

Cove brackets will be solid.

Name of Owner of Ground B.W. White Address 2424 Prince St. Berkeley

Name of Owner of Building " " " Address " " " "

Name of Lessee of Building U.S. Government Address

Name of Architect or Designer S.W. Plachek Address 2121 University Ave., Berkeley

Name of Engineer Paul A. Swafford Address Mercantile Bldg., Berkeley

Name of Builder W.H. Livingston Bus. Address 1152 Euclid Ave. Berkeley

State License No. 56251

I
We Hereby agree to save, indemnify and keep harmless the City of Berkeley against all liabilities, judgments, costs and expenses which may in any wise accrue against said city in consequence of the granting of this permit, or from the use or occupancy of any sidewalk, street or sub-sidewalk space by virtue thereof, and will in all things strictly comply with the conditions of this permit and Ordinances of the City of Berkeley.

Use District Class Ordinance No. W.H. Livingston
Signature of Owner, Agent or Builder.

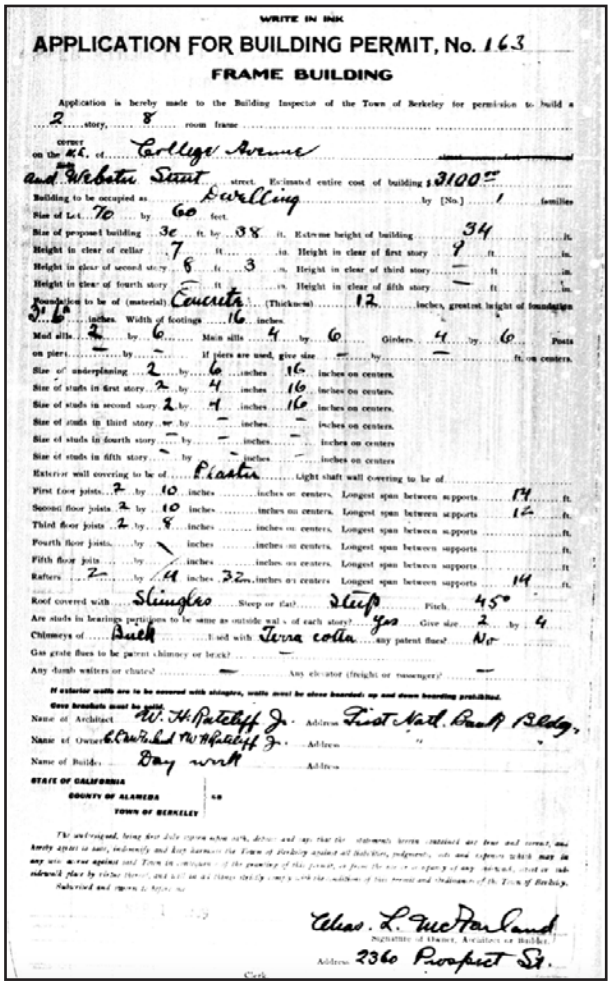
Fire Zone No. 1 Address 1152 Euclid Ave. Berkeley
Berkeley 9-5250

FOR DEPARTMENT USE ONLY

2705 Webster 196 Permit No. 62610
Number Street Page

Filed 693 Ready Checked by Date Issued 1-21-48

City of Berkeley Application for Building Permit No. 62610, 21 January 1948



WRITE IN INK

APPLICATION FOR BUILDING PERMIT, No. 163

FRAME BUILDING

Application is hereby made to the Building Inspector of the Town of Berkeley for permission to build a 2 story, 8 room frame

on the N.E. of College Avenue and Webster Street. Estimated entire cost of building $3100.00

Building to be occupied as Dwelling by [No.] 1 families

Size of Lot 70 by 60 feet.

Size of proposed building 30 ft. by 38 ft. Extreme height of building 34 ft.

Height in clear of cellar 7 ft. in. Height in clear of first story 9 ft. in.

Height in clear of second story 8 ft. 3 in. Height in clear of third story — ft. — in.

Height in clear of fourth story — ft. — in. Height in clear of fifth story — ft. — in.

Foundation to be of (material) Concrete (Thickness) 12 inches, greatest height of foundation 5' 6" inches. Width of footings 16 inches

Mud sills 2 by 6 Main sills 4 by 6 Girders 4 by 6 Posts

on piers — by — If piers are used, give size — by — ft. on centers.

Size of underpinning 2 by 6 inches 16 inches on centers.

Size of studs in first story 2 by 4 inches 16 inches on centers.

Size of studs in second story 2 by 4 inches 16 inches on centers.

Size of studs in third story — by — inches — inches on centers.

Size of studs in fourth story — by — inches — inches on centers

Size of studs in fifth story — by — inches — inches on centers

Exterior wall covering to be of Plaster Light shaft wall covering to be of

First floor joists 2 by 10 inches inches on centers. Longest span between supports 14 ft.

Second floor joists 2 by 10 inches inches on centers. Longest span between supports 12 ft.

Third floor joists 2 by 8 inches inches on centers. Longest span between supports ft.

Fourth floor joists — by — inches inches on centers. Longest span between supports ft.

Fifth floor joists — by — inches inches on centers. Longest span between supports ft.

Rafters 2 by 4 inches 32 inches on centers Longest span between supports 14 ft.

Roof covered with Shingles Steep or flat? Steep Pitch 45°

Are studs in bearing partitions to be same as outside walls of each story? yes Give size 2 by 4

Chimneys of Brick lined with Terra cotta any patent flues? No

Gas grate flues to be patent chimney or brick? —

Any dumb waiters or chutes? — Any elevator (freight or passenger)? —

If exterior walls are to be covered with shingles, walls must be stone bounded; no roof doors boarding prohibited.

Name of Architect W. H. Ratcliff Jr. Address First Natl. Bank Bldg.

Name of Owner C. W. Ruhland & W. H. Ratcliff Jr. Address "

Name of Builder Day work Address

STATE OF CALIFORNIA
COUNTY OF ALAMEDA } ss
TOWN OF BERKELEY

The undersigned, being first duly sworn upon oath, deposes and says that the statements herein contained are true and correct, and hereby agrees to save, indemnify and keep harmless the Town of Berkeley against all liabilities, judgments, costs and expenses which may in any way accrue against said Town in consequence of the granting of this permit, or from the use or occupancy of any sidewalk, street or sidewalk place by virtue thereof, and will in all things strictly comply with the conditions of this permit and ordinances of the Town of Berkeley.

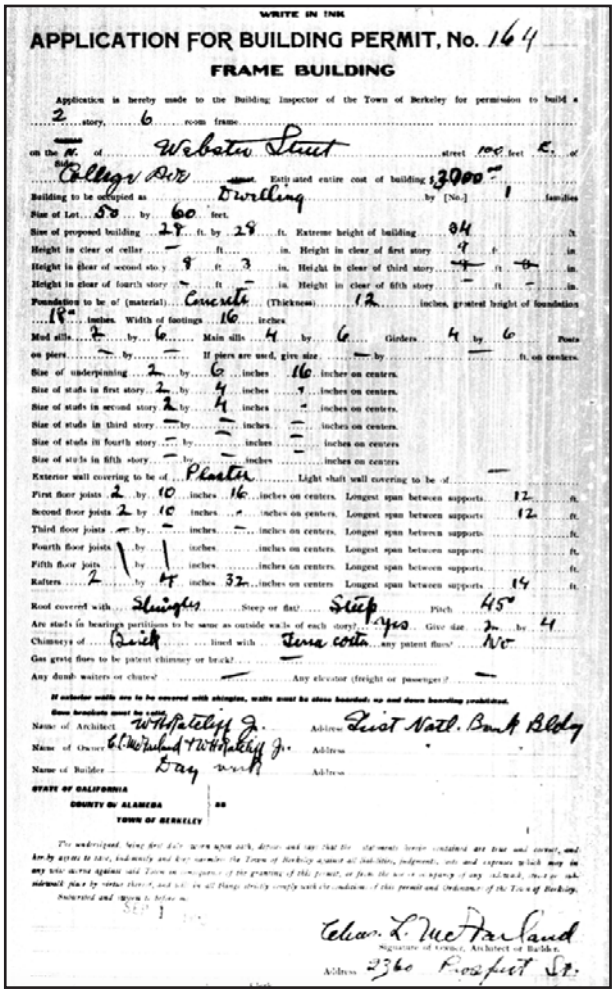
Subscribed and sworn to before me

Chas. L. MacFarland
Signature of Owner, Architect or Builder.

Address 2340 Prospect St.

Clerk

City of Berkeley Application for Building Permit No. 163, 1 September 1909.



WRITE IN INK

APPLICATION FOR BUILDING PERMIT, No. 164

FRAME BUILDING

Application is hereby made to the Building Inspector of the Town of Berkeley for permission to build a 2 story, 6 room frame

on the N. of Webster Street street 100 feet E. of College Ave. Estimated entire cost of building $3000.00

Building to be occupied as Dwelling by [No.] 1 families

Size of Lot 50 by 60 feet.

Size of proposed building 28 ft. by 28 ft. Extreme height of building 34 ft.

Height in clear of cellar — ft. in. Height in clear of first story 9 ft. in.

Height in clear of second story 9 ft. 3 in. Height in clear of third story — ft. — in.

Height in clear of fourth story — ft. — in. Height in clear of fifth story — ft. — in.

Foundation to be of (material) Concrete (Thickness) 12 inches, greatest height of foundation 18" inches. Width of footings 16 inches

Mud sills 2 by 6 Main sills 4 by 6 Girders 4 by 6 Posts

on piers — by — If piers are used, give size — by — ft. on centers.

Size of underpinning 2 by 6 inches 16 inches on centers.

Size of studs in first story 2 by 4 inches 16 inches on centers.

Size of studs in second story 2 by 4 inches — inches on centers.

Size of studs in third story — by — inches — inches on centers.

Size of studs in fourth story — by — inches — inches on centers

Size of studs in fifth story — by — inches — inches on centers

Exterior wall covering to be of Plaster Light shaft wall covering to be of —

First floor joists 2 by 10 inches 16 inches on centers. Longest span between supports 12 ft.

Second floor joists 2 by 10 inches — inches on centers. Longest span between supports 12 ft.

Third floor joists — by — inches — inches on centers. Longest span between supports ft.

Fourth floor joists — by — inches inches on centers. Longest span between supports ft.

Fifth floor joists — by — inches inches on centers. Longest span between supports ft.

Rafters 2 by 4 inches 32 inches on centers Longest span between supports 14 ft.

Roof covered with Shingles Steep or flat? Steep Pitch 45°

Are studs in bearing partitions to be same as outside walls of each story? yes Give size 2 by 4

Chimneys of Brick lined with Terra cotta any patent flues? No

Gas grate flues to be patent chimney or brick? —

Any dumb waiters or chutes? — Any elevator (freight or passenger)? —

If exterior walls are to be covered with shingles, walls must be stone bounded; no roof doors boarding prohibited.

Name of Architect W. H. Ratcliff Jr. Address First Natl. Bank Bldg.

Name of Owner C. W. Ruhland & W. H. Ratcliff Jr. Address

Name of Builder Day work Address

STATE OF CALIFORNIA
COUNTY OF ALAMEDA } ss
TOWN OF BERKELEY

The undersigned, being first duly sworn upon oath, deposes and says that the statements herein contained are true and correct, and hereby agrees to save, indemnify and keep harmless the Town of Berkeley against all liabilities, judgments, costs and expenses which may in any way accrue against said Town in consequence of the granting of this permit, or from the use or occupancy of any sidewalk, street or sidewalk place by virtue thereof, and will in all things strictly comply with the conditions of this permit and ordinances of the Town of Berkeley.

Subscribed and sworn to before me

Chas. L. MacFarland
Signature of Owner, Architect or Builder.

Address 2340 Prospect St.

City of Berkeley Application for Building Permit No. 164, 1 September 1909.

Planning and Development Department
Land Use Planning Division

CITY OF BERKELEY
Ordinance #4694 N.S.
LANDMARK APPLICATION

Elmwood Commercial Historic District

Property No. 16

Midgley Building
2999 College Avenue



The Midgley Building, 2999 College Avenue. Anthony Bruce, 2025.

1. **Street Address:** 2999 College Avenue
   County: Alameda **City**: Berkeley **ZIP**: 94705

2. **Assessor's Parcel Number**: 052–1567–06301
   (Elmwood Park Tract, Block C, Lot 24)
   Dimensions: 45 feet x 120 feet
   Cross Streets: Ashby Avenue and Webster Street

3. **Is property on the State Historic Resource Inventory?** No
   Is property on the Berkeley Urban Conservation Survey? Yes
   Form #: 11913

4. **Application for Landmark Includes**:
   a. Building(s): Yes **Garden:** No **Other Feature(s)**: No
   b. Landscape or Open Space: No
   c. Historic Site: No
   d. District: Yes
   e. Other: Entire property

5. **Historic Names:** Midgley Building, Elmwood Camera
   Commonly Known Name: not known

6. **Date of Construction:** 1926 **Factual**: Yes
   Source of Information: City of Berkeley Application for Building Permit No. 24124, 17 February 1926

7. **Architect:** Van V. Midgley

8. **Builder:** Van V. Midgley

9. **Style:** Storefront

10. **Original Owners:** Van V. Midgley, 2999 College Avenue
    Original Use: commercial (2 stores)

11. **Present Owner:** JCJ9 Property Management LLC & March Earl J Tr
    Present Occupant: Picture Framing CP50 (2997 College); Cheap Pete's (2999 College)

12. **Present Use:** commercial (2 stores)
    Current Zoning: C-E **Adjacent Property Zoning:** C-E

13. **Present Condition of Property:**
    Exterior: Excellent **Interior:** unknown **Grounds:** Ø
    Has the property's exterior been altered? Yes

14. Description.

A one-story brick Class "C" building designed for two stores. Similar, but not identical to the Midgley-Jennings Building next door to the north. In 1964, the original brick façade was covered with ribbed, galvanized Robertson decking installed vertically. At the same time, the shopfronts were replaced with aluminum and glass, flush with the plane of the façade. The three brick piers were resurfaced with mosaic tile in various shades of brown. The tile has been painted over with dark charcoal gray paint and the decking with a light gray. A bit of the original brick can be seen at the south edge of the building.

15. History.

Van Vissing Midgley was from Salt Lake City. He attended the University of Utah, married Deane Adler in 1913, and then headed to Oakland in 1915 to help his father run the American Theater at 17th and San Pablo. It was the largest movie theater on the West Coast. In 1923, the three Midgley sons were involved in a big real estate transaction in downtown Oakland. Out of it came the Midgley Building, long a landmark at 15th Street and San Pablo near City Hall.

In 1924, Van Midgley left the running of the theater to his brothers Rex and Charles, and entered the real estate business as a salesman for Joseph E. Caine, a commercial real estate agent. He and Deane bought a brand-new house that year at 2950 Claremont Avenue, one of the John Hudson Thomas-designed cottages that were part of the Claremont Crescent development. Soon, he used his new expertise to invest in property on College Avenue, buying Lots 24 and 25 in Block C of Elmwood Park. Midgley and Harold P. Jennings, a colleague at the Caine office, first improved Lot 25 in 1925.

Midgley, on his own, built on Lot 24 the next year, and for a short time had his own real estate office at 2999 College Avenue. In 1929 he left real estate to enter the field of stock brokering. Despite the Crash and subsequent depression, he made a success of it. In 1946, the Midgleys moved to Piedmont. They became patrons of the arts as supporters of the San Francisco Symphony and Opera.

The new Midgley Building was similar in style to the first building next door. Both were reddish-brown pressed brick with terra cotta detailing, but arranged in a different way.

In 1932, the two stores were combined and the storefronts changed to have only one entrance. This was to accommodate August Machunze and his California Food Shop, which advertised "free delivery." He had been born in Germany and came to America with his family as a child. In 1939 he married Loretta Erskine and they built a house on West View Drive, high above Tunnel Road, where they raised three children. August Machunze died in 1952 at age forty-nine. He had run his grocery store for about ten years.

In early 1943, Bernard W. and Frances A. White, proprietors of the Topside Market, purchased the Midgley Building. The first thing they did with it was not surprising, considering that it was the middle of World War II. The entire shop space was converted to living quarters for a family.

After the war, a long tradition of a camera shop in the space began with Alpha Photo Products, which remained until about 1952. In early 1954, the space was taken by Hiram Rosenkranz, who was a photographer and had grown up in Berkeley. He later added a photograph gallery to the shop. In the early 1980s the space changed hands and became Alpha Photo Camera Shop, and in 1988, the one large shop became two again when Alpha opened a frame shop at the north end of the building. Soon, the entire camera shop had moved into the smaller

space, and a framing shop opened in the other space. Cheap Pete's Framing Shop remains in the Midgley Building today, making use of both of the two shops.

16. Significance.

The Midgley Building is significant as a contributing building in the Elmwood commercial district. Its significance would be much more than merely a contributor to the scale of the district if the 1964 façade were to be removed.

Even the 1964 remodeling, which is now sixty-one years old, would have an aesthetic significance, if it too had not been compromised.

The long-term businesses—the market, the photography shops, and the framing store—offer a cultural significance of well-regarded businesses that served the needs of the surrounding neighborhood.

Features to Preserve.

• the 1926 brick and terra cotta façade that is hidden behind a 1964 false façade.

17. Historic Value— Neighborhood: Yes City: No
Architectural Value— Neighborhood: Yes City: Yes

18. Is the property endangered? No

19. Bibliography.

City of Berkeley Application for Building Permit No. 24124, 17 February 1926; as well as several other applications for alterations.

Block books and Sanborn maps

Directories.

Urban Conservation Survey (block files), BAHA.

Ormsby Donogh Real Estate File (1939–1977), BAHA.

Tales of the Elmwood, Burl Willes, 2000.

ancestry.com

"Van Midgley Joins Blyth & Co.," *Oakland Tribune*, 21 May 1929.

"Van V. Midgley (obituary)," *Oakland Tribune*, 17 January 1978.

"In the Venerable Elmwood, Change is Now the Only Sure Thing" by Andy Whipple, *The Voice*, 25 August 1988.

Photo and caption regarding Hiram Rosenkranz, *Berkeley Gazette*, 12 May 1953.

20. Recorder

Anthony Bruce for Elmwood Property Owners Association, c/o Claudia Hunka, Your Basic Bird, 2940 College Avenue, Berkeley, California 94705

2 November 2025

Additional Photographs.

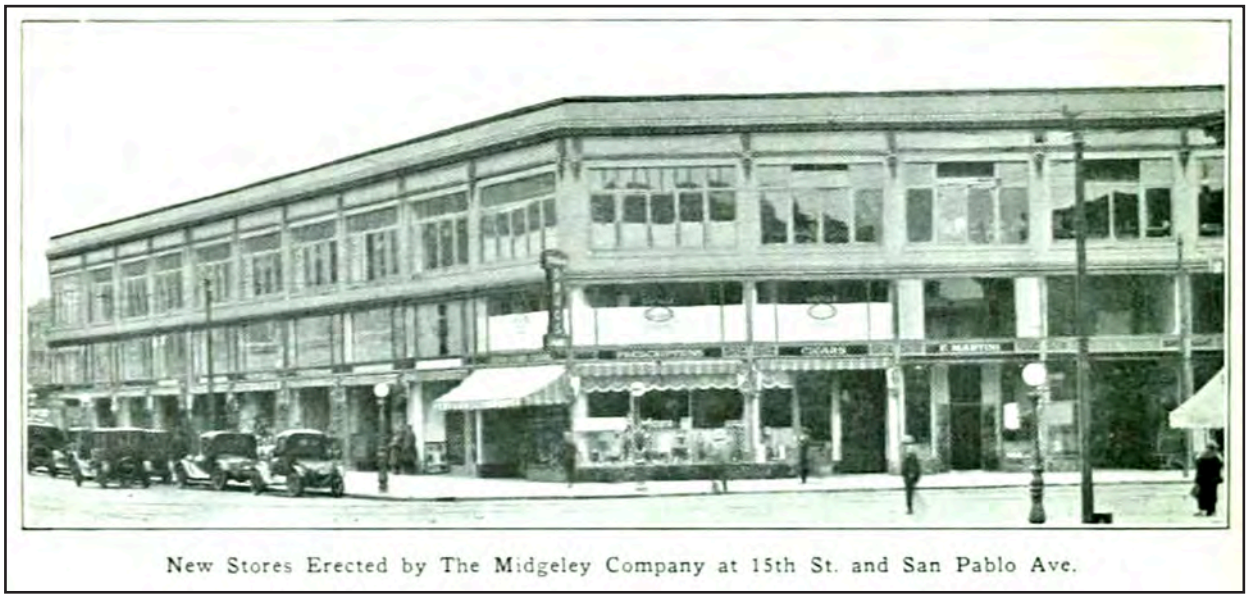


The Midgley Building, showing the mosaic tile piers and bulkhead. Anthony Bruce, 1982.



The Midgley Building, showing the original brick façade. Ormsby Donogh, 1939, Donogh Real Estate File, BAHAHA/

Additional Photographs.



New Stores Erected by The Midgeley Company at 15th St. and San Pablo Ave.

The Midgley Building in downtown Oakland (since demolished). 1924 City Directory, page 176.



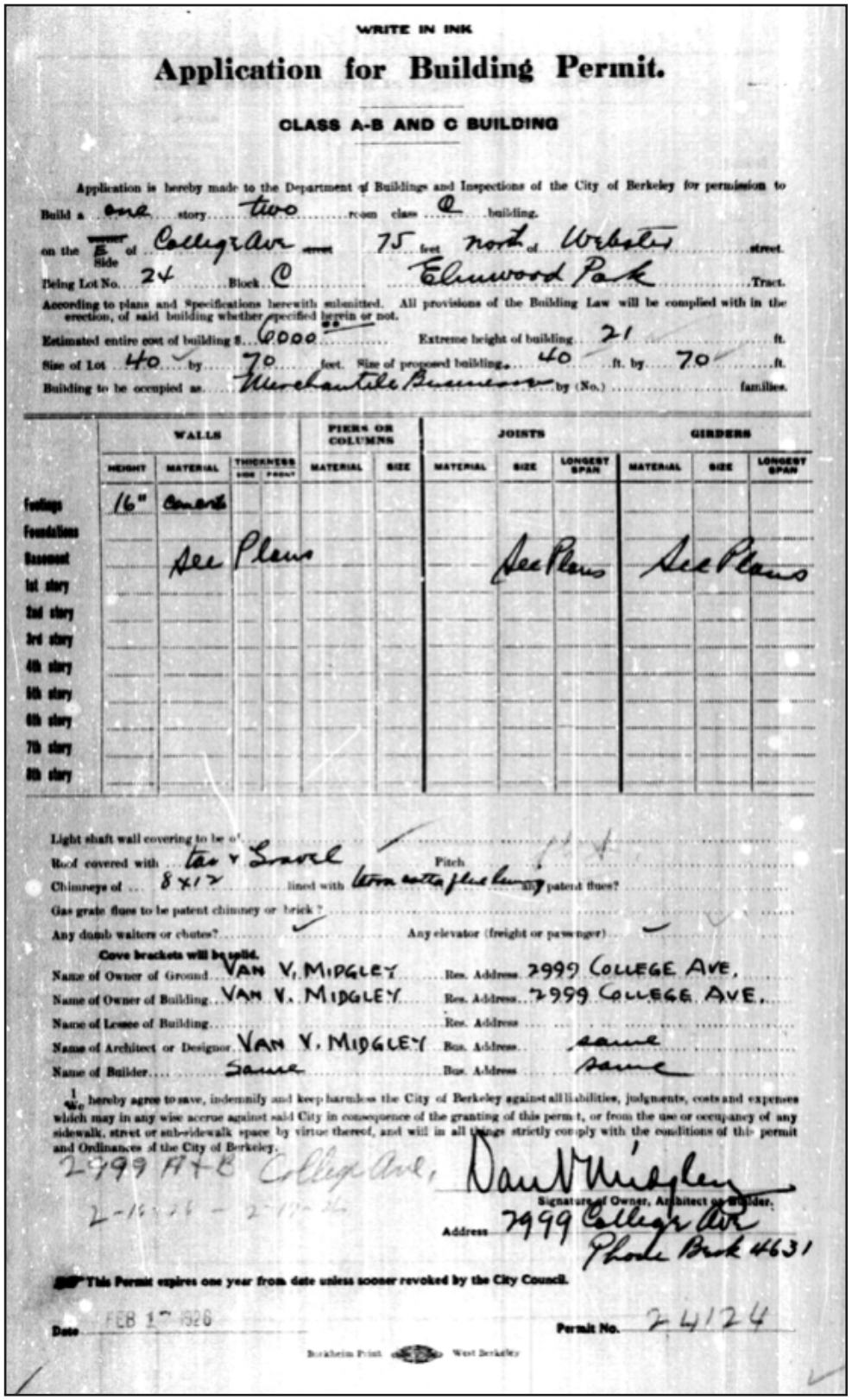
Cpl. Hiram A. Rosenkranz, right, of Berkeley, receives certificate of achievement from Maj. Gen. James M. Gavin, VII Corps commanding officer, at a ceremony in Stuttgart, Germany. Rosenkranz, son of Mrs. L. F. Rosenkranz, 3031 Fulton St., distinguished himself while serving as photo interpreter in intelligence work. He will return soon to US for release from active duty. —(U.P.) Army photo

Hiram Rosenkranz, Elmwood Camera Shop owner a few months before he opened the store.
Berkeley Gazette, *12 May 1953.*



PHOTO ART— Dave Clark's collection of 36 creative color scenes and leaf expressions are on display at the Elmwood Gallery, 2999 College Ave., through December. Also on display are eight black and white commercial prints of foods by Elmer Moss.

Berkeley Gazette,
13 December 1972.



WRITE IN INK

Application for Building Permit.

CLASS A-B AND C BUILDING

Application is hereby made to the Department of Buildings and Inspections of the City of Berkeley for permission to

Build a one story two room class C building.

on the E Side of College Ave street 75 feet north of Webster street.

Being Lot No. 24 Block C Elmwood Park Tract.

According to plans and specifications herewith submitted. All provisions of the Building Law will be complied with in the erection, of said building whether specified herein or not.

Estimated entire cost of building $ 6000 Extreme height of building 21 ft.

Size of Lot 40 by 70 feet. Size of proposed building 40 ft. by 70 ft.

Building to be occupied as Merchantable Business by (No.) families.

	WALLS				PIERS OR COLUMNS		JOISTS			GIRDERS		
	HEIGHT	MATERIAL	THICKNESS SIDE	THICKNESS FRONT	MATERIAL	SIZE	MATERIAL	SIZE	LONGEST SPAN	MATERIAL	SIZE	LONGEST SPAN
Footings	16"	Concrete										
Foundations												
Basement		See Plans						See Plans		See Plans		
1st story												
2nd story												
3rd story												
4th story												
5th story												
6th story												
7th story												
8th story												

Light shaft wall covering to be of

Roof covered with tar & Gravel Pitch

Chimneys of 8x12 lined with terra cotta flue lining Any patent flues?

Gas grate flues to be patent chimney or brick?

Any dumb waiters or chutes? Any elevator (freight or passenger)

Cove brackets will be split.

Name of Owner of Ground VAN V. MIDGLEY Res. Address 2999 COLLEGE AVE.

Name of Owner of Building VAN V. MIDGLEY Res. Address 2999 COLLEGE AVE.

Name of Lessee of Building Res. Address

Name of Architect or Designer VAN V. MIDGLEY Bus. Address same

Name of Builder same Bus. Address same

I/We hereby agree to save, indemnify and keep harmless the City of Berkeley against all liabilities, judgments, costs and expenses which may in any wise accrue against said City in consequence of the granting of this permit, or from the use or occupancy of any sidewalk, street or sub-sidewalk space by virtue thereof, and will in all things strictly comply with the conditions of this permit and Ordinances of the City of Berkeley.

2799 A+B College Ave, Dan V Midgley

Signature of Owner, Architect or Builder.

Address 7999 College Ave Phone Berk 4631

This Permit expires one year from date unless sooner revoked by the City Council.

Date FEB 17 1926 Permit No. 24124

Berkeley Print West Berkeley

City of Berkeley Application for Building Permit No. 24124, 17 February 1926

Planning and Development Department
Land Use Planning Division

CITY OF BERKELEY
Ordinance #4694 N.S.
LANDMARK APPLICATION

Elmwood Commercial Historic District

Property No. 17

Midgley-Jennings Building
2995 College Avenue



Midgley-Jennings Building, 2995 College Avenue. Anthony Bruce, 2025.

1. **Street Address:** 2995 College Avenue
   County: Alameda **City**: Berkeley **ZIP**: 94705

2. **Assessor's Parcel Number**: 052–1567–06401
   (Elmwood Park Tract, Block C, Lot 25)
   Dimensions: 50 feet x 120 feet
   Cross Streets: Ashby Avenue and Webster Street

3. **Is property on the State Historic Resource Inventory?** No
   Is property on the Berkeley Urban Conservation Survey? Yes
   Form #: 11914

4. **Application for Landmark Includes**:
   a. Building(s): Yes **Garden:** No **Other Feature(s)**: No
   b. Landscape or Open Space: No
   c. Historic Site: No
   d. District: Yes
   e. Other: Entire property

5. **Historic Names:** Midgley-Jennings Building
   Commonly Known Name: King Yen

6. **Date of Construction:** 1925 **Factual**: Yes
   Source of Information: City of Berkeley Application for Building Permit No. 21600, 22 July 1925

7. **Architect:** Van V. Midgley (designer), 2950 Claremont Avenue

8. **Builder:** Dunnie Construction Co., 3151 Broadway, Oakland

9. **Style:** Storefront

10. **Original Owners:** Van V. Midgley and Harold P. Jennings, First National Building, Oakland
    Original Use: commercial (3 stores)

11. **Present Owner:** JLTsou LLC
    Present Occupant: King Yen (2995 College)

12. **Present Use:** commercial (1 store)
    Current Zoning: C-E **Adjacent Property Zoning:** C-E-

13. **Present Condition of Property:**
    Exterior: Excellent **Interior:** Excellent **Grounds:** Ø
    Has the property's exterior been altered? Yes

14. Description.

Built in 1925, this is a Class "C" one-story brick building designed to have three shops. It has been altered to one large store for at least sixty years. A 1964 remodel for Benson's Sporting Goods covered the upper half in ribbed, galvanized Robertson decking, installed vertically and painted blue. The four brick piers and the bulkheads were surfaced with blue and white mosaic tile. The shopfronts were all modernized.

An award-winning restoration for King Yen in 1989 revealed all the original brickwork, even on the piers. Today, the building looks much as it did when new, except for the storefronts, which were created new to accommodate restaurant use. The center entrance bay is recessed with room for a few tables for outdoor seating, The flanking bays have high bulkheads faced with glossy, celadon green square tiles. Above, four pairs of wood-frame windows can be opened in warm weather.

The façade is of warm-brown pressed brick in different shades. Bricks laid on end create rectangular panels above each shopfront bay. There is sand-colored terra cotta ornamentation, such as the building's cornice and an elaborate frieze above the transom windows. Square terra cotta tiles with an oak-leaf design in relief accentuate the piers, both in their being set between the rectangular panels above each pier and by being grouped together in threes to create pendants at the top of each pier.

The distinctive transom windows survived the 1964 remodel. Each of the three sets of transoms consists of a horizontal window in the center, divided horizontally. The center windows are flanked by two pairs of vertical windows divided artistically into small panes.

15. History.

Van Vissing Midgley was from Salt Lake City. He attended the University of Utah, married Deane Adler in 1913, and then headed to Oakland in 1915 to help his father run the American Theater at 17th and San Pablo. It was the largest movie theater on the West Coast. In 1923, the three Midgley sons were involved in a big real estate transaction in downtown Oakland. Out of it grew the Midgley Building, long a landmark at 15th Street and San Pablo near City Hall.

In 1924, Van Midgley left the running of the theater to Rex and Charles, and entered the real estate business as a salesman for Joseph E. Caine, a commercial real estate agent. He and his wife bought a brand-new house that year at 2950 Claremont Avenue, one of the John Hudson Thomas-designed cottages that were part of the Claremont Crescent development. Soon, he used his new expertise to invest in property on College Avenue, buying Lots 24 and 25 in Block C of Elmwood Park. Midgley and Harold P. Jennings, a colleague at the Caine office, first improved Lot 25 in 1925 with an attractive pressed brick shop building. Midgley, on his own, built on Lot 24 the next year, and for a short time had his own real estate office at 2999 College Avenue. In 1929 he left real estate to enter the field of stock brokering. Despite the Crash and subsequent depression, he made a success. In 1946, the Midgleys moved to Piedmont. They became patrons of the arts as supporters of the San Francisco Symphony and Opera.

The College Avenue buildings were sold soon after they were built. Over the years, the Midgley-Jennings Building has been home to two long-lived and beloved Elmwood businesses. In November 1947, Volney Benson opened Benson's Sporting Goods at 2995 College Ave-

nue, which specialized in ski, tennis, and action wear, as well as all types of sporting equipment. Mrs. Benson, "Jonsie," was buyer for the store for most of its existence. After commercial rent control (which began in the Elmwood) was abolished by the State, rents began to rise on College Avenue. Several Elmwood businesses could not afford a rent increase; Benson's was one of them. After forty-one years, Benson's Sporting Goods closed in September 1988.

The other long-time business is King Yen restaurant, which opened in the Sparhawk Building about 1969. After twenty years in that location and after Benson's had moved out, the restaurant owners took on the ambitious project of restoring the façade of the Midgley Building as the new setting for the restaurant. Fog City Architects was chosen to oversee the work. The restaurant was settled into its handsome new building by 1990. In 1991 the Berkeley Architectural Heritage Association gave King Yen a preservation award. The citation reads, "An award was given for restoring the façade by removing aluminum siding and uncovering the elaborate clerestory windows. In addition, blue 'bathroom' tile was removed, revealing the brick piers. Although the original shopfronts had been removed, new shopfronts were designed which are sensitive to the overall design of the building. The owners are also commended for the installation of quiet, unobtrusive, and well-designed signage."

In 1993, King Yen was given an award for Historic Commercial Renovation by Berkeley Design Advocates, as part of the group's first awards presentation. King Yen continues to thrive after fifty-six years.

16. Significance.

The Midgley-Jennings Building is primarily significant as an excellent example of historic preservation. Exposing the richly colored and textured façade of reddish-brown pressed brick and ornamental terra cotta that had been hidden from view for so many years added much to the traditional appearance of the Elmwood commercial district. The building continues to delight all who see it.

The Midgley-Jennings Building is significant as one of only three brick buildings in the district and one of the most distinctive designs. It was built during the second wave of construction which began in 1920, after WWI. This block of College (east side, between Ashby and Webster) was not built until then. The two Midgley buildings, along with the service station, were the last ones built on the block.

Features to Preserve.

- the terra cotta ornamentation
- the unpainted pressed-brick façade
- the four brick piers
- the transoms

17. Historic Value— Neighborhood: Yes City: Yes
Architectural Value— Neighborhood: Yes City: Yes

18. Is the property endangered? No

19. Bibliography.

City of Berkeley Application for Building Permit No. 21600, 22 July 1925; as well as several other applications for alterations.

Block books and Sanborn maps

Directories. Urban Conservation Survey (block files), BAHA.

Ormsby Donogh Real Estate File (1939–1977), BAHA.

Tales of the Elmwood, Burl Willes, 2000.

"A Profile of the Elmwood: Trends and Counter-Trends in a Berkeley Neighborhood Commercial District" Joanna Callenbach, Geography 181 class paper, Spring 1978.

ancestry.com

"Van Midgley Joins Blyth & Co.," *Oakland Tribune*, 21 May 1929.

Advertisement for opening of Benson's Sporting Goods, *Berkeley Gazette*, 7 November 1947.

"Van V. Midgley (obituary)," *Oakland Tribune*, 17 January 1978.

"Cook of the Week: Jonsie Benson" by Pauline Metza, *Berkeley Gazette*, 12 October 1982.

"In the Venerable Elmwood, Change is Now the Only Sure Thing" by Andy Whipple, *The Voice*, 25 August 1988.

"Changing Times on College Ave." by William Brand, *Oakland Tribune*, 6 September 1988.

"Elmwood Renovation Delights Merchants," by Charles Bucher, Jr., *Berkeley Voice*, 16 November 1989.

"1991 BAHA Preservation Awards," *BAHA Newsletter*, No. 74, Summer-Fall 1991.

Berkeley Design Advocates awards announcement, *Oakland Tribune*, 9 December 1993.

20. Recorder

Anthony Bruce for Elmwood Property Owners Association, c/o Claudia Hunka, Your Basic Bird, 2940 College Avenue, Berkeley, California 94705

1 November 2025

Additional Photographs.



Midgley-Jennings Building, 2995 College Avenue, as it looks today.
Anthony Bruce, 2025.



Midgley-Jennings Building, 2995 College Avenue, soon after restoration. The doors on the right were for the short-lived Elmwood Fish Market.

Anthony Bruce, 1990.



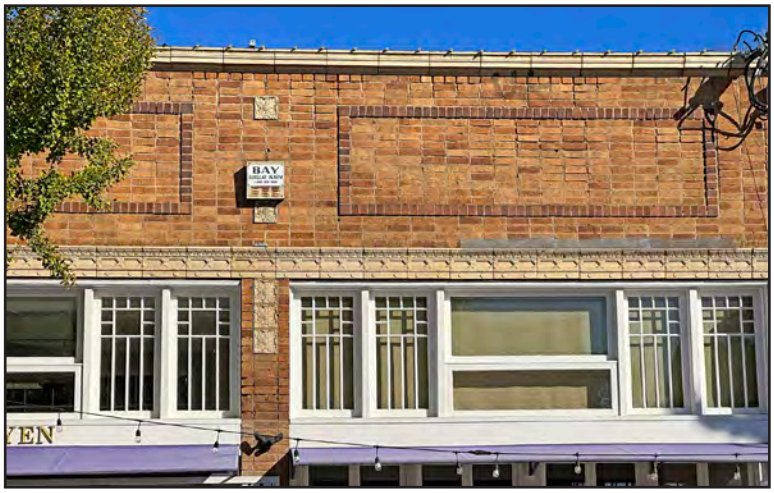
Midgley-Jennings Building, 2995 College Avenue, showing its 1964 Benson's Sporting Goods remodel.
Anthony Bruce, 1982.

Additional Photographs.



Midgley-Jennings Building, 2995 College Avenue.
Ormsby Donogh, 1939, Donogh Real Estate File, BAHA..





Midgley-Jennings Building, 2995 College Avenue. A bit of the Midgley Building shows at the right.
Ormsby Donogh, 1939, Donogh Real Estate File, BAHA..

Closeup of detail of the Midgley-Jennings Building. Anthony Bruce, 2025.

Additional Photographs.





The Midgley Building in downtown Oakland (demolished). 1924 City Directory, page 176.

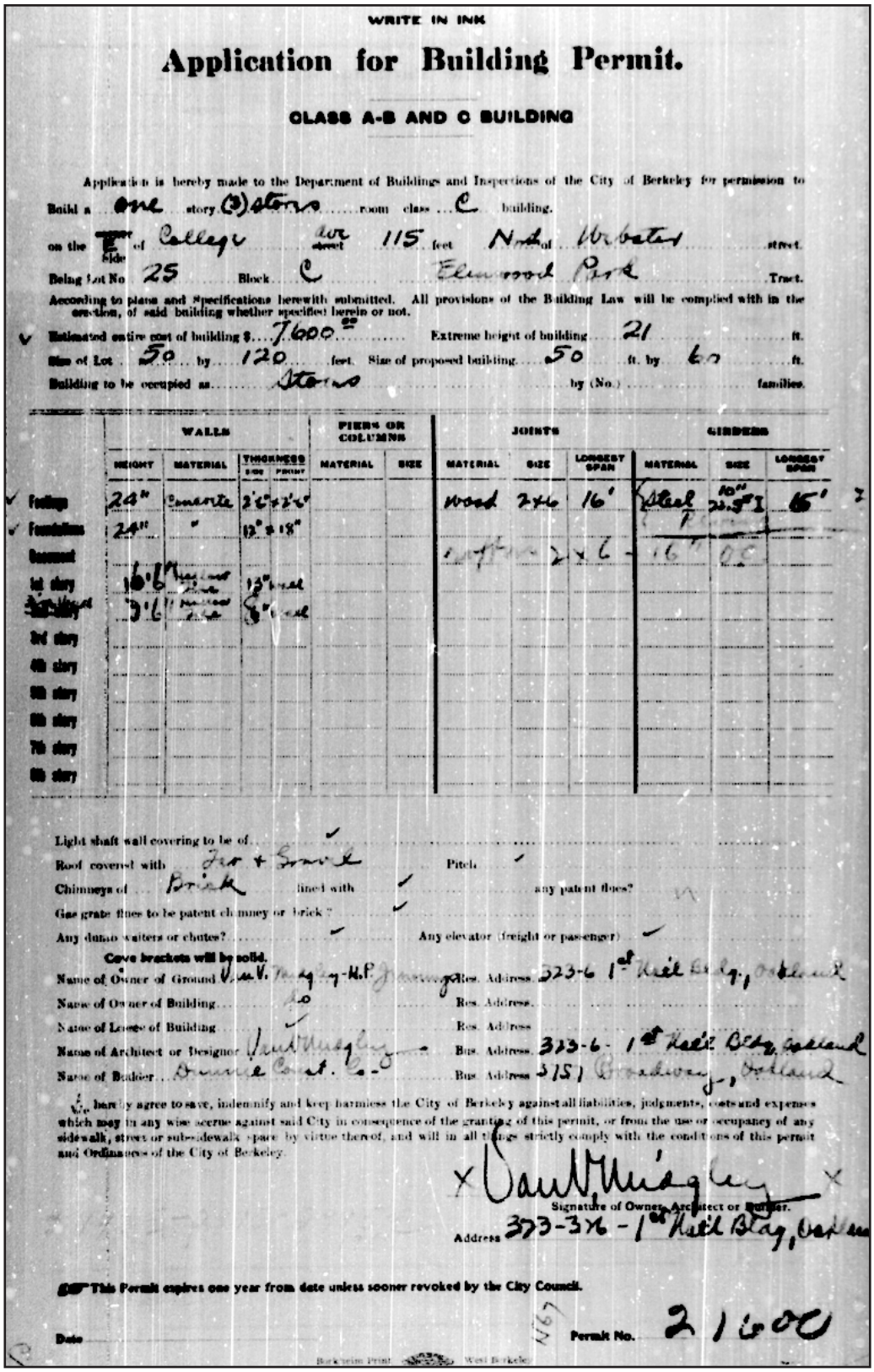
Interior of the newly opened Benson's Sporting Goods at 2997 College Avenue. Byron Bolfing, November 1947, Berkeley Historical Society.





Van Vissing Midgley in 1955.
Oakland Tribune, *17 January 1978.*

Volney Benson at Benson's Sporting Goods.
Berkeley Gazette, *24 July 1956.*



WRITE IN INK

Application for Building Permit.

CLASS A-B AND C BUILDING

Application is hereby made to the Department of Buildings and Inspections of the City of Berkeley for permission to

Build a One story (3) stores room class C building.

on the E side of College ave street 115 feet N'th of Webster street.

Being Lot No 25 Block C Elmwood Park Tract.

According to plans and specifications herewith submitted. All provisions of the Building Law will be complied with in the erection, of said building whether specified herein or not.

Estimated entire cost of building $ 7600.00 Extreme height of building 21 ft.

Size of Lot 50 by 120 feet. Size of proposed building 50 ft. by 60 ft.

Building to be occupied as Stores by (No.) families.

	WALLS				PIERS OR COLUMNS		JOISTS			GIRDERS		
	HEIGHT	MATERIAL	THICKNESS Side	THICKNESS Front	MATERIAL	SIZE	MATERIAL	SIZE	LONGEST SPAN	MATERIAL	SIZE	LONGEST SPAN
Footings	24"	Concrete	2'-0"	2'-6"			Wood	2x6	16'	Steel	10" 25.5# I	45'
Foundations	24"	"	12"	18"								
Basement								2x6	16"			
1st story	16'-1"		12"									
2nd story	9'-6"		8"									
3rd story												
4th story												
5th story												
6th story												
7th story												
8th story												

Light shaft wall covering to be of

Roof covered with Tar & Gravel Pitch

Chimneys of Brick lined with any patent flues?

Gas grate flues to be patent chimney or brick?

Any dumb waiters or chutes? Any elevator (freight or passenger)

Cove brackets will be solid.

Name of Owner of Ground [illegible] Res. Address 323-6 1st Nat'l Bldg, Oakland

Name of Owner of Building [illegible] Res. Address

Name of Lessee of Building Res. Address

Name of Architect or Designer [illegible] Bus. Address 323-6 1st Nat'l Bldg, Oakland

Name of Builder [illegible] Bus. Address 3151 Broadway, Oakland

I hereby agree to save, indemnify and keep harmless the City of Berkeley against all liabilities, judgments, costs and expenses which may in any wise accrue against said City in consequence of the granting of this permit, or from the use or occupancy of any sidewalk, street or subsidewalk space by virtue thereof, and will in all things strictly comply with the conditions of this permit and Ordinances of the City of Berkeley.

x [illegible]
Signature of Owner, Architect or Builder.

Address 323-3x6 - 1st Nat'l Bldg, Oakland

This Permit expires one year from date unless sooner revoked by the City Council.

Date Permit No. 21600

Berkeley Print West Berkeley

City of Berkeley Application for Building Permit No. 21600, 22 July 1925

Planning and Development Department
Land Use Planning Division

CITY OF BERKELEY
Ordinance #4694 N.S.
LANDMARK APPLICATION

Elmwood Commercial Historic District

Property No. 18

Morris Building
2993 College Avenue



The Morris Building, 2993 College Avenue. Anthony Bruce, 2025.

1. **Street Address:** 2985, 2987, 2989, 2991, 2993 College Avenue
   County: Alameda **City**: Berkeley **ZIP**: 94705

2. **Assessor's Parcel Number**: 052–1567–06500
   (Elmwood Park Tract, Block C, Lot 26 and 5 feet of Lot 27)
   Dimensions: 60 feet x 120 feet
   Cross Streets: Ashby Avenue and Webster Street

3. **Is property on the State Historic Resource Inventory?** No
   Is property on the Berkeley Urban Conservation Survey? Yes
   Form #: 11915

4. **Application for Landmark Includes**:
   a. Building(s): Yes **Garden:** No **Other Feature(s)**: No
   b. Landscape or Open Space: No
   c. Historic Site: No
   d. District: Yes
   e. Other: Entire property

5. **Historic Names:** Morris Building
   Commonly Known Name: not known

6. **Date of Construction:** 1922 **Factual**: Yes
   Source of Information: City of Berkeley Application for Building Permits No. 11964, 6 June1922 and No. 12785, 9 October 1922.

7. **Architect:** Solomon Morris

8. **Builder:** Solomon Morris

9. **Style:** Storefront

10. **Original Owners:** Solomon Morris, 1424 Jefferson Street, Oakland
    Original Use: commercial (5 stores)

11. **Present Owner:** Di Napoli William & Harris Marc; Barrett William S & Thatcher Ellen etal; Di Napoli William W; Nishimura Jodi; Di Napoli William W [5 condominiums]

    Present Occupant: State Flour Pizza Company (2985 College); Gordo Tacos (2987 College); Crosscountry Mortgage (2989 College); vacant (2991 College); Kaokao (2993 College)

12. **Present Use:** commercial (5 stores)
    Current Zoning: C-E **Adjacent Property Zoning:** C-E

13. **Present Condition of Property:**
    Exterior: Excellent **Interior:** unknown **Grounds:** Ø
    Has the property's exterior been altered? Minimally

14. Description.

Built in 1922, this is the second of two almost identical side-by-side shop buildings. The Morris Building is a one-story wood-frame structure with a concrete-veneered front wall, designed for five shops. The northernmost shop is slightly narrower than the others; it was an addition as the building was nearing completion. The building is almost entirely intact with all five shopfronts unaltered. It features a lavish display of tile work, identical to that on the earlier Sager Building.

Each shop is framed in polychrome glazed terra cotta sections in a relief motif of flowers and vines. The three large rectangular panels above the transoms are also framed in the same tile; and it is repeated from sidewalk to cornice at each end of the building. The panels are filled with tan stucco. Originally, they featured delicate stucco relief work of an elaborate floral motif. These reliefs were still intact into the 1950s. The cornice is also made of sections of glazed terra cotta, and it projects slightly at the top of the four piers, which rest on high bases.

Large transoms contain a combination of arched, circular, square, and rectangular panes. All are intact except for the north shop's which are plan glass panes.

Each shopfront has a central recessed entry with traditional door with glass center panel. Each entry is almost a miniature arcade entrance with large plate glass display windows set in copper Kawneer framing. The bulkheads are surfaced with square tiles and mosaic tile borders. There is also mosaic tile paving in the entries. Doors are replacements. Awning boxes have been covered over.

15. History.

In April 1922, contractor Solomon Morris took out a permit to build 2979 College next door for Olive Sager. In June, he took out a permit for this building—his own—at 2993 College. In October, he took out a third permit. This was for a single shopfront addition to his building that was still under construction. The story passed down through the years was that a driveway had originally been intended for the space between the two buildings. This last shopfront is slightly narrower than the others. When construction was complete, the effect that this was one long structure instead of three was seamless.

Contractor Solomon Morris (originally, Schidkavar) was born in 1866 in either Poland or Russia. Through a circuitous route, he and his wife Anna (Annie) arrived by ship in San Francisco in 1904 with their children. They had lived in England for many years (most of their children born there) and South Africa for a few years before their arrival. They settled at first in Bakersfield where Solomon worked as a contractor. After twenty-two years of marriage, Anna and Solomon were divorced in 1910. A few years later, Solomon moved to Oakland, receiving favorable mention in the real estate pages of the *Oakland Tribune* in 1918. Son Albert was also a contractor in Oakland, and the home base in the 1920s was a house on Quigley. After the move north, Solomon early on took up residence at the respectable Hotel Savoy, 1424 Jefferson Street at 15th. In 1928, Solomon married Mrs. Rebecca Pearce of San Francisco, whom he had known for quite some time. Solomon Morris was living alone at the Hotel Commando on O'Farrell when he died in 1944 at age seventy-eight.

Solomon Morris seems to have had a lively career in Oakland, but designed and built only seven buildings in Berkeley. The College Avenue shop buildings have the most architectural distinction. Although he also built two rather intriguing "blocky" apartment houses.

With five shops in the Morris Building—and with at times, rapid turnover—one would be hard-pressed to determine the types of businesses that had been in the building over the years. The first businesses included A. K. Felk's Premier Cleaners & Dyers, Hilda Lindstrom's hat shop, S. Sasaki's Merritt Embroidery Shop, and a Marinello beauty shop.

A long-time business in the building was Martha Ann's Candies (sometimes known as Martha Ann's Nuts or Martha Ann's Nuts and Candy). It opened in 1930 by Samuel and Anna Martha Zierke, most likely with the "Martha Ann" name. By 1933 it was run by Mrs. Claudia Borklund, and she *did* call it "Martha Ann's Nut Shop." She soon opened a branch shop on Oakland's Grand Avenue. Claudia and her husband John, a carpenter, took up residence in the back of the College Avenue shop. They were not the first Elmwood merchants to live where they worked. During the 1950s and 1960s, the shop is best remembered as a quiet, elegant, and rather prim establishment. Light gray walls set off the large glass jars filled with colorful penny candy. But this was not a store for children; the older woman who emerged through the curtain from the back was anything but effusive. This was the saleslady; the owner herself remained in the back of the shop making fresh batches of candy. As Burl Willes writes in *Tales from the Elmwood*, "In 1970 Claudia Borklund, owner of Martha Ann Candies, decided it was time to retire. She had made all the candy herself behind a curtain in the back of the store, stirring the ingredients over a gas stove, then drying and cutting the sweets on marble-topped tables. Two of her customers in the 1930s were John Hadsell and his friend Jay T. Ward, who used to buy taffy and lemon drops on their way to the Saturday matinee."

In 1971 the shop changed hands. Mrs. Borklund "passed the keys" to Burl Willes who had opened his travel shop in the Dondero Building the year before. He set up Trips Out Travel in the former candy shop, creating a relaxed environment with the waiting area set up as a cozy living room with old-fashioned furniture. His knowledgeable staff had the use of an intimate garden in the back which customers could glimpse through French doors. The ever-changing display windows were memorable. From vintage movie and travel posters to antique toy trains, passersby always paused in front of Trips Out Travel. Times changed, and the popular and successful business gave way to an on-line world in 2010.

16. Significance.

The Morris Building—along with its identical neighbor the Sager Building—is significant as a unique shop building in the Elmwood commercial district. Its glazed polychrome terra cotta ornamentation is non-pareil along College Avenue, or in Berkeley for that matter.

The Morris Building is also significant for its high degree of integrity. All shopfronts are intact with original tile bulkheads. Missing are the intricate stucco relief designs that were once in the upper panels.

The building is significant for two memorable long-term businesses that served the needs of the community.

Features to Preserve.

- the terra cotta ornamentation including the glazed flower vines, the cornice, the bases of the piers
- the unpainted terra cotta façade
- the unpainted stucco upper panels
- the transoms
- the original door at 2927 College
- the mosaic tile entrance paving
- the exceptional tile bulkheads

17. Historic Value— Neighborhood: Yes City: Yes
Architectural Value— Neighborhood: Yes City: Yes

18. Is the property endangered? No

19. Bibliography.

City of Berkeley Application for Building Permit No. 12785, 9 October 1922; as well as several other applications for alterations.

Block books and Sanborn maps

Directories. Urban Conservation Survey (block files), BAHA.

Ormsby Donogh Real Estate File (1939–1977), BAHA.

Tales of the Elmwood, Burl Willes, 2000.

Berkeley Tourist and Business Survey, 1924.

"A Profile of the Elmwood: Trends and Counter-Trends in a Berkeley Neighborhood Commercial District" Joanna Callenbach, Geography 181 class paper, Spring 1978.

ancestry.com

The World of Women, No. 28, 11 February 1934.

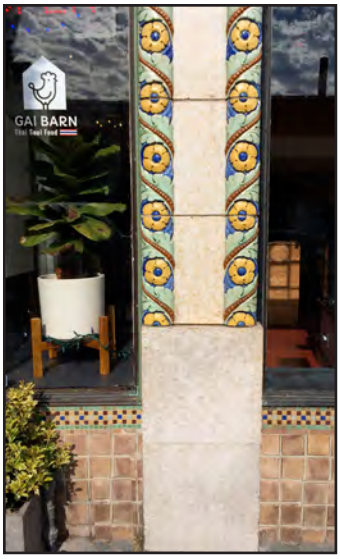
"Beauty in the Midst of Practicality" by Susan Dinkelspiel Stern for the Berkeley Architectural Heritage Association, *Berkeley Gazette*, 13 May 1982.

20. Recorder

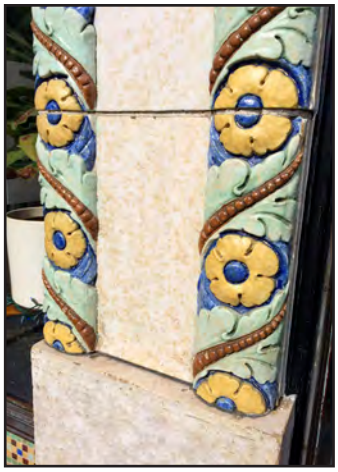
Anthony Bruce for Elmwood Property Owners Association, c/o Claudia Hunka, Your Basic Bird, 2940 College Avenue, Berkeley, California 94705

5 November 2025

Additional Photographs.



Floral glazed terra cotta, high pier base, and tile bulkhead: Morris Building.
Anthony Bruce, 2025.



Closeup of the floral glazed terra cotta: Morris Building.
Anthony Bruce, 2025.



Morris Building, southernmost shopfront.
Anthony Bruce, 2025.



Morris Building, 2985–93 College Avenue. Note the plain stucco panels, once filled with floral relief work. Anthony Bruce, 2025.

Additional Photographs.



Ad for Martha Ann's Nuts Shop at 2987 College Avenue. The World of Women, *No. 28, 11 February 1934.*



The Morris Building; Martha Ann's Nuts & Candy at 2987 College Avenue.
Ormsby Donogh, 1939, Donogh Real Estate File, BAHA.



left and below:

The Morris Building (at the right), with Martha Ann's Candies at 2987 College Avenue in the 1950s. Showing relief panels. Donogh Real Estate File, BAHA.



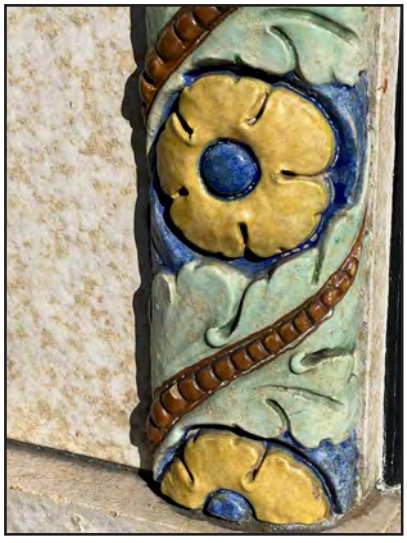
Additional Photographs.



Mrs. Claudia Borklund of Martha Ann's Candies in front of her shop at 2987 College Avenue in the Morris Building.
Byron Bolfing, 1947, Berkeley Historical Society.



The shopfront at 2987 College Avenue in the Morris Building when it was home to Trips Out Travel.
Anthony Bruce, 1979.



Close view of the terra cotta vines on the Morris Building.
Anthony Bruce, 2025.



Apartment building, 2716 Haste Street, designed and built by Solomon Morris in 1921.

Ormsby Donogh, 1939, Donogh Real Estate File, BAHA.

Additional Photographs.



The five intact shopfronts in the Morris Building. Left: 2985; right: 2987. Anthony Bruce, 2025.



The five intact shopfronts in the Morris Building. Left: 2989; center: 2991; right: 2993. Anthony Bruce, 2025.

WRITE IN INK

APPLICATION FOR BUILDING PERMIT
FRAME BUILDING

Application is hereby made to the Department of Buildings and Inspections of the City of Berkeley for permission to build a one story & store room frame Building,
on the ~~front~~ side of College ave street 175 feet ~~south~~ west of Ashby street,
Being Lot No. 26 Block C, Elmwood Park Tract Tract
According to plans and specifications herewith submitted. All provisions of the Building Law will be complied with in the erection of said building whether specified herein or not.
Estimated entire cost of building $ 7,000.00
Building to be occupied as Stores by (No.) 2 families
Size of lot 55 by 190 feet.
Size of proposed buliding 50 ft. by 60 ft. Extreme height of building 30 ft.
Height in clear of cellar 16 ft. in. Height in clear of first story 16 ft. in.
Height in clear of second story — ft. — in. Height in clear of third story — in.
Foundation to be of (material) Cement (Thickness) 24 to 12 inches, greatest height of foundation 18 inches.
Width of footings 24 inches.
Mud sills 3 X 6 Main sills — X 18 21 Girders — X — Post
on piers — X — If piers are used give size — by — ft. on centers.
Size of underpinning X inches inches O. C. Size of studs in first story 2 X 6 inches 16 inches O. C.
Size of studs in second story X inches inches O. C. Size of studs in third story — X — inches O. C.
Exterior wall coverings to be of plaster Light shaft wall coverings to be of
All outside walls covered with shingles or plaster will be close boarded.
First floor joists cement floor inches inches on centers. Longest span between supports ft.
Second floor joists — X inches inches on centers. Longest span between supports ft.
Third floor joists — X inches inches on centers. Longest span between supports ft.
Ceiling joists 2 X 12 inches 16 inches on centers. Longest span between supports ft.
Rafters 2 X 4 inches 24 inches on centers. Longest span between supports ft.
Roof covered with gravel Steep ~~or flat?~~ Pitch 2½ in 12
Studs in bearing partitions will be same as outside walls of each story.
Chimneys of no lined with — any patent flues?
Gas grate flues to be patent chimney or brick?
Any dumb waiters or chutes? — Any elevator (freight or passenger)? —

Cove brackets will be solid.

Name of Owner of Ground J. Morris Residence Address 1424 Jefferson St
Name of Owner of Building " " Residence Address
Name of Lessee of Building — Residence Address
Name of Architect or Designer " " Residence Address
Name of Builder J. Morris Residence Address " "

I/We hereby agree to save, indemnify and keep harmless the City of Berkeley against all liabilities, judgments, costs and expenses which may in any wise accrue against said City in consequence of the granting of this permit, or from the use or occupancy of any sidewalk, street or sub-sidewalk space by virtue thereof, and will in all things strictly comply with the conditions of this permit and Ordinances of the City of Berkeley.

2985-87-89 Bolly

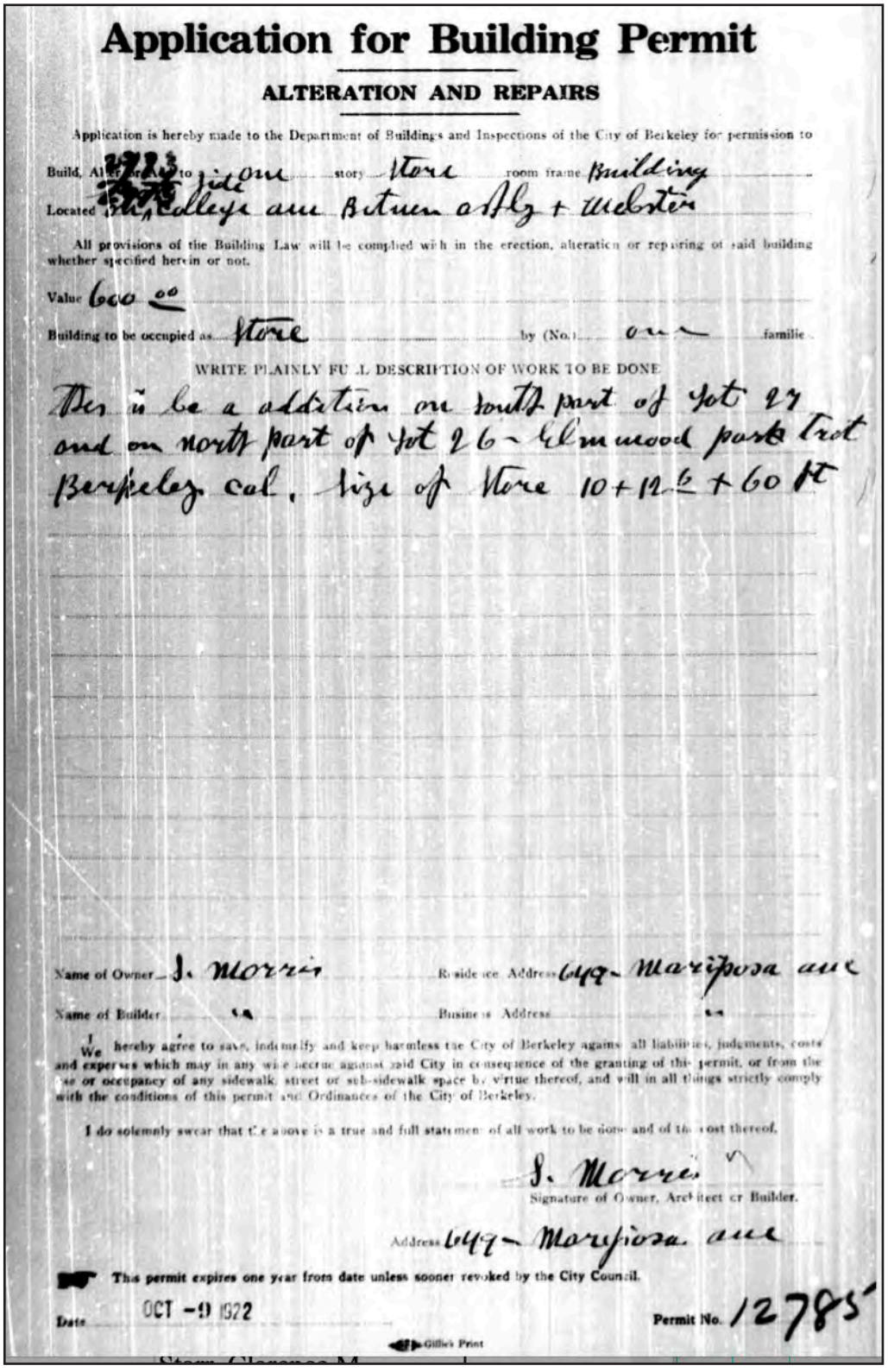
Signature of Owner, Architect or Builder.
J. Morris
Address 1424 Jefferson St

This Permit expires one year from date unless sooner revoked by the City Council.

Date JUN 6 1922 Permit No. 11964

Gillick Print.

City of Berkeley Application for Building Permit No. 11964, 6 June 1922



Application for Building Permit

ALTERATION AND REPAIRS

Application is hereby made to the Department of Buildings and Inspections of the City of Berkeley for permission to

Build, Alter, Repair, to ~~[illegible]~~ side one story store room frame Building

Located on College ave Between Alley + Webster

All provisions of the Building Law will be complied with in the erection, alteration or repairing of said building whether specified herein or not.

Value 600 00

Building to be occupied as store by (No.) one families

WRITE PLAINLY FULL DESCRIPTION OF WORK TO BE DONE

There is to be a addition on south part of lot 27 and on north part of lot 26 - Elmwood park Tract Berkeley Cal. Size of store 10 + 12 ½ + 60 ft

Name of Owner J. Morris Residence Address 649 - Mariposa ave

Name of Builder [illegible] Business Address [illegible]

I We hereby agree to save, indemnify and keep harmless the City of Berkeley against all liabilities, judgments, costs and expenses which may in any wise accrue against said City in consequence of the granting of this permit, or from the use or occupancy of any sidewalk, street or sub-sidewalk space by virtue thereof, and will in all things strictly comply with the conditions of this permit and Ordinances of the City of Berkeley.

I do solemnly swear that the above is a true and full statement of all work to be done and of the cost thereof.

J. Morris
Signature of Owner, Architect or Builder.

Address 649 - Mariposa ave

This permit expires one year from date unless sooner revoked by the City Council.

Date OCT -9 1922 Permit No. 12785

Gillis Print

City of Berkeley Application for Building Permit No. 12785, 9 October 1922

Planning and Development Department
Land Use Planning Division

CITY OF BERKELEY
Ordinance #4694 N.S.
LANDMARK APPLICATION

Elmwood Commercial Historic District

Property No. 19

Sager Building
2979 College Avenue



The Sager Building at 2979 College Avenue. Anthony Bruce, 2025.

1. **Street Address:** 2979, 2981, 2983 College Avenue
County: Alameda **City**: Berkeley **ZIP**: 94705

2. **Assessor's Parcel Number**: 052–1567–06600
(Elmwood Park Tract, Block C, Lot 27)
Dimensions: 40 feet x 120 feet
Cross Streets: Ashby Avenue and Webster Street

3. **Is property on the State Historic Resource Inventory?** No
Is property on the Berkeley Urban Conservation Survey? Yes
Form #: 11916

4. **Application for Landmark Includes**:
a. Building(s): Yes **Garden:** No **Other Feature(s)**: No
b. Landscape or Open Space: No
c. Historic Site: No
d. District: Yes
e. Other: Entire property

5. **Historic Names:** Sager Building
Commonly Known Name: not known

6. **Date of Construction:** 1922 **Factual**: Yes
Source of Information: City of Berkeley Application for Building Permit #11631. 12 April 1922

7. **Architect:** none shown on application

8. **Builder:** Solomon Morris, 1424 Jefferson Street, Oakland

9. **Style:** Storefront

10. **Original Owners:** Olive Sager, 604-14th Street, Oakland
Original Use: commercial (3 stores)

11. **Present Owner:** Hibbard Lisbeth A Trust
Present Occupant: Palm (2979 College); Pretty Penny Clothing (2981 College); 100% Pure (2983 College)

12. **Present Use:** commercial (3 stores)
Current Zoning: C-E **Adjacent Property Zoning:** C-E

13. **Present Condition of Property:**
Exterior: Excellent **Interior:** unknown **Grounds:** Ø
Has the property's exterior been altered? Minimally

14. Description.

Built in 1922, this is the first of two almost identical side-by-side shop buildings. The Sager Building is a one-story wood-frame structure with a concrete-veneered front wall, designed for three shops. The building is almost entirely intact except for alterations to the three shopfronts, and it features a lavish display of tile work.

Each shop is framed in polychrome glazed terra cotta sections in a relief motif of flowers and vines. The three large rectangular panels above the transoms are also framed in the same tile; and it is repeated from sidewalk to cornice at each end of the building. The panels are filled with golden-brown square tiles The cornice is also made of sections of glazed terra cotta, and it projects slightly at the top of the four piers, which rest on high bases.

Large transoms contain a combination of arched, circular, square, and rectangular panes.

The shopfronts have been changed, but appear somewhat traditional. The northernmost was redesigned in 1930 to move the entrance to the left, but it retains the original door. The two south shopfronts have white-painted grillwork to cover the entries when needed. All bulkheads have either been rebuilt or resurfaced. Awning boxes have been covered over.

15. History.

The Sager Building and the Morris Building next door are two of the most architecturally significant buildings in the Elmwood commercial district. The use of glazed polychrome terra cotta on the façades is exceptional. Sadly, the story of how these two sublime shop buildings came into being has proven somewhat elusive.

Olive May Faulkner was born in 1884 and grew up in a large family in Forbestown in the Sacramento Valley. She had always had an adventurous streak, as shown by the time, as a teenager, she and a girlfriend ran off to San Francisco to see the sights, leaving her mother frantically wondering where she was. After her father died in 1904, Olive (also known as “Ollie”) struck out to seek her fortune. By the time that she reached Butte, Montana, she may or may not have been married several times. In Butte, she had a fresh start, marrying George Peris, a saloonkeeper, originally from Austria. In October 1914, Olive returned to California for an extended stay. In June the next year, George married, which he may have assumed he could do as his marriage with Olive was a common-law marriage. Neither the law nor Olive took kindly to his re-marriage. Olive returned to Butte to discuss the situation with George; a tragic accident involving a revolver left Olive seriously injured and George dead. There was an inquest and a legal matter, complete with courtroom trial, to determine which widow was the legal widow. Olive was victorious, but as a compromise the estate was divided. Olive was beneficiary of two life insurance policies, and began running the saloon which was then hers, but which she soon found was illegal for her to enter during business hours as she was a woman. In 1917 she and her bartender Rudolph Charles *Sagar*, also of Austrian background, were married. By 1920 they were settled in the Hotel Savoy at 14th and Jefferson in Oakland, where Olive was the manager and Rudolph was the clerk. Two years later she built one of the prettiest commercial buildings on College Avenue.

It is hard to imagine Olive so suddenly deciding to invest her money (her inheritance from George Peris?) in property in Berkeley. Part of the answer may lie in the fact that Solomon Morris, the designer-builder, who built the two tiled buildings, was living at the Hotel Savoy during the time the Sagers were there. Perhaps it was his suggestion.

The handful of other buildings that Morris built in Berkeley are somewhat prosaic, and even though the Sager Building is a basic shopfront building, the way the exterior was treated shows real artistry. The materials used were of the finest quality. It may be that Olive Sager had something to say about the appearance of her investment, or Solomon Morris may have wanted to impress this exciting new client.

It would be nice to know whether Morris had already purchased the two lots on College before he met Olive, or did they buy them together? It appears that she was quite involved with the project and most likely visited the site often during construction. Her preference for tenants for the completed building was a "delicatessen or gent's furnishings." These would be in addition to her first tenant, Take Tory's College Florist.

Within a few months of the start of Olive's three-shop building in April 1922, Morris began the construction of his own building next door, with four shops. He intended to leave space for a driveway between the two, but in October 1922 he took out a third permit to fill the space in with a fifth shop. The eight shops are actually in three separate buildings, but they appear to the passerby as one long structure. There are only subtle differences between them. The Sager Building has large panels over the shopfronts that are filled with mottled brick-like tile. The Morris Building has stucco panels instead, that were originally filled with elaborate stucco reliefs of garlands and festoons. Also, the Sager Building is framed at each end by a sidewalk-to-cornice edging of the floral terra cotta. By 1923, the completed Sager and Morris buildings added an extra richness of design and color to the already attractive street.

Olive Sager divorced her husband in 1924 and left Oakland. She married again in 1928 and three years later was left a widow. She died in a hospital near Stockton in 1937 at age fifty-three.

Contractor Solomon Morris (originally, Schidkavar) was born in 1866 in either Poland or Russia. Through a circuitous route, he and his wife Anna (Annie) arrived by ship in San Francisco in 1904 with their children. They settled at first in Bakersfield where Solomon was already a contractor. After their divorce, Solomon moved to Oakland, receiving favorable mention in the real estate pages of the *Oakland Tribune* in 1918. Son Albert was also a contractor in Oakland, and the home base in the 1920s was a house on Quigley. After the move north, Solomon early on took up residence at the respectable Hotel Savoy, 1424 Jefferson Street at 15th. In 1928, Solomon married Mrs. Rebecca Pearce of San Francisco, whom he had known for quite some time. Solomon Morris was living alone at the Hotel Commando on O'Farrell when he died in 1944 at age seventy-eight.

The Sager Building remains as a lasting legacy to both Olive Sager and Solomon Morris' foresight to create a shop building that would still be a visual delight 100 years later.

16. Significance.

The Sager Building is significant for its lavish use of glazed polychrome terra cotta and tile applied in a most artistic manner. Framing the building, the upper panels, and the shopfronts themselves with a stylized flowering vine of green leaves and large yellow flowers with blue centers created a building both beautiful and fanciful.

The Sager Building is significant as one of the most creative buildings by Oakland designer-builder Solomon Morris; a design that has most certainly stood the test of time.

As with several of the shops in the Elmwood district, the Sager Building was affected by World War II. The shop at 2979 was changed to living quarters by then-owner Gwynn Officer, architect and real estate agent.

Features to Preserve.

- the terra cotta ornamentation including the glazed flower vines, the cornice, the bases of the piers
- the unpainted terra cotta façade
- the tiles set in the upper panels
- the transoms
- the original door at 2927 College
- the mosaic tile entrance to 2927 College dating from 1930

17. Historic Value— Neighborhood: Yes City: Yes
Architectural Value— Neighborhood: Yes City: Yes

18. Is the property endangered? No

19. Bibliography.

City of Berkeley Application for Building Permit No. 11631. 12 April 1922; as well as several other applications for alterations.

Block books and Sanborn maps

Directories. Urban Conservation Survey (block files), BAHA.

Ormsby Donogh Real Estate File (1939–1977), BAHA.

Tales of the Elmwood, Burl Willes, 2000.

"A Profile of the Elmwood: Trends and Counter-Trends in a Berkeley Neighborhood Commercial District" Joanna Callenbach, Geography 181 class paper, Spring 1978.

ancestry.com

"Located the Missing Girls," *Sacramento Bee*, 6 May 1902.

"A Tragic Ending of Long Romance," *The Butte Miner*, 18 July 1915.

"Peris Inquest Looms up in a Lurid Manner." *The Butte Miner*, 20 July 1915.

"Injured Woman Gets Peris' Insurance," *The Butte Miner*, 21 July 1915.

"Woman Owner of Saloon is Fined," *The Butte Miner*, 30 March 1916.

"Wow! Look!—HOMES," *Oakland Tribune*, 5 May 1918.

"Beauty in the Midst of Practicality" by Susan Dinkelspiel Stern for the Berkeley Architectural Heritage Association, *Berkeley Gazette*, 13 May 1982.

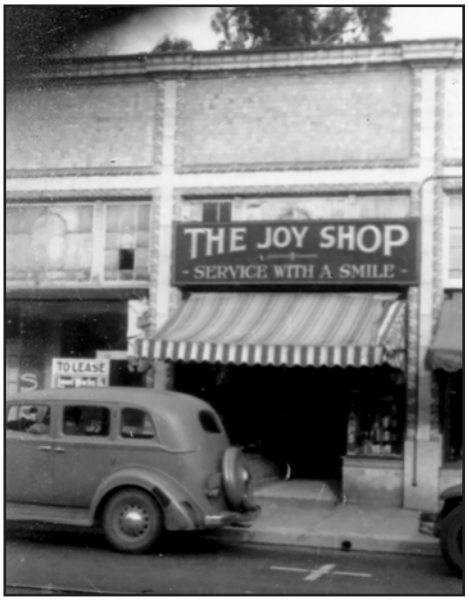
20. Recorder

Anthony Bruce for Elmwood Property Owners Association, c/o Claudia Hunka, Your Basic Bird, 2940 College Avenue, Berkeley, California 94705

4 November 2025

Additional Photographs.





above and right: The Sager Building, showing that the two lefthand shopfronts had already been altered.
Ormsby Donogh, 1939, Donogh Real Estate File, BAHA.



left and below:

The three shopfronts of the Sager Building (at the left), 2979 College Avenue, taken in the 1950s.
Donogh Real Estate File, BAHA.



Additional Photographs.



Mosaic tile entry paving at 2979 College Avenue in the Sager Building. It dates from a 1930 alteration to the shopfront.

Anthony Bruce, 2025.



Apartment building, 2716 Haste Street, designed and built by Solomon Morris in 1921.

Ormsby Donogh, 1939, Donogh Real Estate File, BAHA.



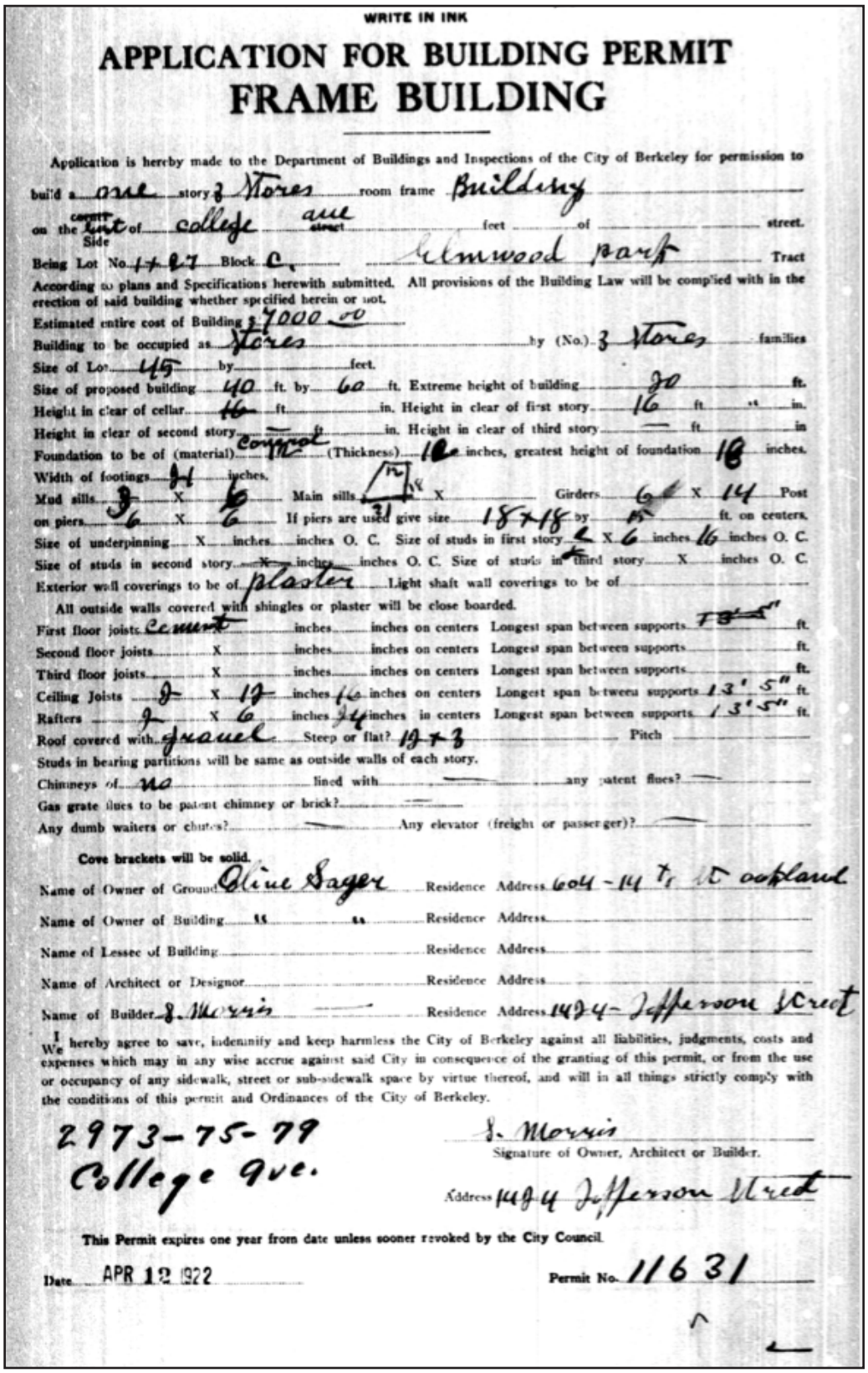
Sager Building, detail. Anthony Bruce, 2025.



Olive May Faulkner Peris Sager at about age eighteen. Found online.



George Peris, Olive's husband, whose estate may have provided financing for the Sager Building. Butte Miner, *18 July 1915.*



WRITE IN INK

APPLICATION FOR BUILDING PERMIT
FRAME BUILDING

Application is hereby made to the Department of Buildings and Inspections of the City of Berkeley for permission to build a one story 3 Stores room frame Building on the corner East Side of College ave street feet of street.

Being Lot No. 17 & 27 Block C, Elmwood park Tract

According to plans and Specifications herewith submitted. All provisions of the Building Law will be complied with in the erection of said building whether specified herein or not.

Estimated entire cost of Building $7000.00

Building to be occupied as Stores by (No.) 3 Stores families

Size of Lot 45 by feet.

Size of proposed building 40 ft. by 60 ft. Extreme height of building 30 ft.

Height in clear of cellar 16 ft. in. Height in clear of first story 16 ft. in.

Height in clear of second story — ft. in. Height in clear of third story — ft. in

Foundation to be of (material) Concrete (Thickness) 12 inches, greatest height of foundation 18 inches.

Width of footings 24 inches.

Mud sills 3 X 6 Main sills 12 X 12 X 31 Girders 6 X 14 Post on piers 6 X 6 If piers are used give size 18+18 by 15 ft. on centers.

Size of underpinning X inches inches O. C. Size of studs in first story 2 X 6 inches 16 inches O. C.

Size of studs in second story X inches inches O. C. Size of studs in third story X inches O. C.

Exterior wall coverings to be of plaster Light shaft wall coverings to be of

All outside walls covered with shingles or plaster will be close boarded.

First floor joists Cement inches inches on centers Longest span between supports 13' 5" ft.

Second floor joists X inches inches on centers Longest span between supports ft.

Third floor joists X inches inches on centers Longest span between supports ft.

Ceiling Joists 2 X 12 inches 16 inches on centers Longest span between supports 13' 5" ft.

Rafters 2 X 6 inches 24 inches on centers Longest span between supports 13' 5" ft.

Roof covered with gravel Steep or flat? Flat Pitch

Studs in bearing partitions will be same as outside walls of each story.

Chimneys of no lined with — any patent flues? —

Gas grate flues to be patent chimney or brick? —

Any dumb waiters or chutes? — Any elevator (freight or passenger)? —

Cove brackets will be solid.

Name of Owner of Ground Oline Sager Residence Address 604 - 14th St Oakland

Name of Owner of Building " " Residence Address

Name of Lessee of Building Residence Address

Name of Architect or Designor Residence Address

Name of Builder J. Morris — Residence Address 1424 - Jefferson St Oakland

I We hereby agree to save, indemnify and keep harmless the City of Berkeley against all liabilities, judgments, costs and expenses which may in any wise accrue against said City in consequence of the granting of this permit, or from the use or occupancy of any sidewalk, street or sub-sidewalk space by virtue thereof, and will in all things strictly comply with the conditions of this permit and Ordinances of the City of Berkeley.

2973-75-79 College ave.

J. Morris
Signature of Owner, Architect or Builder.

Address 1424 Jefferson St Oakland

This Permit expires one year from date unless sooner revoked by the City Council.

Date APR 12 1922 Permit No. 11631

City of Berkeley Application for Building Permit No. 11631. 12 April 1922

Planning and Development Department
Land Use Planning Division

CITY OF BERKELEY
Ordinance #4694 N.S.
LANDMARK APPLICATION

Elmwood Commercial Historic District

Property No. 20

Dray Building
2973 College Avenue



The Dray Building, 2973 College Avenue. Anthony Bruce, 2025.

1. **Street Address:** 2973, 2975, 2977 College Avenue
   County: Alameda **City**: Berkeley **ZIP**: 94705

2. **Assessor's Parcel Number**: 052–1567–06700
   (Elmwood Park Tract, Block C, approximately the southern third of Lots 1 and 2)
   Dimensions: 45 feet x 120 feet
   Cross Streets: Ashby Avenue and Webster Street

3. **Is property on the State Historic Resource Inventory?** No
   Is property on the Berkeley Urban Conservation Survey? Yes
   Form #: 11917

4. **Application for Landmark Includes**:
   a. Building(s): Yes **Garden:** No **Other Feature(s)**: No
   b. Landscape or Open Space: No
   c. Historic Site: No
   d. District: Yes
   e. Other: Entire property

5. **Historic Names:** Dray Building
   Commonly Known Name: not known

6. **Date of Construction:** 1922 **Factual**: Yes
   Source of Information: City of Berkeley Application for Building Permit No. 12006, 12 June 1922

7. **Architect:** none listed on the application

8. **Builder:** H. C. Pfrang, 5659 Ocean View Drive, Oakland

9. **Style:** storefront

10. **Original Owners:** Lester R. Dray, 545-53rd Street, Oakland
    Original Use: commercial (2 stores)

11. **Present Owner:** College Avenue Building LLC
    Present Occupant: Versailles (2973 College); Humbowl (2975 College); Manpuku (2977 College)

12. **Present Use:** commercial (3 stores)
    Current Zoning: C-E **Adjacent Property Zoning:** C-E

13. **Present Condition of Property:**
    Exterior: Excellent **Interior:** unknown **Grounds:** Ø
    Has the property's exterior been altered? Yes

14. Description.

A one-story building with cement plaster exterior. The decorative tile-roof overhang beneath the parapet wall with its narrow cornice and the cast-concrete medallions (removed) on the piers suggest the Spanish Colonial Revival style of the 1920s. Storefronts and transoms (except for the southernmost) have been altered. 1940s tile bulkheads were damaged in the 1970s when rough wooden lath was nailed into them, in a purposely uneven way, to evoke the Hippie rustic aesthetic. All bulkheads now have the same celadon-green traditonal tile. The two lefthand shopfronts have black aluminum doors. In 1938, the righthand shopfront was altered from a center entrance to a side entrance.

The building is divided into three storefronts. The 1939 photograph shows only two. The building permit application does not specify whether two or three stores were intended.

15. History.

The Dray Building's real claim to fame is that it was the site of the legendary Botts Ice Cream for fifty years and that it housed an early West Coast Piggly Wiggly groceteria.

The Dray Building was built in 1922 by Lester Robert Dray of Oakland. Dray had a varied career. When he was eighteen in 1906, he worked for the Denison News Company, located at the Oakland Pier. The company published postcards and souvenir items. Their employees worked at news stands and sold items on the local trains. While still in the employ of Denison, he married Dorothea Amorsen in about 1912. They lived on 53rd Street, raised two children, and owned a Chevrolet by 1919. When he built the College Avenue building, Dray was the manager of a grocery store. He seems to have also been involved in real estate ventures. He didn't own the building for more than a few years after building it.

A first tenant in the Dray Building was a Piggly Wiggly store at 2973. The company had been on the West Coast only since 1921. Piggly Wiggly was "invented" in 1916 by Clarence Saunders in Memphis, Tennessee, as the first self-service grocery store. Saunders patented his idea in 1917 and began issuing franchises. The Piggly Wiggly in the Dray Building was opened in the first year of the company's expansion to the West Coast. The company has had many slogans over the years: the one on this store was "All Over the World." In order to accommodate a large grocery store, the two northern spaces were combined into one (or perhaps built that way for the tenant).

In May 1938, Mrs. Kimi Tory remodeled the shop at 2977, moving the center entrance to the left. She then moved the College Florist ("Fresh Cut Flowers, Potted Plants"), that the Tory family had started, to that location. It had been in the Sager Building since 1922. After February 1942 the florist had new ownership.

A bridal shop opened in the space at 2977 College around 1947, but closed soon after. In May 1948, John M. and Margaret Turner Botts spent $2000 on alterations to the bridal shop in preparation for the opening of Botts Ice Cream. Margaret Botts was a San Francisco native and "Jack" Botts was from Fremont. He was a stock broker as well as a bond specialist for the U. S. Treasury Department. In 1946, he decided to retire from that way of life and start his own business. Little did the Botts' know that their shop would become one of the most iconic businesses in the history of the Elmwood district. A purist and traditionalist, Mr. Botts wanted to make ice cream the best possible way, using real fruit instead of syrups and starting with a higher than required butterfat base. In a newspaper interview he stated that "ice cream making was a skill that benefited from close attention." Botts Ice Cream opened in 1948 and remained under the Botts' ownership until 1970. John Miner Botts died in 1979.

In about 1977, Scott Whidden, a high school student, got a part-time job at Botts making ice cream. He soon became as intrigued with making the finest ice cream as Mr. Botts had been, and in May 1979 he was given the position as manager by the absentee owner. In 1981, the young Whidden, with two partners, purchased the business, and ran it successfully through good times and bad. Sadly, about fifty years since it first opened, Botts closed. Scott Whidden remains the owner of Fenton's Creamery in Oakland.

16. Significance.

The Dray Building is significant as a contributing building in the Elmwood commercial district. Its one-story height and its three traditional shopfronts help create the overall character of the street. With its tile-roof overhang, it is also one of the few 1920s buildings with a nod to the popular Spanish Colonial Revival style of the period.

The Dray Building is significant for its connection with the beginning of self-service grocery stores on the West Coast. One of the earliest Piggly Wiggly stores (created in Tennessee in 1916) on the West Coast and the second one in Berkeley, opened in the Dray Building on September 23, 1922.

The Dray Building is most significant as the location of one of the most popular ice cream shops in the East Bay. Botts Ice Cream opened in 1948 and remained in business for about fifty years. During its peak, the store had eight branches and 600 wholesale customers. Both the original owner, John Botts, and the last owner, Scott Whidden, felt compelled to make the very finest ice cream to offer the public. The response was overwhelming, and Botts lives on in the collective memory all its past customers.

Features to Preserve.

- the tile roof overhang (below the parapet)
- the transoms at 2977 College

17. Historic Value— Neighborhood: Yes City: Yes
Architectural Value— Neighborhood: Yes City: No

18. Is the property endangered? No

19. Bibliography.

City of Berkeley Application for Building Permit No. 12006, 12 June 1922; as well as several other applications for alterations.

Block books and Sanborn maps

Directories.

Urban Conservation Survey (block files), BAHA.

Ormsby Donogh Real Estate File (1939–1977), BAHA.

Tales of the Elmwood, Burl Willes, 2000.

"A Profile of the Elmwood: Trends and Counter-Trends in a Berkeley Neighborhood Commercial

District" Joanna Callenbach, Geography 181 class paper, Spring 1978.

ancestry.com

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Piggly Wiggly advertisement, *Oakland Tribune*, 22 September 1922.

"Week's Permits Total $21,347," *Berkeley Gazette*, 18 May 1948.

"Elmwood District Expands," *Berkeley Gazette*, 11 May 1949.

Lester R. Dray obituary, *Oakland Tribune*, 13 July 1960.

John Botts obituary, *Berkeley Gazette*, 11 April 1979.

"Pure Botts: Young Man Keeps Tradition Alive" by Don McCormack, *Independent & Gazette*, 16 April 1981.

"Botts' 21-Year-Old Owner: Just a Kid with Good Taste" by Andrew Ross, *San Francisco Examiner*, 6 October 1982.

"Ice Cream Parlor Whips up Rent Control Controversy" by Kathy O'Toole, *Oakland Tribune*, 17 November 1985.

"Elmwood Residents Battle Botts' Owner over Zoning Law" by Roya Camp, *The Voice*, 22 October 1987.

"Rent Rise Endangers Elmwood Ice Cream" by Marc Breindel, 23 November 1995.

"Bott's in Limbo; New Applicant Misses ZAB Hearing" by Sheila Holderness, 1 February 1996

"Botts Ice Cream to Serve Kids" by Marc Abbott, 12 March 1998.

20. Recorder

Anthony Bruce for Elmwood Property Owners Association, c/o Claudia Hunka, Your Basic Bird, 2940 College Avenue, Berkeley, California 94705

10 November 2025

Additional Photographs.



The Dray Building. Anthony Bruce, 2025.



The Dray Building, showing the Botts Ice Cream sign. Anthony Bruce, 1982.



The Dray Building, showing only two shopfronts: the double space for lease and the College Florist. Ormsby Donogh, 1939, Donogh Real Estate File, BAHA.

Additional Photographs.



Superior Fabrics at 2973 College Avenue.
Byron Bolfing, 1947, Berkeley Historical Society.



Interior of Botts Ice Cream at 2977 College Avenue, showing the iconic wallpaper and rubber plant. The wallpaper was installed about 1953 and is remembered by customers along with the ice cream.
Betty Marvin, 1983.



Scott Whidden serving customers at Botts Ice Cream, 2977 College Avenue.
Michael Russell, 1981,
Independent & Gazette.

Additional Photographs.



Margaret Turner Botts.
Berkeley Daily Gazette, *28 September 1956.*



Margaret Turner (Botts), on the left, and her two sisters. 1926.



PIGGLY WIGGLY
All Over the World

Opens Saturday, Sept. 23rd

REMEMBER THE PLACE, 2973 COLLEGE AVENUE, NEAR ASHBY

OPPOSITE STRAND THEATER

A CARNATION FREE TO EACH VISITOR

This store is opened at the earnest solicitation of the people living in this section of the city. Let this be your store — Pay us a visit, and for so doing you will be handed a carnation.

This store will be the neighborhood pantry, where you can come and select with your own hands what you want. Over 2000 commodities of the best-known brands of Groceries, together with a full line of Fresh Fruits and Vegetables, always on hand.

Mrs. Housekeeper, You Are the Boss of Piggly Wiggly Stores

Examine the List Below and You Will Find a Very High Quality of Goods Quoted at Extremely Low Prices

IVORY SOAP— Large bar	11c	ARMOUR'S BACON— Half-pound carton	25c
IVORY SOAP— Small bar	6½c	SHRIMP— Bouma Cleef	10c
SLICED PINEAPPLE— No. 2½ tins	30c	OYSTERS— Mass Loo	13c
HOG SALT— New rock Del Monte	5c	CRAB MEAT— Half pound, Blue Flag	43c
ROYAL ANN CHERRIES— No. 2½ Del Monte	33c	CREAM OF WHEAT— Per package	20c
ROYAL ANN CHERRIES— No. 1 Del Monte	20c	H-O OATS— Per package	12½c
RED RASPBERRIES— No. 2 Del Monte	25c	SHREDDED WHEAT— Per package	9½c
TALL MILK— Smart Gold	8c	GRAPE NUTS— Per package	15c
INSTANT POSTUM— Large can	33c	CARNATION MUSH— Large package	25c
MAGNOLIA HAMS— Per pound	30c	FLAPJACK PANCAKE FLOUR— Large Albers	25c
PEACOCK BUCKWHEAT FLOUR—Large package	25c		

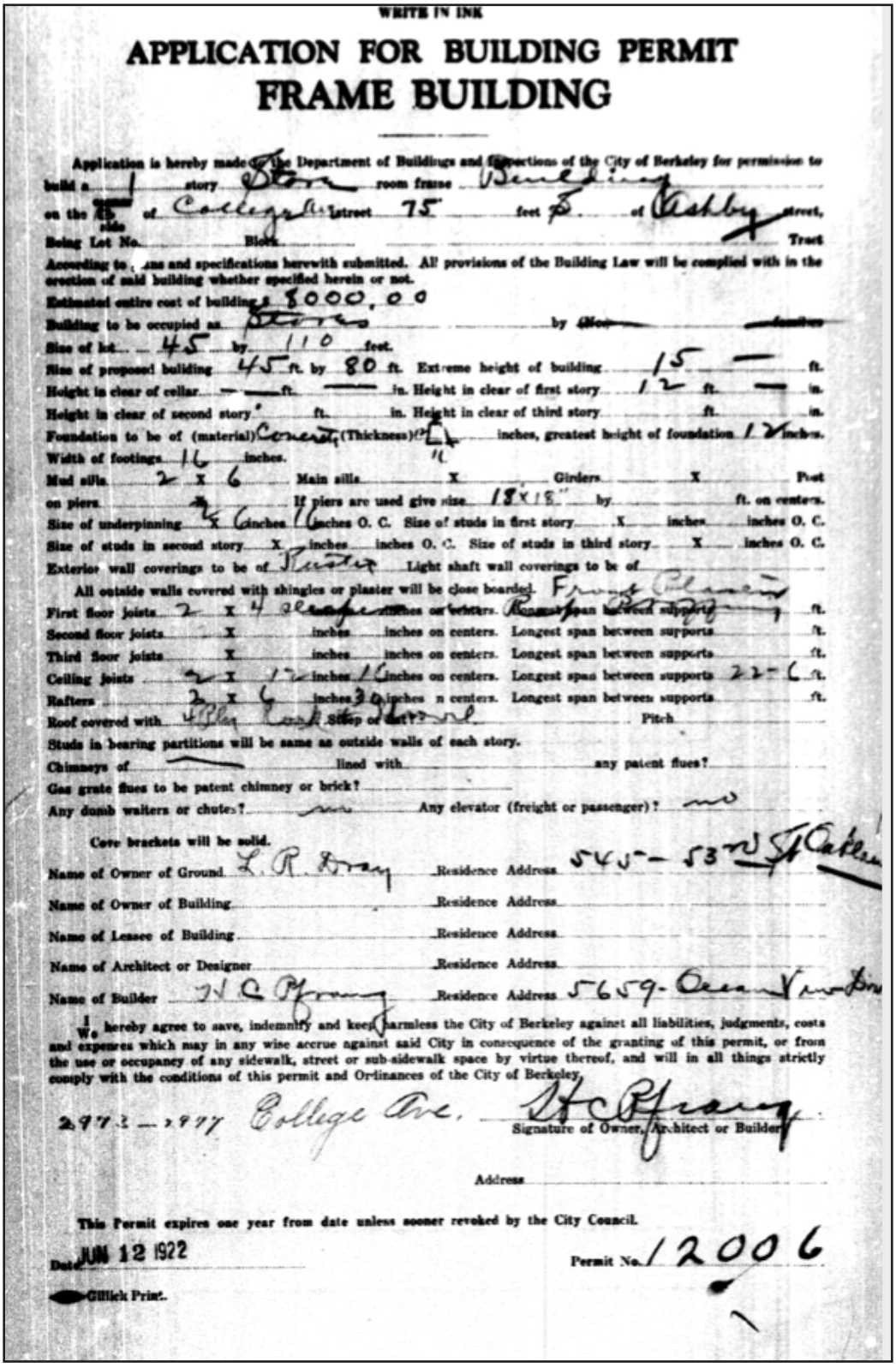
The Above Prices Apply to All Eastbay Piggly Wiggly Stores

STORE LOCATIONS THIS UNIT

2973 COLLEGE AVENUE, NEAR ASHBY

Grand opening advertisement for Piggly Wiggly at 2973 College Avenue.

Oakland Tribune, *22 September 1922.*



WRITE IN INK

APPLICATION FOR BUILDING PERMIT
FRAME BUILDING

Application is hereby made to the Department of Buildings and Inspections of the City of Berkeley for permission to build a 1 story Store room frame Building on the E side of College Ave street 75 feet S. of Ashby street, Being Lot No. Block Tract

According to plans and specifications herewith submitted. All provisions of the Building Law will be complied with in the erection of said building whether specified herein or not.

Estimated entire cost of building $8000.00

Building to be occupied as Stores by Mer families

Size of lot 45 by 110 feet.

Size of proposed building 45 ft. by 80 ft. Extreme height of building 15 — ft.

Height in clear of cellar — ft. — in. Height in clear of first story 12 ft. — in.

Height in clear of second story ft. in. Height in clear of third story ft. in.

Foundation to be of (material) Concrete (Thickness) 12 inches, greatest height of foundation 12 inches.

Width of footings 16 inches.

Mud sills 2 x 6 Main sills X Girders X Post on piers If piers are used give size 18x18" by ft. on centers.

Size of underpinning 4 x 6 inches 16 inches O. C. Size of studs in first story X inches inches O. C.

Size of studs in second story X inches inches O. C. Size of studs in third story X inches O. C.

Exterior wall coverings to be of Siding Light shaft wall coverings to be of

All outside walls covered with shingles or plaster will be close boarded. Frame Clapboard

First floor joists 2 x 14 inches on centers. Longest span between supports ft.

Second floor joists X inches inches on centers. Longest span between supports ft.

Third floor joists X inches inches on centers. Longest span between supports ft.

Ceiling joists 2 x 12 inches 16 inches on centers. Longest span between supports 22-6 ft.

Rafters 2 x 6 inches 30 inches on centers. Longest span between supports ft.

Roof covered with 4 Ply Tarr & Gravel Slope of roof? Pitch

Studs in bearing partitions will be same as outside walls of each story.

Chimneys of — lined with any patent flues?

Gas grate flues to be patent chimney or brick?

Any dumb waiters or chutes? — Any elevator (freight or passenger)? no

Cove brackets will be solid.

Name of Owner of Ground L. R. Gray Residence Address 545 - 53rd St Oakland

Name of Owner of Building Residence Address

Name of Lessee of Building Residence Address

Name of Architect or Designer Residence Address

Name of Builder W. C. Young Residence Address 5659 - Ocean View Ave

I We hereby agree to save, indemnify and keep harmless the City of Berkeley against all liabilities, judgments, costs and expenses which may in any wise accrue against said City in consequence of the granting of this permit, or from the use or occupancy of any sidewalk, street or sub-sidewalk space by virtue thereof, and will in all things strictly comply with the conditions of this permit and Ordinances of the City of Berkeley.

2972 - 2977 College Ave. W. C. Young
Signature of Owner, Architect or Builder

Address

This Permit expires one year from date unless sooner revoked by the City Council.

Date JUN 12 1922 Permit No. 12006

Gillick Print.

City of Berkeley Application for Building Permit No. 12006, 12 June 1922

Planning and Development Department
Land Use Planning Division

CITY OF BERKELEY
Ordinance #4694 N.S.
LANDMARK APPLICATION

Elmwood Commercial Historic District

Property No. 21

Romie Building
2961 College Avenue



The Romie Building, 2961 College Avenue. Anthony Bruce, 2025.

1. **Street Address:** 2961, 2963, 2965, 2967, 2969 College Avenue
   County: Alameda **City**: Berkeley **ZIP**: 94705

2. **Assessor's Parcel Number**: 052–1567–06800
   (Elmwood Park Tract, Block C, Lot 1)
   Dimensions: 75 feet x 75 feet
   Cross Streets: Ashby Avenue and Webster Street

3. **Is property on the State Historic Resource Inventory?** No
   Is property on the Berkeley Urban Conservation Survey? Yes
   Form #: 11918

4. **Application for Landmark Includes**:
   a. Building(s): Yes **Garden:** No **Other Feature(s)**: No
   b. Landscape or Open Space: No
   c. Historic Site: No
   d. District: Yes
   e. Other: Entire property

5. **Historic Names:** Romie Building
   Commonly Known Name: not known

6. **Date of Construction:** 1921–22 **Factual**: Yes
   Source of Information: City of Berkeley Application for Building Permit No. 11027, 7 December, 1921

7. **Architect:** Hutchison & Mills, Oakland

8. **Builder:** Leslie R. Wilson, 2216 Blake Street

9. **Style:** Storefront

10. **Original Owners:** Frederick E. Romie, 418 Newton Avenue, Oakland
    Original Use: commercial (5 stores)

11. **Present Owner:** Kidson Jeremy M etal
    Present Occupant: Golden Gate Sotheby's (2961 College); Miharu Ice Cream (2965 College); vacant (2967 College); J. Brooker Studio (2669 College)

12. **Present Use:** commercial (4 stores)
    Current Zoning: C-E **Adjacent Property Zoning:** C-E

13. **Present Condition of Property:**
    Exterior: Excellent **Interior:** unknown **Grounds:** Ø
    Has the property's exterior been altered? Yes

14. Description.

A one-story, wood-frame structure with cement plaster exterior containing five shopfronts. It was originally designed in ornate Gothic style with a row of finials atop the parapet, engaged Gothic columns between the shops, and a frieze above the transoms of applied columns and Gothic arches. The ornamentation was removed in 1951. The engaged columns remain, but without their capitals, and the outline of the frieze is visible in the stucco. The many-paned transoms with colored glass have also survived. Each transom was divided into three sections by turned wood pieces until a recent alteration replaced them with flat wood dividers.

The northernmost shopfront has been altered most extensively. Its bulkhead had been resurfaced with exceptional black-and-white tile which survived until 1977. At that time, for a new bank tenant, the shopfront below transom level was pushed back into the building, creating a covered entry plaza. This configuration has survived through subsequent tenants. The building is currently painted dark charcoal gray.

15. History.

In 1922, the Berkeley Bank of Savings and Trust Company and the First National Bank of Berkeley were purchased by the Mercantile Trust Company. One of the first moves of the new company was to establish two additional branch banks besides the already existing South Berkeley and Telegraph branches.

For their fourth location, the just-completed Romie Building in the rapidly growing Elmwood district in the heart of "a thickly populated residential area" was chosen for the new bank. Here, a new concept in banking was undertaken: that of a "residential bank." Residents who worked in San Francisco were able to make deposits in that city and have the amounts transferred to the Elmwood branch where they could be drawn for household needs.

Much attention was focused on the decor, which was intended to appeal to the artistic sense of the customers. Walls were "finished in soft tones of green, with the woodwork in ivory." The bank also included features "which will prove of interest to women," especially the lounge, which would be a "rest-room and meeting place for the women of the district, which the bank plans to serve." Already, with the opening of the branch bank, officials were contemplating a building solely for banking purposes. In 1922 the corner of Webster was under consideration (where the Tulanian building now stands). By 1923, the bank had purchased instead the northeast corner of College and Ashby for the new building.

This attractively appointed bank was housed in a double shopfront in the Romie Building. The Gothic-inspired structure was built by Berkeley plumber-turned-contractor Leslie R. Wilson and Oakland real estate developer and contractor Frederick E. Romie, who were responsible for a number of small-scale commercial buildings in outlying business districts. For this building (and their others), they commissioned the Oakland architectural firm of (Robert A.) Hutchison and (Reginald L.) Mills.

The Romie Building, begun in late 1921, is a good example of the architects' use of historical detail; to create a distinctive building, which contributes to the character of the surroundings. The Gothic flavor was achieved through such surface ornamentation as a frieze of Gothic arches running along the top third of the building, and polygonal columns dividing the building into five shopfronts. The row of finials of uneven height rising above the cornice gave the building an especially "spikey" Gothic silhouette against the sky. Tile-covered bulkheads and multi-paned transoms above the awning box were standard at the time.

Over the years the individual shopfronts in the Romie Building have been remodeled, and, in 1951, the Gothic ornamentation was removed and transoms covered with signs or awnings. All that remains to suggest the architectural style of the original design are the Gothic columns (with their capitals removed) and a rough outline in the stucco of the frieze of applied arches.

Frederick Ernest Romie was often involved in building ventures with contractor Leslie Ramsey Wilson and architects Hutchison & Mills. Romie was also a building contractor and was in the real estate investment business as well, although he started out as a draftsman and designer. The Romie family had been in California since about 1840, having come from Germany by way of Mexico, and settling in Monterey. Frederick's uncle had owned the Paraiso Springs resort near Soledad, which he left to Frederick and his brother Karl. Being yet minors, their father sold the resort soon after. After a problematic first marriage, Romie married Doris Rose Wilson, sister of Leslie Wilson. They had one son, Frederick, Jr., and they settled in North Berkeley in 1926.

Before the ivory paint was even dry on the bank's woodwork, F. E. Romie sold the property to Charles C. Dorsch, owner of the Dorsch Glove House in downtown Oakland and a real estate investor. Dorsch was ecstatic about his purchase, saying, "I bought this property because I see a tremendous future for the east bay. It happens that this particular district where this property is located is one of the fastest growing districts in Berkeley. The stores are occupied and bring a good return on the investment."

The original stores included the Quality Bakery in the corner space. It was run by Maud Lachmund and Paul McLaughlin, who was manager of the Hotel Harrison in Oakland. Maud was the wife of sculptor Otto Lachmund. At the time of the bakery, the Lachmunds lived at 2646 Russell, one of the apartment buildings built by John Bischoff in 1921. The Quality Bakery had a short lifespan of only a year or two.

The other original business that Charles Dorsch got with the purchase of the Romie Building was the Pon Honor Groceteria, which, like the bank, had two shopfronts. C. A. McAllister and George E. Archambeault were friends since they attended school together in Modesto. They opened a successful small grocery in Ceres and two years later arrived in Oakland to repeat their success. With World War I, the partners sensed a need for economy on the part of customers and so changed the business model of their grocery. It became a "cash and carry" store, meaning neither credit nor deliver service was offered. They were able to keep prices down. The store was an instant success and by 1922 there were fifteen Pon Honors in the East Bay. The store in the Romie Building was No. 12. Archambeault explained the philosophy, "We selected the name of 'Pon Honor' because it would describe our way of doing business, namely, strictly on an honor basis. We stand on our honor to give the best goods for the least money. We also put our customers on their honor by letting them wait on themselves." It was said that merchants always welcomed a Pon Honor store because it meant better business for the district as a whole. The Elmwood district had a Piggly Wiggly and a Pon Honor right next door to each, two pioneering businesses that paved the way for modern supermarkets.

Other businesses of note that were located in the Romie Building included a Safeway supermarket, which used the two spaces that had originally been taken up by the bank. Safeway was in that space beginning in 1939. Strangely, the large building at Russell and College that had been a Piggly Wiggly when built in 1932 was also a functioning Safeway at the same time as this smaller store.

In 1929, the corner space was remodeled into one of seven Margaret Burnham's Cottage Candies shops in Oakland and Berkeley. The

stand-alone shop at 4632 Telegraph in Oakland was later home to Hooper's Chocolates. The distinctive, vertically set, black and white tile bulkheads were a Margaret Burnham signature; the tiles remained in place until 1977.

In 1932, the former bank space was remodeled by Charles Dorsch to accommodate the chain store, Public Food Stores. The exterior was altered to create one central entrance and the very colorful orange and black tile bulkheads (seen in the 1947 photo) were probably created at that time. Orange and black tile had been used by Pon Honor to distinguish their stores; in 1928 Pon Honor was sold to Public Food Stores, Inc. of San Francisco.

In 1944, Frank Gallardo's upholstery business took over the supermarket space. The business later moved to 2642 Ashby in 1950 and was run by Frank's son Jim Gallardo until 1997.

In 1977, a branch of City Federal Savings moved into the Romie Building in the corner space, and once again a banking institution was established in the building. City Federal Savings was established in Oakland in 1980 as a minority savings and loan. Architect Ted Moulton proposed a remodeling for the branch that uncovered the amber-hued transoms, accentuated the columns through a new paint scheme, and created a plaza-like entrance, thus returning to College Avenue some of its old elegance.

Two other businesses of note were La Floreria, a florist that was in the corner shop for many years, and Jeremy Kidson's innovative "horizontal department store" that was planned to fill the five shopfronts but ran afoul of the Elmwood's quota system.

The Romie Building was the first built on this block of College, and naturally the corner lot was chosen for this venture. With the Romie Building, this central intersection of the Elmwood district was anchored on three corners. It would be four more years before the present Wells Fargo building would complete the job of creating a prosperous-looking "four corners."

End note: In 1915 architect Walter Parker applied for a permit for a $35,000 three-story apartment building with stores on the ground floor for this corner, which was not built.

16. Significance.

The Romie Building is significant as an example of the quality shop buildings built in Oakland and Berkeley by architects Hutchison & Mills and builder Leslie R. Wilson. Much of its ornament has been lost, but enough of the design remains to give the building distinction.

The one-story building is significant as a contributer to the scale of the Elmwood commercial district.

The Romie Building is significant for the early local chain stores that were located here: Margaret Burnham Cottage Candies (founded in 1922), Pon Honor (founded in 1918), and Public Food Stores, Inc. (founded in 1920).

Features to Preserve.

- the engaged columns between the shopfronts
- the small-paned transoms
- the traditional shopfronts

17. Historic Value— Neighborhood: Yes City: Yes

Architectural Value— Neighborhood: Yes City: No

18. Is the property endangered? No

19. Bibliography.

City of Berkeley Application for Building Permit No. 11027, 7 December, 1921; as well as several other applications for alterations.

Block books and Sanborn maps

Directories.

Urban Conservation Survey (block files), BAHA.

Ormsby Donogh Real Estate File (1939–1977), BAHA.

Tales of the Elmwood, Burl Willes, 2000.

"A Profile of the Elmwood: Trends and Counter-Trends in a Berkeley Neighborhood Commercial District" Joanna Callenbach, Geography 181 class paper, Spring 1978.

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"Wife's Kisses Not Voluntary: Frederick Romie, Seeking Divorce, Tells of Spouse's Indifference," *Oakland Tribune*, 28 October 1913.

Pon Honor opening of store no. 12 advertisement, *Oakland Tribune*, 10 March 1922.

"Dorsch Proves Faith in City," *Oakland Post Enquirer*, 25 March 1922.

"Mercantile Trust Co. Branch Opened," *The Courier*, 29 April 1922.

"Grocers Prove Honesty Pays in Business," *Oakland Post Enquirer*, 11 August 1922.

"Improved Store Building Design" by R. L. Mills, *Architect & Engineer*, March 1924.

"Dorsch on Staff of E. B. Field Co," *Oakland Tribune*, 13 May 1924.

"Curious Path to Success by Minority S&L" by Roger Rapoport, *San Francisco Chronicle*, 28 April 1978.

"An Old Building that Introduced a New Concept" by Anthony Bruce for the Berkeley Architectural Heritage Association, *Berkeley Gazette*, 11 February 1982.

20. Recorder

Anthony Bruce for Elmwood Property Owners Association, c/o Claudia Hunka, Your Basic Bird, 2940 College Avenue, Berkeley, California 94705

12 November 2025

Additional Photographs.



The Romie Building. Anthony Bruce, 2025.



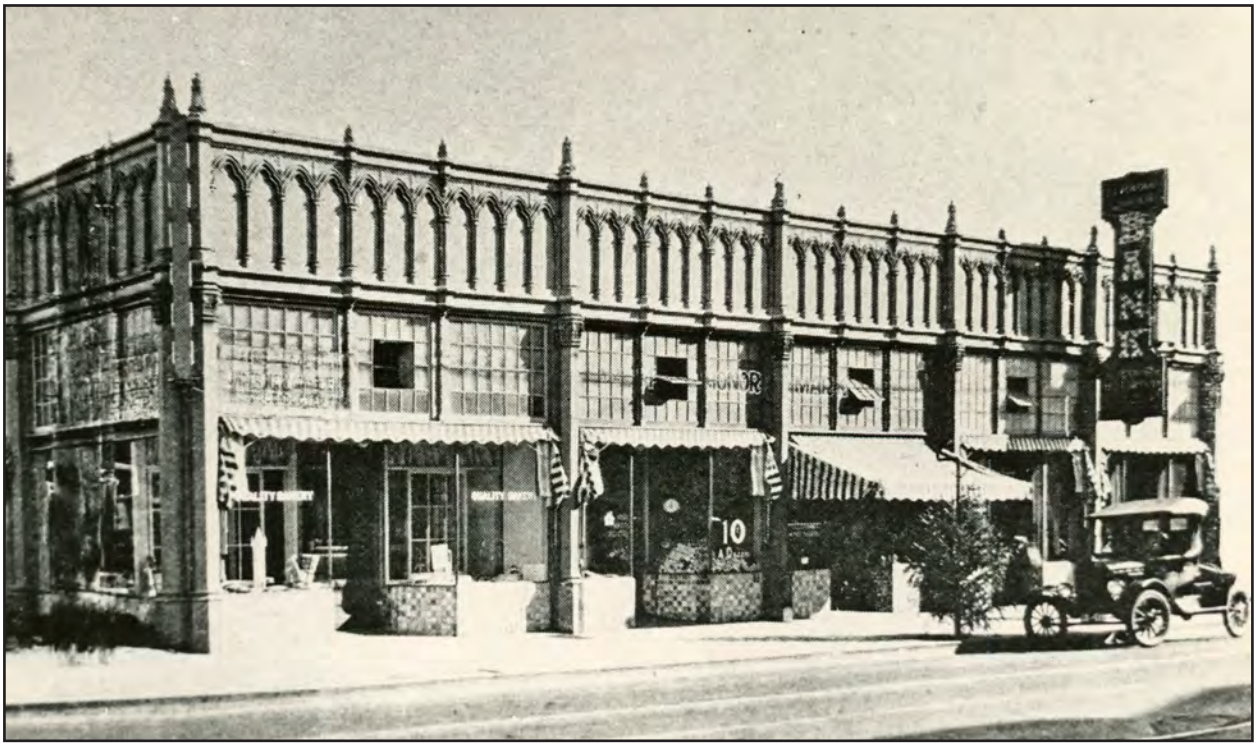
The Romie Building. Anthony Bruce, 1982.



The Romie Building. Anthony Bruce, 2025.



The Romie Building. Anthony Bruce, 2025.



The Romie Building when new, showing extensive Gothic ornamentation. Original shops were the Quality Bakery, Pon Honor Market, and the new Elmwood Branch of the Mercantile Trust Company. From Architect & Engineer, *March 1924.*

Additional Photographs.



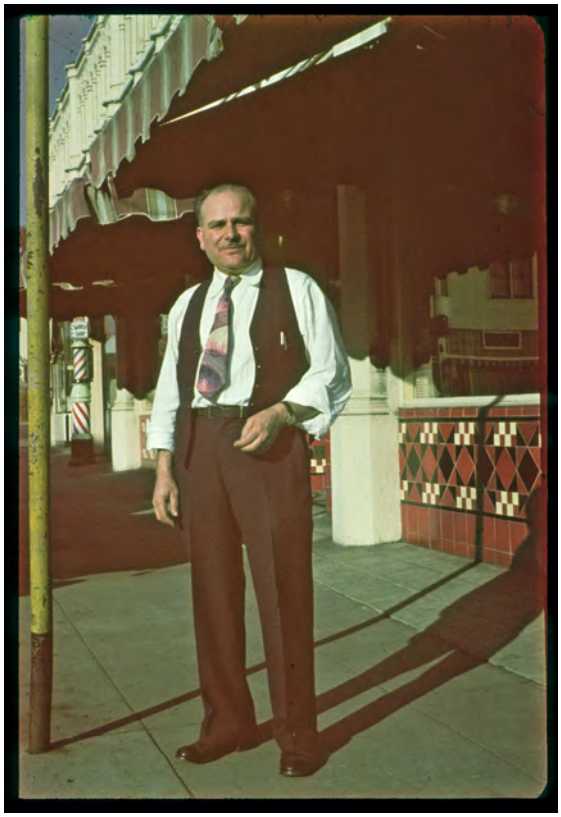
The Romie Building, showing corner shopfront in the 1940s/1950s with its "Margaret Burnham" tile bulkhead. Donogh Real Estate File, BAHA.

below: The Romie Building and Frank Gallardo of Frank N. Gallardo Upholstering Co., 2967 College, showing colorful tile likely installed by Public Food Stores. Byron Bolfing, 1947, Berkeley Historical Society..



The Romie Building. Paul Cornelius of Paul's Coiffeurs, showing closeup of the "Burnham" tile.

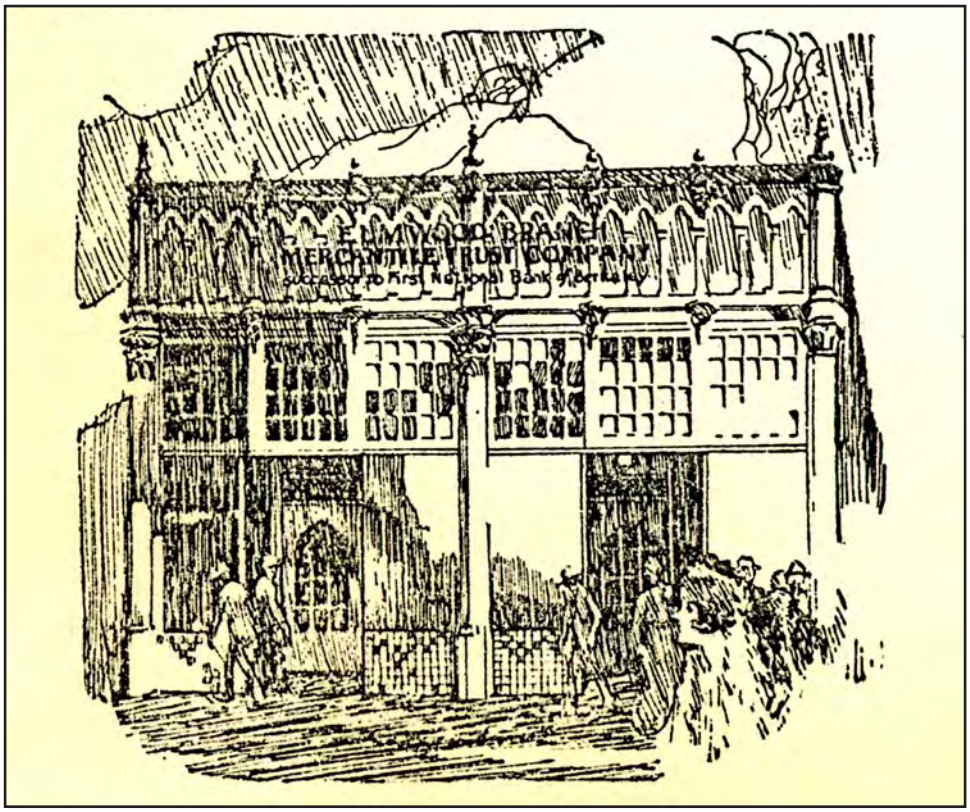
Byron Bolfing, 1947, Berkeley Historical Society..



The Romie Building, showing Safeway as the tenant in the southernmost three shopfronts. Ormsby Donogh, 1939, Donogh Real Estate File, BAHA.



Additional Photographs.



Sketch of the Mercantile Trust Company branch in the Romie Building. The Courier, *29 April 1922.*



Leslie R. Wilson, contractor for the Romie Building. Found online.



C. A. McAllister, co-founder of the Pon Honor chain. Oakland Post Enquirer, *11 August 1922.*



George Archambeault, co-founder of the Pon Honor chain. Oakland Post Enquirer, *11 August 1922.*



Charles C. Dorsch, second owner of the Romie Building. Oakland Post Enquirer, *25 March 1922.*



Leonor Godinez-Castillo, manager of City Federal Savings in the Romie Building. San Francisco Chronicle, *28 April 1978*.

Additional Photographs.



Architect Ted Moulton's rendering of the proposed remodeling for City Federal Savings, June 1977. BAHA archives.



PON HONOR

WE SPLIT THE NICKEL

WE ANNOUNCE THE

Opening of STORE No. 12

On College Ave. at Ashby.

Fresh Large White Eggs 25c

PON HONOR BUTTER
It has an incomparable flavor. Is always fresh and tasty.
1-lb. Carton (in ⅓s) . . . 41c
2-lb. Carton (in ⅛s) . . . 81c

KELLOGG'S CORN FLAKES 8½c
CREAM OF WHEAT, a package 20c
QUAKER OATS, small 12½c

SPERRY FLOUR
Flour is going higher.
5-pound sack 27c
10-pound sack 51c
25-pound sack $1.15
50-pound sack $2.25

Creme Oil Soap . . 7c

PON HONOR COFFEE QUALITY

The Kind You're Proud to Serve, in Sealed Cartons.
1 lb. . . . 35c
2½ lbs. 85c

Libby's Apricots, No. 2½ 24c
Del Monte Melba Peaches 27c
Del Monte Sliced Pineapple, No. 2½ 28c
Oxford Maine Corn 13c
Paris Corn 20c
Rhoan Jar Olives, 7-oz. . 23c
Rhoan Jar Olives, 15-oz. 46c
Sun's Desserts 10c
Jello 9c
Leslie Shaker Salt 10c

Lux 9c
Old Dutch . . 10c
S.O.S. Cleanser . 25c
Steel Wool 12c
Mazola Oil, pints . . . 28c
Mazola Oil, quarts . . . 50c

SNOWDRIFT
Put up in sanitary tins
1 lb. . . . 21c
2 lbs. . . . 41c

WESSON Oil
Pt. Can 25c
Qt. Can 48c
½ Gal. 90c
1 Gal. $1.65

UPTOWN STORES
40 Grand Ave. . . . . No. 5
Back of the Broadway Bank
OAKLAND STORES
1001 Piedmont . . . . . No. 1
1301 Grove St. . . . . No. 2
1808 Grove St. . . . . No. 7
1338 Telegraph . . . . . No. 8
4016 College Ave. . . . . No. 11
336 14th Street . . . . . No. 6
Under Maple Hall
HAYWARD STORE
554 Main St. . . . . No. 3
SAN LEANDRO STORE
1118 14th St. . . . . No. 4
BERKELEY STORE
University and Grove . . . . No. 9
BRIARMOOR STORE
Euclid and E. 14th St. . . . . No. 10

STORE UNDER CONSTRUCTION
No. 12 at Telegraph and 36th Street



Margaret Burnham's Cottage Candies

—ANNOUNCING—

THE OPENING OF COTTAGE NO. 8

AT

Ashby-College Avenue
Berkeley

The same strict observance of our motto: "Quality, Freshness, Cleanliness, Reasonable Price, Courteous Service," will be upheld in this, our new Cottage, as in all other cottages located at

Cottage No. 1	Cottage No. 2	Cottage No. 3
3800 Piedmont Ave.	2356 Telegraph Ave.	1303 Polk St., S. F.
Cottage No. 4	Cottage No. 5	Cottage No. 6
445 14th Street	2201 Shattuck Ave.	463 Geary St., S. F.
COTTAGE NO. 7		COTTAGE NO. 8
3249 Grand Ave.		Cor. Ashby and College Ave.

Pon Honor and Margaret Burnham advertisements announcing the opening of their stores in the Romie Building. Oakland Tribune, *10 March 1922 and 2 February 1928.*

APPLICATION FOR BUILDING PERMIT

FRAME BUILDING

Application is hereby made to the Department of Buildings and Inspections of the City of Berkeley for permission to build a 1 story 5 room frame Store

S.E. corner on the of College and Ashby west

~~Side~~ feet of Elmwood Park Tract

Being Lot No. 1 Block C

According to plans and Specifications herewith submitted. All provisions of the Building Law will be complied with in the erection of said building whether specified herein or not.

Estimated entire cost of Building $ 8000.00

Building to be occupied as Store by (No.) families

Size of Lot 75 by 75 feet.

Size of proposed building 75 ft. by 60 ft. Extreme height of building 20 ft

Height in clear of cellar ft. in. Height in clear of first story 16 ft. in

Height in clear of second story ft. in. Height in clear of third story ft. in

Foundation to be of (material) Concrete Thickness) 12" inches, greatest height of foundation 36 inches.

Width of footings 18 inches.

Mud sills 2 X 6 Main sills X Girders 6 X 12 Post on piers 6x6 If piers are used, give size 2 9x24 by 14-9 ft. on centers

Size of underpinning X inches inches O. C. Size of studs in first story 2 X 6 inches 16 inches O. C.

Size of studs in second story X inches inches O. C. Size of studs in third story X inches inches O. C.

Exterior wall covering to be of Plaster Light shaft wall covering to be of

All outside walls covered with singles or plaster will be close boarded.

First floor joists X inches inches on centers Longest span between supports ft.

Second floor joists X inches inches on centers. Longest span between supports ft.

Third floor joists X inches inches on centers Longest span between supports ft.

Ceiling joists X inches inches on centers Longest span between supports ft.

Rafters X inches inches on centers Longest span between supports ft.

Roof covered with Tar & gravel (Steep or flat?) flat Pitch

Studs in bearing partitions will be same as outside walls of each story.

Chimneys of lined with any patent flues?

Gas grate flues to be patent chimney or brick?

Any dumb waiters or chutes? Any elevator (freight or passenger)?

Cove brackets will be solid.

Name of Owner of Ground F. E. Ravie Residence Address 418 Newton Ave.

Name of Owner of Building " Residence Address

Name of Lessee of Building Residence Address

Name of Architect or Designer Residence Address

Name of Builder Leslie P. Wilson Residence Address 2216 Blake St.

We hereby agree to save, indemnify and keep harmless the City of Berkeley against all liabilities, judgments, costs and expenses which may in any wise accrue against said City in consequence of the granting of this permit, or from the use or occupancy of any sidewalk, street or sub-sidewalk space by virtue thereof, and will in all things strictly comply with the conditions of this permit and Ordinances of the City of Berkeley.

2961 College Ave. Leslie P. Wilson

Signature of Owner, Architect or Builder.

Address 2216 Blake St.

This Permit expires one year from date unless sooner revoked by the City Council.

Date Dec. 7-1921 Permit No. 11027

City of Berkeley Application for Building Permit No. 11027, 7 December, 1921

Planning and Development Department
Land Use Planning Division

CITY OF BERKELEY
Ordinance #4694 N.S.
LANDMARK APPLICATION

Elmwood Commercial Historic District

Property No. 22

two small parkways and two stone pillars adjoining 2959 & 2961 College Avenue



"Elmwood Park entrance" the north parkway, NE corner College and Ashby avenues. Anthony Bruce, 2025.

1. **Street Address:** NE and SE corners College and Ashby avenues
   County: Alameda **City**: Berkeley **ZIP**: 94705

2. **Assessor's Parcel Number**: 052–1567
   (Elmwood Park Tract, Block A southern 15 feet of Lots 1 and 2 and Block C, northern 15 feet of Lots 1 and 2)
   Dimensions:15 feet x 113 feet; 15 feet x about 85 feet
   Cross Streets: Russell Street and Webster Street

3. **Is property on the State Historic Resource Inventory?** No
   Is property on the Berkeley Urban Conservation Survey? Yes
   Form #: Ø

4. **Application for Landmark Includes**:
   a. Building(s): No **Garden:** Yes **Other Feature(s)**: stone pillars and remaining stone base of third pillar
   b. Landscape or Open Space: Yes
   c. Historic Site: No
   d. District: Yes
   e. Other: Entire property

5. **Historic Names:** Elmwood Park entrance; Elmwood Parkways
   Commonly Known Name: not known

6. **Date of Construction:** 1905–06 **Factual**: Yes
   Source of Information: date of Elmwood Park subdivision map
7. **Architect:** unknown
8. **Builder:** unknown

9. **Style:** rustic

10. **Original Owners:** Breed & Bancroft, Inc. (a corporation)
    Original Use: advertising and enticement (for Elmwood Park subdivision)

11. **Present Owner:** City of Berkeley
    Present Occupant: Ø

12. **Present Use:** park ("planted median")
    Current Zoning: C-E **Adjacent Property Zoning:** C-E-
13. **Present Condition of Property:**
    Exterior: Ø **Interior:** Ø **Grounds:** Excellent
    Has the property's exterior been altered? Ø

1. Description.

The North Park.

The small, parked area south of the bank building has been owned by the City of Berkeley since at least 1927. It is maintained as a public landscaped enhancement. On either side of Ashby were the four sandstone entry pillars to the new (1905) Elmwood Park subdivision. This park contains the base of one of the two smaller secondary pillars. The pillar itself disappeared sometime after 1950. One of the large pillars survives in the sidewalk next to the park. "Elmwood Park" is carved in the stone.

Due to the re-subdivision of the original lots on the north side of Ashby, this park extends farther east than the south park, and the landscaping is somewhat different as this area receives sun all day. The landscaped area is separated from the sidewalk by a high, narrow concrete curb, The space is mostly taken up with a lush, green lawn. There is a flower bed at the east (mostly agapanthus) and a low-growing flowering plant and fortnight lilies at the west end. Low shrubs are planted along the wall of the bank, with four roof-high evergreen trees set between the bank's windows. There was at least one more evergreen, but some have been removed). This lawn contains a caged utility access.

The South Park.

The small, parked area north of the Romie Building has been owned by the City of Berkeley since at least 1927. It is maintained as a public landscaped enhancement. This park contains one of the two smaller secondary pillars. It is set on a flat concrete base in a gravel covered section. To the east is a lawn. A curving and angled curb-like concrete edging defines the lawn and gravel area.

A line of small plants define the south edge of the park in front of the side window of the Romie Building at College Avenue. A hedge continues this line to the eastern edge of the park. There is one break in the hedge where an emergency mezzanine stairway exit impinges on the park.

A tree, growing behind the hedge, shades the eastern section of park. There are two utility access points in the lawn near the sidewalk; one is contained in a wire cage.

15. History.

That the two parklike amenities at College and Ashby exist in the Elmwood commercial district today is due to the real estate development firm of Breed & Bancroft, Inc. 1060 Broadway (Arthur H. Breed, President; Harlow P. Bancroft, Secretary) which bought the Macdonough Estate in November 1905, and to the foresight of the City of Berkeley, which preserved these two narrow strips of land as public open space.

The Elmwood Park tract, which originally comprised the two blocks on the east side of College Avenue between Russell and Webster, and eastward to just beyond Piedmont Avenue, was laid out by Town Engineer Wilbur F. McClure in 1905; the Town Trustees approved the streets on December 11, 1905; and the subdivision map for Elmwood Park was filed with the county the same day. An advertising brochure states, "Elmwood Park, comprising the property formerly owned by the Macdonough Estate. The cream of Berkeley residence property, now placed on the market by the owners Breed & Bancroft." It was noted that a branch real estate office was on the property. The owners of Elmwood Park placed a deed restriction on sold lots that prohibited saloons, but they did not prohibit commercial buildings in this supposed residential subdivision. Thus, the way was paved for the Elmwood commercial district, at

least on the east side of College Avenue.

As is often the case with subdivisions, especially if they are in the middle of open land, as was Elmwood Park, in order to give the tract visibility and to make it more enticing to prospective buyers, a monumental entrance was erected. Sandstone pillars were constructed on either side of Ashby (then Elmwood Avenue). They consisted of two large pillars with the name of the subdivision carved into the stone and two smaller auxiliary pillars, placed so as to form an arc,

At some point, as was customary, the developers would have deeded the narrow strips of land with the pillars to the City, however, in this case it seems not to have happened. In 1922 the City attempted to zone a fifteen-foot width along Ashby as park zones. Property owners on the north sued the City and won. The land on the north changed hands the next year, the bank building was competed in 1926, and in 1927 the City at last acquired the land, both on the north and south sides of Ashby. Fred Romie must have accepted the park zoning on the north fifteen feet of his property, as his building, begun in 1921, preserved that width as open space.

It is not known when the City first thought of these two strips as possible parks. Even before the City owned these two parks, the 1924–25 Annual Report mentions that the "Elmwood Court parkways," along with other listed parks and parkways, had "all received their usual care and maintenance." Over the years, the City has continued to maintain the land as parked areas for the enjoyment of all.

Today, two intact pillars remain. The southernmost of the two large ones is missing and only the base remains of the northernmost small pillar (still there in a 1950 photo). By the end of the 20th Century, the two remaining pillars were in sad shape, especially the southernmost. Mortar was missing, stones had fallen away, the stone sphere on top was broken, and graffiti had been sprayed on the pillar. In 1996, with a suggestion by Councilmember Polly Armstrong to neighbor Doris Nassiry, a group was formed—Pillars of Our Community—to restore the pillars. The group received a $3,500 grant from the City and raised the remaining funds from neighbors and merchants. The south pillar was disassembled, a secure foundation created, and finally put back together under the guidance of stonemason Ben Epperly. The north pillar also received some care during the process. When all was finished, a public dedication occurred on December 10, 2002 where Doris Nassiry's dedication and perseverance was acknowledged.

16. Significance.

The Elmwood Parkways and pillars are significant as a bit of landscaped open space in the center of a bustling two-block commercial district. The parkways add greenery and serenity to this very urban center, as do the ginkgo trees that were much later planted along the two blocks of College Avenue. Each has received a different landscape treatment based on their location, the type of building adjoining the space, and the different lengths of the two parkways.

The Elmwood Pillars are significant as a tangible piece of history, hearkening back to the time when the district was open land and monumental pillars were needed to help define the area of a new subdivision. Made of light-colored sandstone, the pillars are of architectural interest in the rusticity of the stone that was chosen. The chiseled spheres, and the incised lettering on the larger pillar, add to their monumental appearance and the association with past times. Different in style and materials from other subdivision markers found throughout Berkeley, they resemble most closely the pillars of Fairview Park, just over the line in Oakland.

Features to Preserve.

- the two sandstone columns and the base of the third
- the curbing surrounding the north parkway
- the lawns

17. Historic Value— Neighborhood: Yes City: Yes
Architectural Value— Neighborhood: Yes City: Yes

18. Is the property endangered? No

19. Bibliography.

Block books and Sanborn maps

Urban Conservation Survey (block files), BAHA.

Tales of the Elmwood, Burl Willes, 2000.

Annual Report for 1924–1925, City of Berkeley.

Elmwood Park advertising brochure, Breed & Bancroft, Inc., 1905

Advertisement for Elm Terrace, Mason-McDuffie Co., *Berkeley Gazette*, 21 November 1905.

Advertisement for Elm Terrace, Mason-McDuffie Co., *Berkeley Gazette*, 23 November 1905.

"Big Realty Transfer Recorded," *Oakland Enquirer*, 7 December 1905.

"Trustees Do Much Business," *Berkeley Gazette*, 12 December 1905.

Advertisement for Elmwood Park, E. L. Coryell Co., *Berkeley Gazette*, 13 December 1905.

Advertisement for Elmwood Park, Breed & Bancroft, *Berkeley Gazette*, 12 June 1906.

"Elmwood Park Map," *Berkeley Gazette*, 9 October 1906.

"Doctor Wins Suit to Prevent Zoning," *Oakland Tribune*, 22 September 1922.

Elmwood Park, tour guide, Berkeley Architectural Heritage Association, 2015.

20. Recorder

Anthony Bruce for Elmwood Property Owners Association, c/o Claudia Hunka, Your Basic Bird, 2940 College Avenue, Berkeley, California 94705

15 November 2025

Additional Photographs.



The north park, College & Ashby. Anthony Bruce, 2025.



The north parkway, looking west toward College Avenue. Anthony Bruce, 2025.



Base of the missing small pillar. Anthony Bruce, 2014.



The north parkway, viewed from College Avenue. Anthony Bruce, 2025.



The large pillar, with the parkway behind. Anthony Bruce, 2025.

Additional Photographs.



The north parkway in about 1952, showing both pillars still in place. Berkeley Architectural Heritage Association.



The two parkways in relation to the College and Ashby intersection, looking east. Anthony Bruce, 2025.



The newly built pillars at the entrance to the Breed & Bancroft development, Elmwood Park. This view is of the future site of the north parkway.

Louis L. Stein Collection, Berkeley Historical Society.

Additional Photographs.



"Elmwood Park entrance," south parkway, SE College and Ashby Avenues. Anthony Bruce, 2025.

Additional Photographs.



The south parkway at Ashby and College, looking west. Anthony Bruce, 2025.



The south parkway at Ashby and College, looking southeast from the corner. Anthony Bruce, 2025.



The south parkway at Ashby and College, showing the smaller of the two stone pillars (and the only one remaining of the two). Looking northwest. Anthony Bruce, 2025.

Additional Photographs.





The south pillar before restoration was begun.



LOTS
IN THE FAMOUS
MACDONOUGH TRACT
RE-NAMED
ELM TERRACE
ARE NOW OFFERED TO PURCHASERS

ELM TERRACE
ELM TERRACE
ELM TERRACE
ELM TERRACE
ELM TERRACE

MASON-McDUFFIE COMPANY
SHATTUCK AT CENTER

Newspaper advertisement for Elmwood Park, then called Elm Terrace. Berkeley Gazette, *23 November 1905.*





above and below: North and south pillars undergoing restoration.



Doris Nassiry flanked by stonemasons at the dedication ceremony. Virginia Abascal, 10 December 2002.

Planning and Development Department
Land Use Planning Division

CITY OF BERKELEY
Ordinance #4694 N.S.
LANDMARK APPLICATION

Elmwood Commercial Historic District

Property No. 23

Mercantile Trust Company Bank Building
2959 College Avenue

City of Berkeley Landmark No. 55



The Mercantile Trust Company Bank Building, 2959 College Avenue. Anthony Bruce, 2020.

1. **Street Address:** 2959 College Avenue
   County: Alameda **City**: Berkeley **ZIP**: 94705

2. **Assessor's Parcel Number**: 052–1567–01700
   (Elmwood Park Tract, Block A, Lot: southern portion of Lots 1 & 2)
   Dimensions: 70 feet x 115 feet
   Cross Streets: Ashby Avenue and Russell Street

3. **Is property on the State Historic Resource Inventory?** Yes, 1977
   Is property on the Berkeley Urban Conservation Survey? Yes
   Form #: 11870

4. **Application for Landmark Includes**:
   a. Building(s): Yes **Garden:** No **Other Feature(s)**: No
   b. Landscape or Open Space: No
   c. Historic Site: No
   d. District: Yes
   e. Other: Entire property

5. **Historic Names:** Mercantile Trust Company Building; American Trust Company Building
   Commonly Known Name: Wells Fargo

6. **Date of Construction:** 1925 **Factual**: Yes
   Source of Information: City of Berkeley Application for Building Permit No. 21017, 8 June 1925
7. **Architect:** Walter H. Ratcliff, Jr., First National Bank Building, Berkeley
8. **Builder:** Carroll Reginald Collupy, 464 California Street, San Frncisco

9. **Style:** California Mission

10. **Original Owners:** Mercantile Trust Company of California, 464 California Street, San Francisco

    Original Use: commercial (bank)

11. **Present Owner:** ATC Building Company
    Present Occupant: Wells Fargo Bank

12. **Present Use:** commercial (bank)

    Current Zoning: C-E **Adjacent Property Zoning:** R-
13. **Present Condition of Property:**
    Exterior: Excellent **Interior:** good **Grounds:** Ø
    Has the property's exterior been altered? Yes

14. Description.

Built in 1925, this is a rectangular one-and-one-half story reinforced concrete bank building. It was surfaced in Alhambra Mission Stucco by plastering contractor Arthur Sayer, who gave it a finish akin to the handwork seen on the missions. The entrance on the narrower College Avenue façade is in the center of three tall arches which spring from two columns of polished red Missouri granite with elaborate Corinthian capitals. The two flanking arches contain the last two of eight original exquisitely mullioned windows, and these have been compromised by the insertion of automatic teller machines. The center arch is taller following the peak of the red tile roof. The bank's name is lettered in the gable end with red plastic letters.

The Ashby Avenue side is 107 feet long, and set back about fifteen feet from the sidewalk. There are six tall arched windows on this side, the same height as the two in front. There is one arched window (slightly smaller) centered on the rear wall. The bank's windows were possibly the most beautiful in Berkeley, but tragically they were replaced with bronzed anodized aluminum because operable windows were desired. The tragedy is, a number of years later, air conditioning was thought to be better. So the windows were no longer opened and large ductwork was run through the banking hall, hiding some of the ceiling beams and necessitating the removal of one of three large Ansel Adams photographs.

The arches, the tile roof, and the open, "hand-crafted" ceiling make the building reminiscent of California missions, both inside and out. This is a building of utmost simplicity and integrity of design proportions.

The open, skylight-lit interior features a ceiling of open trusswork. The beams, as well as the entire dark wood ceiling, are stencilled with designs that appear to be stylized California poppies. A mezzanine at the back has a turned wood railing. The polished tile floor has been resurfaced, chandeliers long ago replaced with fluorescent lights, and the original white polished marble and gilt teller cages were replaced with pseudo-Victorian dark wood teller cages in 1979.

There is an adobe-like chimney rising from the roof near the rear of the building.

15. History.

The Mercantile Trust Company (merged with the American Bank into the American Trust Company the following year) built this branch bank in 1925. It had been operating in the neighborhood since 1923 under the management of T. M. Robinson, Jr., The branch bank was a typical development of the prosperous 1920s, as commercial attention began to shift from older downtown centers to neighborhood "strips" along transit routes. A bank building historically gave the area an architectural focus and stimulated commercial growth around it, This bank remains the finest building in the Elmwood shopping district, Berkeley's best preserved neighborhood business district. It was sited significantly next to the fine stone gate posts of the Elmwood residential district and next to an existing landscaped plot.

The *Berkeley Daily Gazette* described the building on opening day, December 19, 1925. Here are some excerpts: "Striking in its combination of the utilitarian and the aesthetic, the spacious banking room evoked many expressions of admiration from the visitors. Modified Spanish might be taken as the term best fitting to describe the building. Adorning the rear wall are two mounted buffalo heads, while another one, said to be the largest in the country, looks out from above the front wall, high above the entrance. On the north side wall is an elk head

and a caribou head. These would all seem to be an entirely new decorative feature for a banking-room. The stencil painted ceiling with carved wooden beams are also a departure from the old customs in bank architecture.

"The floor of the lobby is of Italian tile of brick-like texture fitting in well with the general Spanish motif. The entire work [teller cages] separating the lobby and the working space is of light Tennessee marble [this work was removed in 1979]."

One hundred years of unchanged ownership and use are reflected in the excellent physical condition of the building. It is a fine example of the work of Walter Ratcliff, leader of Berkeley's building boom in the 1920s, outstanding exponent of the Spanish Colonial style, City Architect from 1913, and founder of a three-generation architectural firm in Berkeley.

Much of the history and description were taken from the 1982 landmark application written by Betty Marvin and Brian Horrigan.

16. Significance.

The Mercantile Trust Company Bank Building remains the finest building in the Elmwood shopping district, which is Berkeley's best preserved neighborhood shopping district. The bank is also one of the finest examples of Walter Ratcliff's work in Berkeley.

Walter Ratcliff was an important and prolific architect in Berkeley. He designed attractive, livable residences throughout his long career (1906–1949). As City Architect, beginning in 1913, he designed schools, fire stations, and other City buildings. He also designed some of the most significant commercial buildings in Berkeley. Not only did he design the Elmwood branch of the Mercantile Trust Company, but also the bank's main office within his Chamber of Commerce Building at Shattuck and Center.

The bank was built in the Elmwood District during the second wave of development, becoming a second anchor for the business district, after the Strand Theater, when construction resumed after World War I. The bank remains today as an important visual and commercial anchor and as a component of the small town "Main Street" atmosphere of the Elmwood Commercial District.

Features to Preserve.

- the façade with its "jazz" plastering and ten arched windows
- the tile roof
- the polished red Missouri granite columns and their Corinthian capitals
- the entrance and the carved lintel
- the remaining turned mullions in the front arched windows
- the small windows with their iron grilles.

17. Historic Value— **City:** Yes **Neighborhood:** Yes
Architectural Value— **City:** Yes **Neighborhood:** Yes

18. Is the property endangered? No

19. Bibliography.

Building Permit Application #21017, 20 June 1927; as well as several alteration applications.

State Historic Resources Inventory, 1977 by Brian Horrigan.

City of Berkeley Landmark Application, Betty Marvin and Brian Horrigan, 8 January 1982.

Block books and Sanborn maps.

Urban Conservation Survey (block files), BAHA.

Ormsby Donogh Real Estate File (1939–1977), BAHA.

Tales of the Elmwood, Burl Willes, 2000.

"Mercantile Bank Opens Handsome Elmwood Branch," *Berkeley Daily Gazette*, 19 December 1925.

Architect & Engineer, April 1927, page 30.

"Elmwood: Flavor of 1920s Remains" by Brian Horrigan, *Berkeley Gazette*, May 25, 1977.

"It's Now Elmwood Landmark" by Heidi Seney, *The Press*, 26 May 1982.

20. Recorder

Anthony Bruce for Elmwood Property Owners Association, c/o Claudia Hunka, Your Basic Bird, 2940 College Avenue, Berkeley, California 94705
September 2025

Additional Photographs.



Mercantile Trust Company. Anthony Bruce, 2021.



Mercantile Trust Company. Anthony Bruce, 2025.



Mercantile Trust Company. Anthony Bruce, 2025.



Mercantile Trust Company, side view from Ashby Avenue. Anthony Bruce, 2025.



Mercantile Trust Company. in its setting on College Avenue. Anthony Bruce, 2025.

Additional Photographs.



Mercantile Trust Company. Ormsby Donogh, 1939, Donogh Real Estate File, BAHA.

Mercantile Trust Company. Anthony Bruce, c. 2023.





Mercantile Trust Company, showing both College Avenue and Ashby Avenue frontages. Anthony Bruce, 1982.

Additional Photographs.



Mercantile Trust Company, rear of building showing chimney and solitary arched window.
Anthony Bruce, 2025.



Mercantile Trust Company, detail of granite column base.
Anthony Bruce, 2025.



Mercantile Trust Company, showing Corinthian capital, the carved lintel, and a bit of the turned and carved original mullions.
Anthony Bruce, 2025.

Additional Photographs.



Mercantile Trust Company Building, Detail showing the ornate lintel over the entrance. Anthony Bruce, 2025.

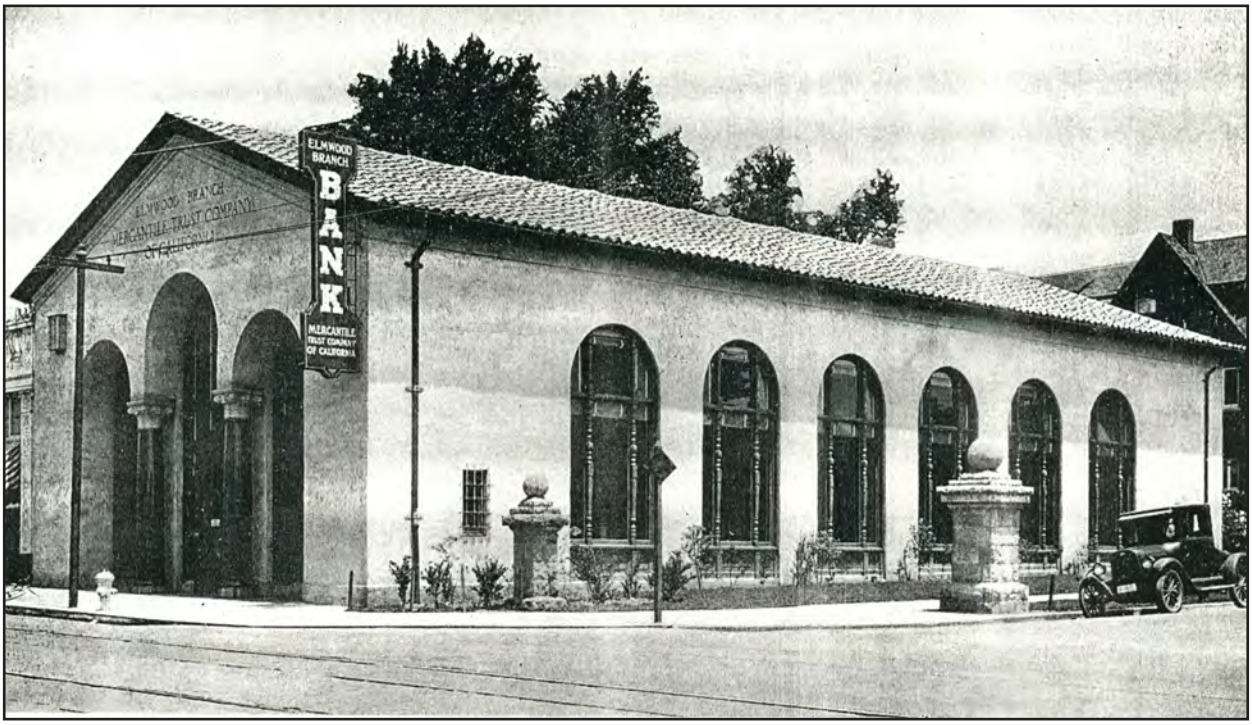


Mercantile Trust Company Building, Detail showing an iron grille over a small window on the south side of the building. Anthony Bruce, 2020..



Mercantile Trust Company Building, College Avenue façade.
Byron Bolfing, November 1947, Berkeley Historical Society.

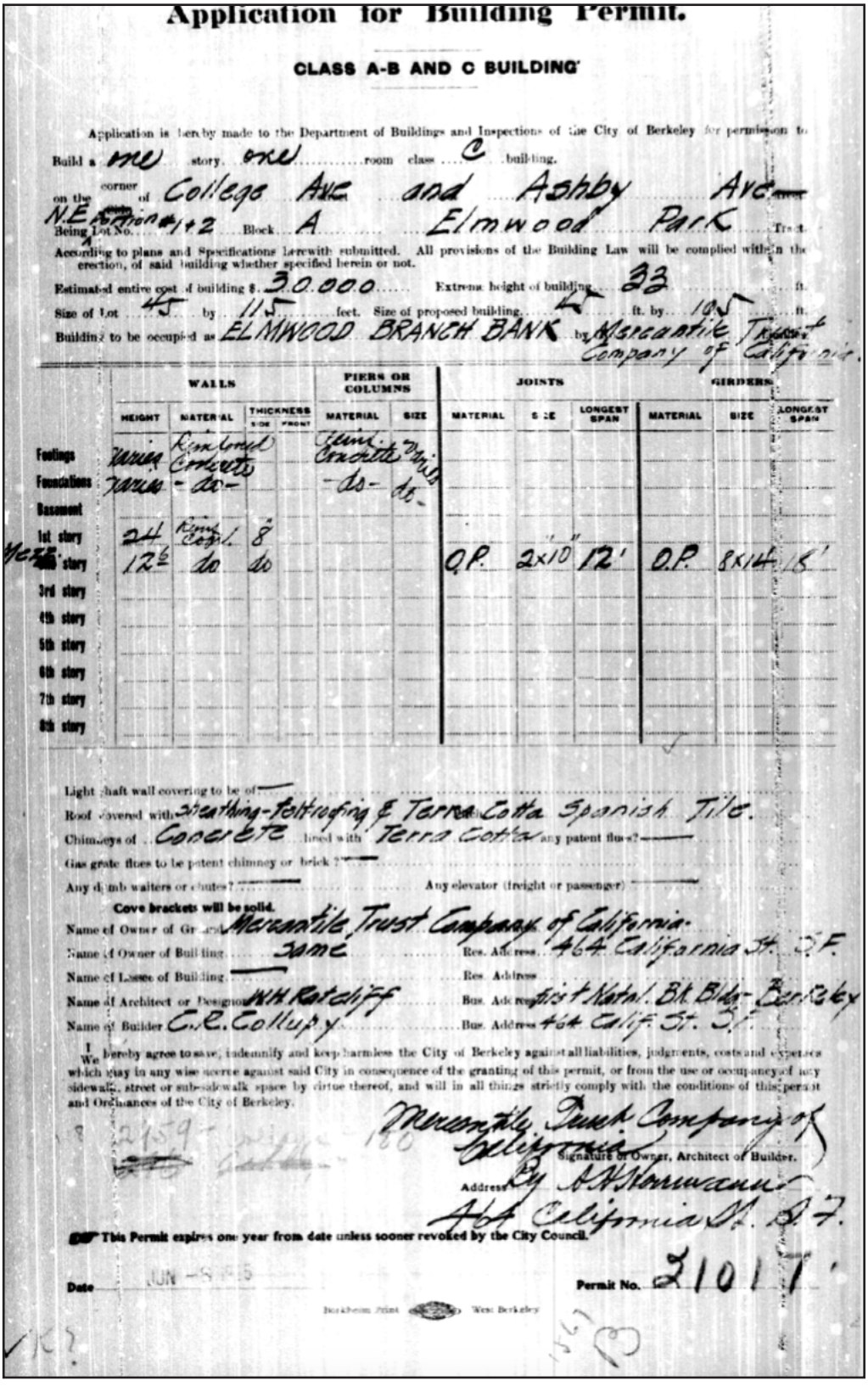
Additional Photographs.



Two similar photos of the bank building, but taken a few years apart. This is the earlier view. The shrubs in the park are newly planted, and the name at the bottom of the blade sign is Mercantile Trust Company. Lettering incised into the stucco within the gable read, "Elmwood Branch, Mercantile Trust Company of California." Architect & Engineer, *April 1927*..



This picture was taken a few years later when the bank was American Trust Company. The shrubs have grown, and the name at the bottom of the blade sign has already been scraped off. The lettering incised into the stucco was not plastered over until 1936. Ratcliff Architect Archives.



Application for Building Permit.

CLASS A-B AND C BUILDING

Application is hereby made to the Department of Buildings and Inspections of the City of Berkeley for permission to

Build a one story, one room class C building.

on the corner of College Ave and Ashby Ave

N.E. corner

Being Lot No. 1+2 Block A Elmwood Park Tract

According to plans and Specifications herewith submitted. All provisions of the Building Law will be complied with in the erection, of said building whether specified herein or not.

Estimated entire cost of building $ 30.000 Extreme height of building 22 ft.

Size of Lot 45 by 115 feet. Size of proposed building 45 ft. by 105 ft.

Building to be occupied as ELMWOOD BRANCH BANK by Mercantile Trust Company of California.

	WALLS			PIERS OR COLUMNS		JOISTS			GIRDERS		
	HEIGHT	MATERIAL	THICKNESS SIDE / FRONT	MATERIAL	SIZE	MATERIAL	SIZE	LONGEST SPAN	MATERIAL	SIZE	LONGEST SPAN
Footings	Varies	Reinforced Concrete		Reinforced Concrete	Varies						
Foundations	Varies	- do -		- do -	do						
Basement											
1st story	24	Reinf. Conc.	8								
Yeast 2nd story	12½	do	do			O.P.	2x10"	12'	O.P.	8x14	18'
3rd story											
4th story											
5th story											
6th story											
7th story											
8th story											

Light shaft wall covering to be of —

Roof covered with Sheathing-Roofing & Terra Cotta Spanish Tile.

Chimneys of Concrete lined with Terra Cotta any patent flues? —

Gas grate flues to be patent chimney or brick? —

Any dumb waiters or chutes? — Any elevator (freight or passenger) —

Cove brackets will be solid.

Name of Owner of Ground Mercantile Trust Company of California. Res. Address

Name of Owner of Building same Res. Address 464 California St. S.F.

Name of Lessee of Building — Res. Address

Name of Architect or Designer W.H. Ratcliff Bus. Address 1st Nat'l. Bk. Bldg. Berkeley

Name of Builder C.R. Colluppy Bus. Address 464 Calif. St. S.F.

I We hereby agree to save, indemnify and keep harmless the City of Berkeley against all liabilities, judgments, costs and expenses which may in any wise accrue against said City in consequence of the granting of this permit, or from the use or occupancy of any sidewalk, street or sub-sidewalk space by virtue thereof, and will in all things strictly comply with the conditions of this permit and Ordinances of the City of Berkeley.

Mercantile Trust Company of California

Signature of Owner, Architect or Builder.

Address By A.H. Hornwann

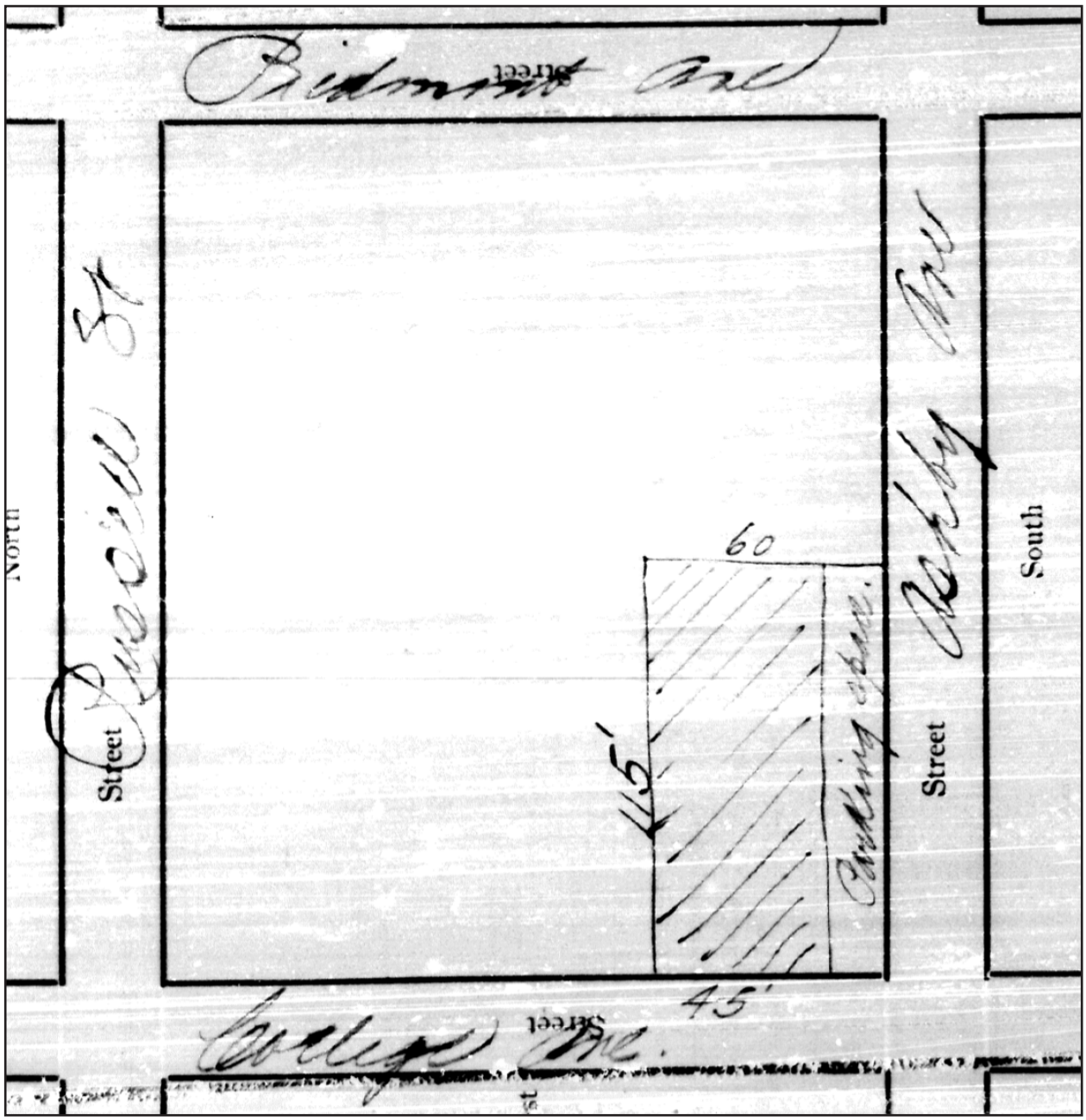
464 California St. S.F.

This Permit expires one year from date unless sooner revoked by the City Council.

Date JUN -8 1925 Permit No. 21017

Berkeley Print West Berkeley

City of Berkeley Application for Building Permit No. 21017, 8 June 1925



Plot Plan, showing parked area, from City of Berkeley Application for Building Permit No. 21017, 8 June 1925

Planning and Development Department
Land Use Planning Division

CITY OF BERKELEY
Ordinance #4694 N.S.
LANDMARK APPLICATION

Elmwood Commercial Historic District

Property No. 24

Wells Fargo Bank Parking Lot
2959 College Avenue (2711 Ashby Avenue)



Wells Fargo Bank parking lot, Ashby Avenue at Ashby Place. Anthony Bruce, 2025.

1. **Street Address:** 2959 College Avenue (formerly 2711 Ashby Avenue)
   County: Alameda **City**: Berkeley **ZIP**: 94705

2. **Assessor's Parcel Number**: 052–1567–01600
   (Elmwood Park Tract, Block A, Lot 3)
   Dimensions: approx. 35 feet x 100 feet
   Cross Streets: Ashby Place and College Avenue

3. **Is property on the State Historic Resource Inventory?** No
   Is property on the Berkeley Urban Conservation Survey? Yes
   Form #: 11868

4. **Application for Landmark Includes**:
   a. Building(s): No **Garden:** Yes **Other Feature(s)**: No
   b. Landscape or Open Space: Yes
   c. Historic Site: No
   d. District: Yes
   e. Other: Entire property

5. **Historic Names:** Wells Fargo Bank Parking Lot
   Commonly Known Name: Wells Fargo Bank Parking Lot

6. **Date of Construction:** 1964–65 **Factual**: Yes
   Source of Information: dated photographs

7. **Architect:** unknown

8. **Builder:** unknown

9. **Style:** Parking Lot

10. **Original Owners:** Wells Fargo Bank
    Original Use: private customer parking lot

11. **Present Owner:** ATC Building Company
    Present Occupant: Wells Fargo Bank

12. **Present Use:** private customer parking lot

    Current Zoning: C-E **Adjacent Property Zoning:** R-2A

13. **Present Condition of Property:**
    Exterior: Ø **Interior:** Ø **Grounds:** Excellent
    Has the property's exterior been altered? Minimally

14. Description.

Opened in 1965, the Wells Fargo Bank parking lot includes ten private parking spots for bank customers. An ivy-covered fence surrounds the lot, except where there is automobile ingress and egress. The driveway on Ashby Place is the entrance. The driveway opening onto Ashby, just behind the bank, is the exit. Both entrance and exit also serve the merchants whose businesses back onto the alley that runs behind the buildings on this side of College.

There is lush landscaping fronting the lot along Ashby. Included is a lawn, tortured junipers, and a hedge rounding the corner to Ashby Place. This area is the same width as the park next to the bank and appears as an extension of it, but this section is privately owned.

Since the opening of the parking lot, a ramp has been installed that wends its way through the landscaping, from Ashby to the parking lot.

15. History.

The Wells Fargo Bank determined that a dedicated parking lot for bank customers would be a worthwhile addition to the bank. On July 1, 1964 the bank purchased the lot behind the bank at 2711 Ashby Avenue. In order to create a parking lot, the three-story, brown-shingle Sarah Reamer House needed to be demolished. Mrs. Reamer, a wealthy Oakland pioneer and one of the most prominent clubwomen in California, commissioned San Francisco architect Moses J. Lyon to design her house in 1908. She died in 1910 and it was converted to six apartments for a new owner by architect Clara Burnett in 1915.

In the design of the new lot, thought went into shielding the parked cars from passersby. A redwood-slat fence surrounded the lot, except where there was automobile ingress or egress, and landscaping was designed to catch the eye. The focal point was to be an Italian stone pine, planted in 1965 as a seedling. It eventually grew so big that it was cut down a few years ago. Two tall trellises were designed for the back wall of the bank upon which vines were trained. The trellises have been removed. The remaining landscaping still creates a parklike effect along Ashby and seems to blend with the City park along the side of the bank.

After the parking lot opened in February 1965, Mr. and Mrs. Ralph J. Gleason wrote a letter to the *Berkeley Gazette*. Ralph Gleason was the *San Francisco Chronicle*'s jazz critic; they lived nearby at 2835 Ashby. They wrote:

"In this bleak era of pre-stressed concrete monstrosities and flimsy cracker-boxes, we feel any sincere aesthetic attempt should be encouraged and any successful one should be applauded. We would like to commend the Wells Fargo Bank for making their new parking lot at the Elmwood Branch into an area of which the neighborhood can be proud. The trees, shrubs, and grass (brought in in rolls and laid down like a carpet) are lovely and take up space that might have been paved over and used for parking—incredible! The redwood fence might have been link-chain metal. Someone with a sense of responsibility for good design must have been consulted. How encouraging!"

With the enormous increase in traffic in the past sixty years, the Wells Fargo parking lot is even more of a convenience for bank customers today.

16. Significance.

The significance of the Wells Fargo Bank parking lot is its landscaping. The redwood fence and shrubbery hide the parked cars from the street. The general impression of the landscaping is that it is a continuation of the City park next to the bank. It helps to create a lush entrance to the Elmwood commercial district for anyone traveling from the east.

Features to Preserve.

• the lawn
• the amount of landscaped area

17. Historic Value— Neighborhood: Yes City: No
Architectural Value— Neighborhood: Yes City: No

18. Is the property endangered? No

19. Bibliography.

Block books and Sanborn maps

Directories.

Urban Conservation Survey (block files), BAHA.

Ormsby Donogh Real Estate File (1939–1977), BAHA.

Tales of the Elmwood, Burl Willes, 2000.

"A Profile of the Elmwood: Trends and Counter-Trends in a Berkeley Neighborhood Commercial District" Joanna Callenbach, Geography 181 class paper, Spring 1978.

ancestry.com

Wikipedia.

Photo and caption regarding new parking lot," *Berkeley Gazette*, 26 February 1965.

Letters to the editor, *Berkeley Gazette*, 26 February 1965.

20. Recorder

Anthony Bruce for Elmwood Property Owners Association, c/o Claudia Hunka, Your Basic Bird, 2940 College Avenue, Berkeley, California 94705

13 November 2025

Additional Photographs.



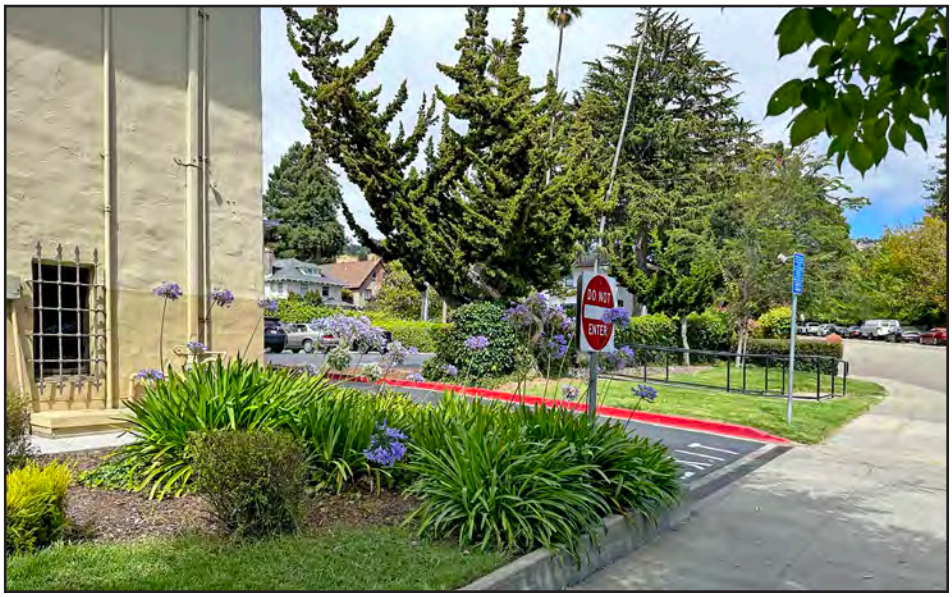
Parking lot at right and landscaping at left. Anthony Bruce, 2025.



Parking lot entrance on Ashby Place. Anthony Bruce, 2025.



Landscaping on Ashby Avenue with the addition of a wheelchair ramp to the parking lot. Anthony Bruce, 2025.



Exit from parking lot onto Ashby Avenue. North park in foreground; parking lot landscaping beyond the driveway. Anthony Bruce, 2025.

Additional Photographs.





New parking lot and new landscaping, taken in June 1965. Two vertical wooden screens were attached to rear wall of the bank at that time. Photo: BAHA Archives.

Another view of the parking lot and landscaping. from June 1965 Oregon grape was planted along the fence and on the edge of the lawn on Ashby Place side. The Italian stone pine in the lawn grew large and was removed a few years ago, Photo: BAHA Archives.



The Mrs. Sarah E. Reamer House (Moses J. Lyon, 1908), 2711 Ashby Avenue.

Ormsby Donogh, 1939, Donogh Real Estate File, BAHA.

Additional Photographs.



Grand opening of the Wells Fargo Bank Parking Lot in February 1965, with Jim Pappas, owner of the Star Grocery, poised to be the first customer with one of the red-orange Star delivery trucks. Left to right: John Pillsbury, manager of the bank, Byron Bolfing, owner of Elmwood Hardware, Gerald Farrell, president of the Elmwood Merchants Association, and Harry Pennell, vice-president and district manager for Wells Fargo Bank.

John Pillsbury Collection.



The version of the above photo that was published in the Berkeley Gazette *on February 26, 1965.*

Planning and Development Department
Land Use Planning Division

CITY OF BERKELEY
Ordinance #4694 N.S.
LANDMARK APPLICATION

Elmwood Commercial Historic District

Property No. 25

Stover Building
2947 College Avenue

City of Berkeley Landmark No. 288



The Stover Building, 2947 College Avenue. Anthony Bruce, 2025.

1. **Street Address:** 2947, 2949, 2951, 2953 College Avenue
   County: Alameda **City**: Berkeley **ZIP**: 94705

2. **Assessor's Parcel Number**: 052–1567–01800
   (Elmwood Park Tract, Block A, Lot: northern portion of Lots 1 & 2)
   Dimensions: 70 feet x 115 feet
   Cross Streets: Ashby Avenue and Russell Street

3. **Is property on the State Historic Resource Inventory?** No
   Is property on the Berkeley Urban Conservation Survey? Yes
   Form #: 11870

4. **Application for Landmark Includes**:
   a. Building(s): Yes **Garden:** No **Other Feature(s)**: No
   b. Landscape or Open Space: No
   c. Historic Site: No
   d. District: Yes
   e. Other: Entire property

5. **Historic Names:** Stover Building; Bolfings
   Commonly Known Name: unknown

6. **Date of Construction:** 1923 **Factual**: Yes

   Source of Information: City of Berkeley Application for Building Permit No. 14598, 30 July 1923

7. **Architect:** William H. Weeks, 369 Pine Street, San Francisco

8. **Builder:** E. L. Younger, 328 Porter Building, Woodland

9. **Style:** Adamesque Storefront

10. **Original Owners:** Mrs. Annie E. Stover, San Luis Obispo
    Original Use: commercial (4 stores)

11. **Present Owner:** BEH Building LLC
    Present Occupant: Elmwood Stationery (2947 College); Wine Shop (1949 College); Martial Arts (2951 College); Brows by the Bay (2953 College)

12. **Present Use:** commercial (4 stores)
    Current Zoning: C-E **Adjacent Property Zoning:** C-E

13. **Present Condition of Property:**
    Exterior: Excellent **Interior:** unknown **Grounds:** Ø
    Has the property's exterior been altered? Yes

14. Description.

Built in 1923, this is a one-story reinforced concrete structure with a cement plaster exterior painted cream and tan with olive green transom frames. Piers at each end of the building are in the form of pilasters with capitals. The pilasters are decorated with Robert Adams Georgian style *bas relief* ornamentation: urns, festoons, cornucopia, and leaves and flowers. A frieze runs the length of the building above the transoms. The frieze consists of plain horizontal panels separated by small vertical panels of Robert Adams decoration. The cornice originally was topped with terra cotta or cast-concrete Classical cresting, which may have been removed in the c. 1960 modernization of the façade.

The building originally contained three full shops and one shallow storefront at the south end. In about 1960, the hardware store (which had been there since the beginning) expanded into two shop spaces and the new double shopfront featured an aluminum-framed display window at an angle and a recessed entry with aluminum door. The full length of transoms was covered with horizontal redwood slats, and the bulkheads were resurfaced with mosaic tile. The only intact shopfront to remain was the southernmost, and it survives to this day with original mottled green-and-brown bulkhead tile, mosaic tile and marble entry paving, copper Kawneer window frames, and the finished-wood door with vertical center window panel and original hardware.

After the hardware store closed in 2007, the three main storefronts were rebuilt to match each other and to appear more as they would in 1923. They now have recessed entries with double doors of wood with vertical window panels. A close match to the original bulkhead tile was installed and the Adam decoration on the end pilasters was uncovered by relocating utilities that had hidden them for several years.

15. History.

Although the building permit for the Stover Building gives Mrs. Stover's address as San Luis Obispo, she was living in Berkeley when she purchased all of Lot 1, Block A of the Elmwood Park Tract. Dr. William Miller Stover and his wife, the former Anna E. Mitchell, *did* live in San Luis Obispo, where Dr. Mitchell ran the Stover Sanitarium, was mayor, and was president of the Chamber of Commerce. However, when their two children, Ethel Virginia and Raymen Beverly, were ready for college, the family moved into a brand-new house (built 1919) at 2703 Stuart Street, corner of College Avenue, so they could attend the University.

It is quite likely that Mrs. Stover saw the investment potential in the business district as building began again after the war. She was not a novice in building and she knew Berkeley. In 1912 she hired designer John Sullivan to design a house at 2642 Dana Street for her sister and brother-in-law, Mr. and Mrs. Samuel J. Kitzmiller. (Also in 1912 John Sullivan designed an Elmwood business block at 2901 College.)

In March 1923, there was a lot line readjustment between Lots 1 and 2, with the Mercantile Trust Company purchasing the southern half of the two lots and Mrs. Stover receiving the northern two lots. Mrs. Stover began construction of her shop building in July of that same year.

California architect William Weeks designed only five other buildings in Berkeley. Why did Mrs. Stover choose Weeks for her new building? Annie Mitchell Stover was born in Watsonville and family members continued to live there. William Weeks is most closely associated with Watsonville, as his successful career began there. Perhaps she chose him out of loy-

alty to her hometown. Coincidentally, while the Stovers were living on Stuart, a new house was under construction next door at 2751 College, and it was designed by none other than William Weeks. Perhaps they met him at the job site. But the most likely reason that Weeks was chosen for the Stover project is that Weeks had already worked for the Stover family: in 1911 he had designed Dr. Stover's sanitarium in San Luis Obispo.

In 1924, Annie Stover's husband died. Their daughter had married in 1920, but mother and son remained in Berkeley, moving into one of the new John Hudson Thomas-designed cottages nearby at 2 Claremont Crescent. Mrs. Stover's daughter and grandson later joined them there. Mrs. Stover lived in the house until her death in 1936.

When the completed building opened in 1924, a first tenant was Elmwood Household Hardware Co. at 2951 College run by Walter A. Gompertz. The store had previously been at 2905 College in the Dondero Building. In 1932, Gompertz sold the business to Charles Bolfing of Fresno. He had been manager of a hardware store in Porterville and later in Fresno before learning of the opportunity to own his own store in Berkeley. The Bolfing family arrived in Berkeley in March 1932. With son Byron, they moved into another of the John Hudson Thomas-designed Claremont Crescent cottages. Sometime before he died in 1937, Charles Bolfing acquired the Stover Building. Byron immediately took over the running of the business, and in 1945 hired Bob Gilmore.

When Ye Olde Cradle Shoppe (clothes and toys for small children) at 2949 College closed in the late 1950s, Bolfings was able to expand into that space, doubling the size of the store. This is when the modernization of the shopfronts occurred. Bob Gilmore and his wife Jeanette bought the hardware store (and later the building) in the early 1970s. Tad Laird had worked in the store during high school. In the 1990s, Tad and his wife returned to the neighborhood and he opened a locksmith business in the former jewelers at 2953. In 2002 the Lairds bought the hardware business, as well as the building, from Bob Gilmore. The hardware store, having been owned by four families, finally closed about 2007, making it one of the longest running businesses in the Elmwood, having first opened at least by 1922 if not a bit earlier.

The small, shallow shop space at 2953 College—the storefront that has evaded any remodeling over the years—began life as a jeweler or watch repair shop in 1924 run by Ernest Clare. The space seems to have had a long succession of jewelers until the mid-1940s when the Hunter Jewelry Company, proprietor Perry Hunter, moved in. This business occupied the space for many decades (at least into the 1990s when the locksmith business moved in). It later was a shop specializing in toy robots and is now an eyebrow salon.

The space at 2947 College has housed various stationery shops since at least 1940 when Angie Fisher Gilbert purchased The Joy Shop, at 2983 College since 1931, and reopened it at this location. The Joy Shop was more of a toy shop, but it also sold stationery. Mrs. Gilbert remodeled her space in 1954, but in 1956 The Joy Shop closed. The Elmwood Stationers took over the space and has remained through several owners.

16. Significance.

The Stover Building is an important example of small-scale store building design by a significant California architect, William H. Weeks (1864–1936). As quoted in Betty Lewis' book, *W. H. Weeks, Architect*, from an obituary, "Weeks was a genuinely great architect, and all over California cities there are monuments to his skill." Although probably best known for his

innovative school buildings, he also designed hotels, commercial buildings, public libraries, and residences. Weeks designed a total of five buildings in Berkeley in addition to the Stover Building: the Foss House (1896), the Campbell Flats (1922), the Bishop Berkeley Apartments (1928), and the Durant Hotel (1928). Weeks succeeded in giving the small Stover Building a classical dignity and presence. He did so through careful proportioning of its major elements and appropriate use of ornament.

The Stover Building is a strategically located and vital element of the special townscape of Berkeley's unique and historic Elmwood commercial district. The district's special charm owes much to its clearly bounded compact size and to its pedestrian-friendly sidewalks with many interesting façades along them. Particularly with its location in the heart of the district, the Stover Building contributes exceptionally to the continuity and interest of the streetscape. The impressive sweep of its entablature helps to explain this. So does its intricate *bas-relief* Adamsesque ornamentation that does much to enliven the façade.

The Stover Building has significance for its association with the development of Berkeley as a city offering strong communities with locally owned, neighborhood-oriented businesses. The Elmwood commercial district in general has fit that pattern quite well. With its healthy range of locally oriented establishments and its loyal customers, the district seems rather like the friendly downtown of some freestanding city. The Stover Building has importantly contributed to this. Through many decades and right down to the present, it has offered to local residents a convenient mix of retail shops.

The Stover Building was erected in 1923, during a strong surge of post-war construction when the Elmwood commercial district achieved its present basic form. It tangibly and importantly recalls that dramatic period.

The Significance and some of the History were taken from the 2006 landmark application written by John S. English.

Features to Preserve.

- the façade with its Adamesque ornamentation
- the transom windows
- the entire shopfront at 2953 College: tile and marble entrance paving, tile bulkhead, door, copper window frames

17. Historic Value— Neighborhood: Yes City: Yes
Architectural Value— Neighborhood: Yes City: Yes

18. Is the property endangered? No

19. Bibliography.

Building Permit Application #14598, 30 July 1923; as well as several alteration applications.

City of Berkeley Landmark Application, John S. English, 4 July 2006.

Block books and Sanborn maps

Urban Conservation Survey (block files), BAHA.

Ormsby Donogh Real Estate File (1939–1977), BAHA.

Tales of the Elmwood, Burl Willes, 2000.

ancestry.com

“The Circuitous Career of Berkeley’s Favorite Undertaker,” Daniella Thompson, 27 June 2016. BAHA website.

20. Recorder

Anthony Bruce for Elmwood Property Owners Association, c/o Claudia Hunka, Your Basic Bird, 2940 College Avenue, Berkeley, California 94705

31 August 2025

Additional Photographs.



Stover Building, showing the surviving original shop-front at 2953 College. Anthony Bruce, 2025.



Stover Building, showing the Adamesque decoration at the south edge of the façade. as well as the original bulkhead tile at 2953 College. Anthony Bruce, 2025.



Perry Hunter standing in the same spot as the previous photo in front of Hunter Jewelry at 2953 College. Byron Bolfing, 1947, Berkeley Historical Society.

Additional Photographs.



Stover Building, showing the redwood slats that hid the transoms for many years. Anthony Bruce, 1982.



Stover Building. Ormsby Donogh, 1939, Donogh Real Estate File, BAHA.

Additional Photographs.





Mr. and Mrs. Perry Hunter inside the Hunter Jewelry Company, 2953 College Avenue, in the Stover Building. Byron Bolfing, 1947, Berkeley Historical Society.



Mrs. Angie Fisher Gilbert, who ran The Joy Shop at 2747 College in the Stover Building since about 1940, selling toys and novelties as well as stationery. Byron Bolfing, 1947, Berkeley Historical Society.

below: The Stover Building in 1950, showing the original cresting. [Byron Bolfing?] Berkeley Historical Society.



Additional Photographs.



The Stover Building, showing a very old hardware sign painted on the transom. Discovered during restoration about 2008. Anthony Bruce, 2025.



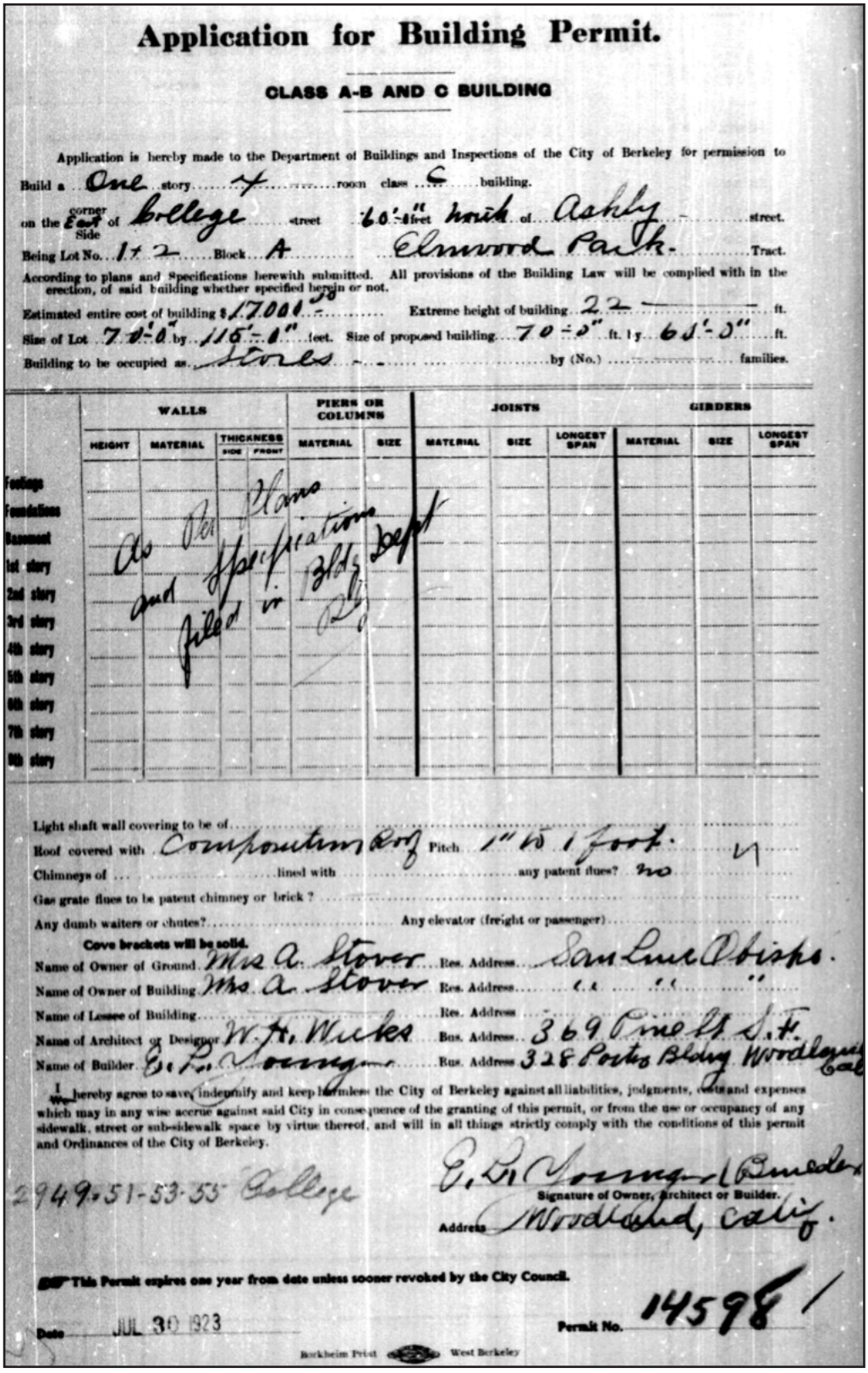
Walter A. Gompertz, who opened a hardware store in the Stover Building in 1924. He served on Berkeley's Board of Trustees in 1909. Oakland Tribune *newspaper photo found online.*



Mrs. Annie E. Mitchell Stover, who built the Stover Building in 1923. Photo found online.



The Stover Sanitarium in San Luis Obispo, designed by William H. Weeks in 1911. Now used for offices. Found online.



Application for Building Permit.

CLASS A-B AND C BUILDING

Application is hereby made to the Department of Buildings and Inspections of the City of Berkeley for permission to

Build a One story 4 room class C building.

on the corner East Side of College street 60'-1" feet north of Ashby street.

Being Lot No. 1 & 2 Block A Elmwood Park Tract.

According to plans and Specifications herewith submitted. All provisions of the Building Law will be complied with in the erection, of said building whether specified herein or not.

Estimated entire cost of building $1700.00 Extreme height of building 22 ft.

Size of Lot 70'-0" by 115'-0" feet. Size of proposed building 70'-0" ft. by 65'-0" ft.

Building to be occupied as Stores by (No.) families.

	WALLS				PIERS OR COLUMNS		JOISTS			GIRDERS		
	HEIGHT	MATERIAL	THICKNESS SIDE	THICKNESS FRONT	MATERIAL	SIZE	MATERIAL	SIZE	LONGEST SPAN	MATERIAL	SIZE	LONGEST SPAN
Footings												
Foundations												
Basement												
1st story	As per Plans and Specifications filed in Bldg Dept											
2nd story												
3rd story												
4th story												
5th story												
6th story												
7th story												
8th story												

Light shaft wall covering to be of

Roof covered with Composition Roof Pitch 1" to 1 foot.

Chimneys of lined with any patent flues? no

Gas grate flues to be patent chimney or brick?

Any dumb waiters or chutes? Any elevator (freight or passenger)

Cove brackets will be solid.

Name of Owner of Ground Mrs A. Stover Res. Address San Luis Obispo.

Name of Owner of Building Mrs A. Stover Res. Address " " "

Name of Lessee of Building Res. Address

Name of Architect or Designer W. H. Wickes Bus. Address 369 Pine St S.F.

Name of Builder E. L. Young Bus. Address 328 Porter Bldg Woodland Cal

I hereby agree to save, indemnify and keep harmless the City of Berkeley against all liabilities, judgments, costs and expenses which may in any wise accrue against said City in consequence of the granting of this permit, or from the use or occupancy of any sidewalk, street or sub-sidewalk space by virtue thereof, and will in all things strictly comply with the conditions of this permit and Ordinances of the City of Berkeley.

2949-51-53-55 College

E. L. Young (Builder)
Signature of Owner, Architect or Builder.

Address Woodland, Calif.

This Permit expires one year from date unless sooner revoked by the City Council.

Date JUL 30 1923

Permit No. 14598

Borkheim Print West Berkeley

City of Berkeley Application for Building Permit No. 14598, 30 July 1923

Planning and Development Department
Land Use Planning Division

CITY OF BERKELEY
Ordinance #4694 N.S.
LANDMARK APPLICATION

Elmwood Commercial Historic District

Property No. 26

Cianciarulo Building
2941 College Avenue



The Cianciarulo Building, 2941 College Avenue. Anthony Bruce, 2025.

1. **Street Address:** 2941, 2943, 2945 College Avenue
   County: Alameda **City**: Berkeley **ZIP**: 94705

2. **Assessor's Parcel Number**: 052–1567–01900
   (Elmwood Park Tract, Block A, Lot 28)
   Dimensions: 50 feet x 120 feet
   Cross Streets: Ashby Avenue and Russell Street

3. **Is property on the State Historic Resource Inventory?** No
   Is property on the Berkeley Urban Conservation Survey? Yes
   Form #: 11871

4. **Application for Landmark Includes**:
   a. Building(s): Yes **Garden:** No **Other Feature(s)**: No
   b. Landscape or Open Space: No
   c. Historic Site: No
   d. District: Yes
   e. Other: Entire property

5. **Historic Names:** Cianciarulo Building
   Commonly Known Name: not known

6. **Date of Construction:** 1923 **Factual**: Yes
   Source of Information: City of Berkeley Application for Building Permit No. 13821, 7 April 1923

7. **Architect:** A. W. Smith, Oakland

8. **Builder:** John Perona, Builders Exchange, Oakland

9. **Style:** Storefront

10. **Original Owners:** Battista Cianciarulo, 1016 Castro Street, Oakland
    Original Use: commercial (3 stores)

11. **Present Owner:** Gordon John K Tr, Mitchell Janis L Tr, Gordon Molly M Tr
    Present Occupant: La Tour Salon, (2941 College); Bill's Trading Post (2943 College); Book Society (2945 College)

12. **Present Use:** commercial (3 stores)
    Current Zoning: C-E **Adjacent Property Zoning:** C-E

13. **Present Condition of Property:**
    Exterior: Excellent **Interior:** unknown **Grounds:** Ø
    Has the property's exterior been altered? minimally

14. Description.

A one-story brick building with three traditional shopfronts. Two retain original tile bulkheads, deeply set entries, and mosaic tile paving. The northernmost had the entrance brought forward and has newer glazed black tile and and a smaller paved area, The façade, faced in white, glazed terra cotta "bricks," resembles the Classical design of the slightly later Stover Building next door in a simplified, abstracted way. Panels in the frieze and on the four piers are suggested by an outline of colored tile on the background of white tile. The cornice is suggested in the same way. The tiles are set in a rough sand mortar; the colored tiles set farther apart so that the mortar is part of the design.

In recent years, plywood signs, which had covered the transoms, have been removed. The southernmost shopfront was completely restored during the Pandemic, with tiled bulkhead painted to resemble the original tile. Awning boxes have been covered over.

15. History.

The why and wherefore of the existence of the Cianciarulo Building is unknown. We do know that it was built for Battiste Cianciarulo, an Oakland resident and a native of Italy. He and his wife Teresa and other family members lived on Castro Street around the corner from Governor Pardee's residence on 11th Street. Battiste and his brother Michael ran a wine and liquor business on Clay Street.

It is unknown whether Battiste was already an investor in real estate when he purchased Lot 28, likely in 1922 from the estate of Floyd C. Curry, owner of both Lot 28 and Lot 27 to the north. Construction began on the new building in April 1923, just four months before Mrs Stover began work on her building next door.

Two types of business have been in the building for a very long time. Mrs. Evelyn Wilds ran the Van Ess Beauty Shop at 493 10th Street in Oakland, at least as early as 1922. The Van Ess Beauty Shop was one of the first businesses in the new Cianciarulo Building, opening in 2941 College. Mrs. Wilds had been located in the Cianciarulos' neighborhood; perhaps Mrs. Cianciarulo was a customer and told her of the new building in Berkeley. Mrs. Wilds lived in the back of her shop on College. (In 1954, the business was advertised as having a "room upstairs to live in.") The shop at 2941 College is now occupied by La Tour Salon, reusing the sign from Van Ess.

The other longtime business in the Cianciarulo Building is Bill's Trading Post at 2943 College. The shop began about 1940 as Bill's Model Shoe, although the shop had been leased since 1937 to James L. Brown as Brown's Model Shoe. By 1939 he had moved his shop to Solano Avenue. William C. Gulley moved to this side of the bay from San Francisco with his family and opened his own store in the space, and, as with the Van Ess sign, most likely used the same sign, changing "Brown's" to "Bill's." This was a busy and successful shoe repair business even after William Gulley's death in 1966, when his daughter Peggy Casey took over the running of the shop.

To quote from Peggy Casey's *San Francisco Chronicle* obituary in 2017, "With the death of her father in 1966, Peggy took over his Bill's Model Shoe Shop business in Berkeley's Elmwood district and transformed it into The Trading Post and Gem Gallery. Here Peggy thrived as a College Avenue icon, quickly becoming president of the Elmwood Merchants Association, and later president of the Zonta women's service organization, as well as President of the Berkeley Women's Chamber of Commerce."

When the next-door gun store closed, the Trading Post had the opportunity to expand into that shop space, with the Gem Gallery in one and

the Trading Post in the other. Since 2019, the two have been consolidated in one space, 2943 College.

From March 1927 to the end of 1930, the Elmwood commercial district was given an international flair with the Yama Yama Dining Room at 2945 College. The proprietors, Irma and Paul Berger, had long been in the restaurant business. To quote from the *Berkeley Gazette* on the occasion of the restaurant's first anniversary, "For more than 26 years, Berger served in the kitchens of the Palace Hotel, the Fairmont Hotel, and the University Club. Mrs. Berger, a native of Hungary, was 15 years in New York as head of the Sunshine Pastry Shops, and prior to coming to Berkeley, was associated with the Country Club of Menlo Park. She was one of the first Hungarians to enter the restaurant business in America." The Yama Yama was especially popular with businessmen during the lunch hour, and a frigidaire in the kitchen made "possible a light lunch that is unusually cool and refreshing."

16. Significance.

The Cianciarulo Building is significant for its architecture and for the amazing longevity of its businesses.

This is one of the few commercial buildings in Berkeley designed by prolific Oakland architect, A. W. Smith, known for his many residences in Oakland and Berkeley. In Berkeley he also designed the India Block (1903) and the Barker Block (1905), both City of Berkeley Landmarks, as well as the Lucky's at Telegraph and Haste (1933), his last building.

The Cianciarulo Building exhibits an intact and exceptional use of glazed tile, which covers the entire façade. The overall façade tile is white and it is accented by small square tiles in Arts & Crafts colors (maroon, dark blue-green, light blue, yellow-orange, tan, and gray) that delineate a two-dimensional Classical treatment of the façade. The piers have vertical panels suggested; the frieze has the suggestion of both horizontal and rectangular panels; and there is the suggestion of a cornice made by a double row of colored tiles flanked by rows of white tiles stood on end. Two shopfronts remain intact with transoms visible, recessed entries, and original tile bulkheads. The northernmost shopfront received a sympathetic remodel in 1939.

With its all-over use of tile, the Cianciarulo Building is a colorful and unique shopfront building in the Elmwood Commercial District. It is unique in the City of Berkeley, as well.

The Cianciarulo Building is significant in the cultural history of the Elmwood commercial district with its two long-running businesses, indicating the stability of the district and reflecting its enveloping sense of community. Mrs. Evelyn Wilds opened a beauty salon in the northernmost shopfront when the building was completed 101 years ago. Even through change of ownership—and recent change of name—the beauty salon exists today in the same location. Bill's Trading Post can trace its lineage back 85 years when William Gulley opened Bill's Model Shoe at 2945 College, and even further back to Brown's Model Shoe in the late 1930s. Peggy Casey, William Gulley's daughter and later owner of the business, with her abiding interest in Native American culture, transformed it into The Trading Post and Gem Gallery, selling items that Indians brought to the Trading Post. She was an important figure in Berkeley's business world. During her career, Peggy Casey served as President of the Elmwood Merchants Association, President of Zonta, and President of the Berkeley Women's Chamber of Commerce.

Features to Preserve.

- the entire shopfronts: mosaic tile entrance paving, tile bulkheads, doors, copper window frames
- the façade with all its tile facing
- the transom windows

17. Historic Value— Neighborhood: Yes City: Yes
Architectural Value— Neighborhood: Yes City: Yes

18. Is the property endangered? No

19. Bibliography.

Building Permit Application No. 13821, 7 April 1923; as well as several alteration applications.

Block books and Sanborn maps

Urban Conservation Survey (block files), BAHA.

Ormsby Donogh Real Estate File (1939–1977), BAHA.

Tales of the Elmwood, Burl Willes, 2000.

"A. W. Smith . . . Architect Extraordinaire" by Betty Marvin, *The Alameda Architectural Preservation Society* [Newsletter], January 2006.

Berkeley Tourist and Business Survey, 1924.

"A Profile of the Elmwood: Trends and Counter-Trends in a Berkeley Neighborhood Commercial District" Joanna Callenbach, Geography 181 class paper, Spring 1978.

ancestry.com

"Yama-Yama Dining Room Celebrates First Anniversary," *Berkeley Daily Gazette*, 21 March 1928.

"The '20s Boom on College Ave." by Anthony Bruce, *Berkeley Gazette*, 5 May 1982.

"Old Fashioned Trading Post on College Avenue" by Rebecca Poole, *The Berkeley Voice*, 1 February 1984.

"Snapp Shots: Casey was Pillar of Berkeley's Elmwood District." by Martin Snapp, *East Bay Times*, 22 May 2017.

Mary Jane "Peggy" Casey (1925–2017) obituary, *San Francisco Chronicle*, 2017.

20. Recorder

Anthony Bruce for Elmwood Property Owners Association, c/o Claudia Hunka, Your Basic Bird, 2940 College Avenue, Berkeley, California 94705

4 September 2025

Additional Photographs.



The Cianciarulo Building.
Anthony Bruce, 2020.



The Cianciarulo Building.
Van Ess Beauty Salon (2941); Gun Store (2943); The Trading Post (2945).
Anthony Bruce, 1982.



The Cianciarulo Building.
Van Ess Beauty Shop (2941); Manney's Men's Shop (2943)' Brown's Model Shoe Shop.
Ormsby Donogh, 1939, Donogh Real Estate File, BAHA..

Additional Photographs.



Cianciarulo Building: northernmost shopfront with mosaic tile pavement and newer tile bulkhead.
Anthony Bruce, 2025.

Cianciarulo Building: bulkhead tile restored by skillful painting, southernmost shopfront.
Anthony Bruce, 2025.



Cianciarulo Building: southernmost shopfront with mosaic tile pavement.
Anthony Bruce, 2025.



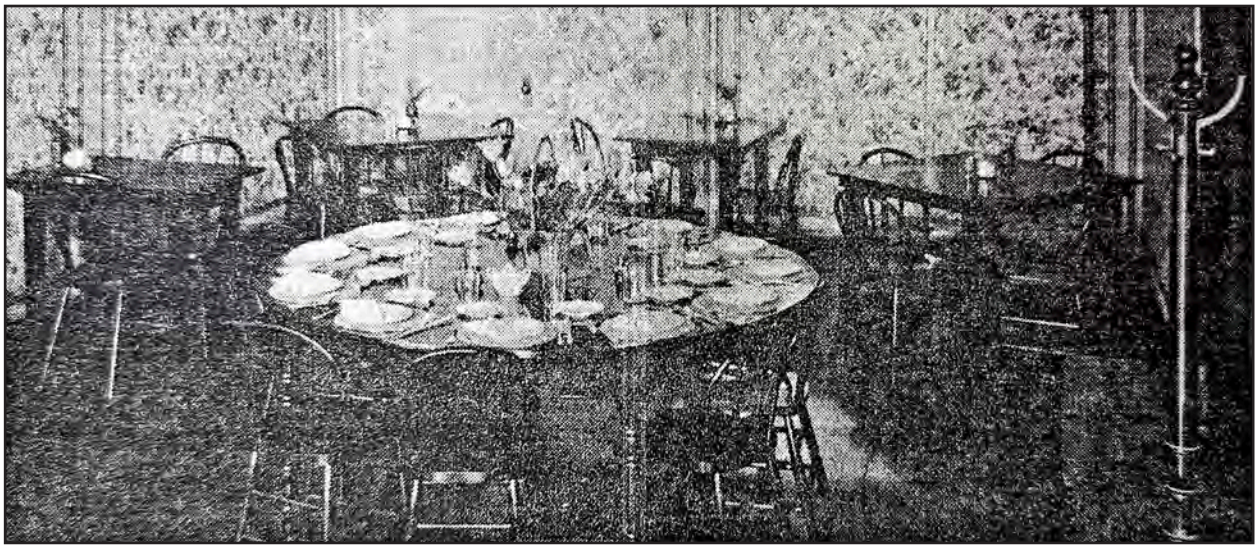
Cianciarulo Building: examples of colored tile suggesting a vertical panel in one of the piers.
Anthony Bruce, 2025.





William Gulley in front of Bill's Model Shoe at 2945 College Avenue. Photo found online.

Additional Photographs.



Cianciarulo Building. The latest section of the Yama Yama Dining Room at 2945 College Avenue. This room was used for club luncheons and special occasions. Eventually, the restaurant expanded into two shopfronts: 2943 and 2945. Berkeley Daily Gazette, *21 March 1928.*





Irma and Paul Berger, proprietors of the Yama Yama Dining Room. Berkeley Daily Gazette, *21 March 1928.*

Application for Building Permit.

CLASS A-B AND C BUILDING

Application is hereby made to the Department of Buildings and Inspections of the City of Berkeley for permission to

Build a 1 story store room—class ..... building.

on the corner of College street 135 feet 11 of Ashby ave.

E Side

Being Lot No. [redacted] Block ..... Tract.

According to plans and Specifications herewith submitted. All provisions of the Building Law will be complied with in the erection, of said building whether specified herein or not.

Estimated entire cost of building $ 10.466 00 Extreme height of building 20 ft.

Size of Lot 49ft 9" by 100 feet. Size of proposed building 49-9" ft. by 60 ft.

Building to be occupied as stores by (No.) ..... families.

	WALLS			PIERS OR COLUMNS		JOISTS			GIRDERS		
	HEIGHT	MATERIAL	THICKNESS SIDE FRONT	MATERIAL	SIZE	MATERIAL	SIZE	LONGEST SPAN	MATERIAL	SIZE	LONGEST SPAN
Footings		as per plans & Specifications									
Foundations		filed									
Basement											
1st story											
2nd story											
3rd story											
4th story											
5th story											
6th story											
7th story											
8th story											

Light shaft wall covering to be of .....

Roof covered with tar & gravel Pitch .....

Chimneys of ..... lined with ..... any patent flues? .....

Gas grate flues to be patent chimney or brick? .....

Any dumb waiters or chutes? ..... Any elevator (freight or passenger) .....

Cove brackets will be solid.

Name of Owner of Ground B. Cianciarulo Res. Address 1016 Castro St. Oak

Name of Owner of Building B. Cianciarulo Res. Address "

Name of Lessee of Building ..... Res. Address .....

Name of Architect or Designor W. A. Smith Bus. Address .....

Name of Builder John Perona Bus. Address Builders Exchange Oak

I We hereby agree to save, indemnify and keep harmless the City of Berkeley against all liabilities, judgments, costs and expenses which may in any wise accrue against said City in consequence of the granting of this permit, or from the use or occupancy of any sidewalk, street or sub-sidewalk space by virtue thereof, and will in all things strictly comply with the conditions of this permit and Ordinances of the City of Berkeley.

2941-2943-2945 College

John Perona
Signature of Owner, Architect or Builder.

Address .....

This Permit expires one year from date unless sooner revoked by the City Council.

Date APR -7 1923

Permit No. 13821

Berkheim Print West Berkeley

City of Berkeley Application for Building Permit No. 13821, 7 April 1923

Planning and Development Department
Land Use Planning Division

CITY OF BERKELEY
Ordinance #4694 N.S.
LANDMARK APPLICATION

Elmwood Commercial Historic District

Property No. 27

Curry Building
2935 College Avenue



The Curry Building, 2935 College Avenue. Anthony Bruce, 2025.

1. **Street Address:** 2935, 2937, 2939 College Avenue
   County: Alameda **City**: Berkeley **ZIP**: 94705

2. **Assessor's Parcel Number**: 052–1567–02000
   (Elmwood Park Tract, Block A, Lot 27)
   Dimensions: 54 feet x 120 feet
   Cross Streets: Ashby Avenue and Russell Street

3. **Is property on the State Historic Resource Inventory?** No
   Is property on the Berkeley Urban Conservation Survey? Yes
   Form #: 11872

4. **Application for Landmark Includes**:
   a. Building(s): Yes **Garden:** No **Other Feature(s)**: No
   b. Landscape or Open Space: No
   c. Historic Site: No
   d. District: Yes
   e. Other: Entire property

5. **Historic Names:** Curry Building
   Commonly Known Name: not known

6. **Date of Construction:** 1916 **Factual**: Yes
   Source of Information: City of Berkeley Application for Building Permit No. 6055, 5 December, 1916

7. **Architect:** Eugene K. Martin

8. **Builder:** day's work

9. **Style:** Storefront

10. **Original Owners:** Floyd C. Curry, 2745 Elmwood Avenue
    Original Use: commercial (4 stores)

11. **Present Owner:** Noble William F Tru
    Present Occupant: Old Salt Merchants (2935 College); Elements (2937 College)

12. **Present Use:** commercial (2 stores)
    Current Zoning: C-E **Adjacent Property Zoning:** C-E

13. **Present Condition of Property:**
    Exterior: Excellent **Interior:** Excellent **Grounds:** Ø
    Has the property's exterior been altered? yes

14. Description.

Built in 1916, the Curry Building is one story with wood frame and cement plaster surface on the street façade. Typical of the 1910s, it was designed in a slightly Prairie/Viennese Secession style. The frieze features raised geometric shapes: squares, rectangles, and diamonds. This ornamentation is continued on the piers at each end of the building. Between the frieze and the parapet there is a bit of original rustic siding visible (three widths worth). The missing cornice may have originally hid the wood siding. There were four chevrons that extended across the top of the parapet interspersed with box-like shapes that were the extension of the piers (of which there were originally five). The chevrons delineated the original four shopfronts. The current shopfront configuration dates from 1937 when the Ivy Shoppe moved into the larger space from its former location on the west side of the block.

The larger shopfront at 2937 College has a central recessed entry flanked by plate glass displays set on a black tile base. The smaller shopfront at 2935 College was altered to create an off-center entry. The bulkhead here is also surfaced in glossy black tile. The entrances to both have concrete paving. At 2937 the paving slopes up to the door due to the slope of the street. Both shops have traditional wood doors with a vertical window panel in the center. Awning boxes across the two shops have been covered over.

15. History.

Floyd Calvin Curry, native of Ohio, went to Nevada to satisfy his interest in mining, where he became active in gypsum mining. By 1907, he and Governor Jewett Adams and another colleague had formed the Nevada Gypsum Company in Mound, a gypsum-rich location near Carson City. The firm had an office in San Francisco and Vice-President Curry was often there. The company's product, Empire Plaster, which predated the new company, was said to have rebuilt San Francisco after the 1906 disaster.

In 1909, Floyd Curry married Vera Davis Davidson in San Francisco. She was from Carson City and they had met there. Vera had lost her husband and had a young daughter named Katherine. In 1912 the Nevada Gypsum Company was sold to the Pacific Portland Cement Company, and with his windfall, Floyd Curry decided to build a house in Berkeley in July 1913, a few months after their son John Truman was born. The Currys' house at 2745 Elmwood Avenue was designed by John Sullivan who had designed the 1912 Dondero Building at College and Russell. And for good measure, they built a second identical house next door at 2743. Also in 1913, Floyd Curry invested in property in Block A of Elmwood Park: two lots on College Avenue.

But it was not until 1916 that Floyd Curry improved the northernmost of his two lots with a one-story commercial building designed for four shops. The architect was Berkeleyan Eugene K. Martin. Martin was raised in Germany and studied in Berlin. He did post graduate work at the University of California, graduating in 1912. He lived in Berkeley until about World War I when he moved to Southern California, marrying, and eventually settling in Los Angeles. His most notable work from his years in Berkeley is the First Baptist Church at Dana and Haste, built in 1914. Of the only four buildings Martin designed during his few years in Berkeley only three remain: the church, the Curry Building, and a small house on Santa Fe.

The earliest known tenants in the Curry Build-

ing were, in 1922, Fred C. Eike's Standard Meat Market (2935); John T. Hansen's Fruit Market (2937); and from 1924, U. C. Battery and Electric Company (2939) and S. Sasaki's Art Goods (2933). One of the best-remembered businesses in the Curry Building was The Ivy Shoppe, which was the Elmwood district's old-fashioned dry goods store. It was opened at 2904 College Avenue in 1922 by Henry Knoth in the newly completed Bischoff Building, selling notions. The story passed down through the years was that the shop was named for his daughter. There were two more owners: Maurice Rubenstein & Son in 1925 and Joseph Sirbu in 1927 before the business was purchased by Antonio N. Ferrogiaro in 1928. The Ferrogiaros lived nearby on Garber Street. It was under his ownership that the Ivy Shoppe opened in expanded quarters in the Curry Building in about 1937. Three shops had been combined into one large space, befitting a dry goods store. The shop was run by Clara Ferrogiaro after her husband died in 1939. By 1942 it was owned by Felix Alexander Lenhart, who was born in Prague and arrived in this country in 1939. He made his home at the Claremont Hotel during his proprietorship. He sold the Ivy Shoppe in 1957 to Pauline Pedrozzo, who ran the business until it closed around 1988.

Another long-time business in the Curry Building was Eastell's Barber Shop in the northernmost shop (2935 College) since about 1934. The shop dates back to 1923 when Quincy A. Rose opened a barber shop at 2927 College in the new Dye Building. This was quickly sold to Nick Batsis who then sold it to Eastell Bros. (Arthur T. and George A.) in 1924. After a few years, Arthur became the sole owner of the shop. The new shop in the Curry Building was sleek and modern, with all the latest accoutrements, as well as four large, comfortable adjustable barber chairs. Arthur and his brother immigrated from England in 1921 and came to Berkeley in 1923. Arthur settled in the neighborhood, purchasing a John Hudson Thomas-designed house at 2937 Magnolia Street where he lived with his wife Louise and their two children. Three generations of the Eastell family called the house home. The barber shop stayed in business after Arthur's retirement in the 1950s and after his death in 1969. Eastell's Barber Shop finally closed about 1974 during a time when men were turning away from traditional barber shops.

Floyd C. Curry, the owner of the building, died in 1920 after a short illness. He was only 44 years old. Mrs. Curry remained in their Elmwood Avenue home until 1947, but the Curry Building was sold. Harry Scott and Helen Adams Martin purchased it in 1925. He was the son of Harry M. Martin who had built the Martin Building at 2905 College in 1916. The Curry Building continued to be owned by members of the Martin family into the 1970s.

16. Significance.

The Curry Building is significant as one of the ten remaining buildings built in the Elmwood commercial district during the pre-World War I phase of development from 1907 to 1916. With its stucco façade and geometric decoration, the Curry Building reflects the architectural style for small commercial buildings of that era: a rather loose amalgam of Prairie style and Viennese Secession.

The building is also significant for housing two of the longest-running businesses in the Elmwood: Eastell's Barber Shop and The Ivy Shoppe dry goods store. These businesses were a vital part of the commercial district and the surrounding neighborhoods. They offered necessary goods and services for everyday life and helped to make the Elmwood commercial district the bustling "Main Street" for this section of the city.

Features to Preserve.

- the entire shopfronts: glossy black tile bulkheads, doors, display windows
- the geometric ornamentation
- the transom windows

17. Historic Value— Neighborhood: Yes City: No
Architectural Value— Neighborhood: Yes City: No

18. Is the property endangered? No

19. Bibliography.

Building Permit Application No. 6055, 5 December 1916; as well as several alteration applications.

Block books and Sanborn maps

Urban Conservation Survey (block files), BAHA.

Ormsby Donogh Real Estate File (1939–1977), BAHA.

Tales of the Elmwood, Burl Willes, 2000.

ancestry.com

Various Elmwood directory folders, published between 1974 and 2002.

"Shops in the Elmwood: An Urbane Heritage" by Denise Parker Differding, *Berkeley Gazette*, 28 July 1983.

"Expansion Approval May Split Merchants" by Kay Hwangbo, *The Berkeley Voice*, 1980s.

20. Recorder.

Anthony Bruce for Elmwood Property Owners Association,
c/o Claudia Hunka, Your Basic Bird, 2940 College Avenue, Berkeley, California 94705
9 September 2025

Additional Photographs.



The Curry Building, showing the space once filled by The Ivy Shoppe. The current shop, Elements, has now been there about thirty years.

Anthony Bruce, 2025.



The Curry Building. Anthony Bruce, 2025.



Longtime owners of the Curry Building: Helen Adams and Harry Scott Martin. Found online.



The Curry and Cianciarulo buildings. Anthony Bruce, 2025.

Additional Photographs.



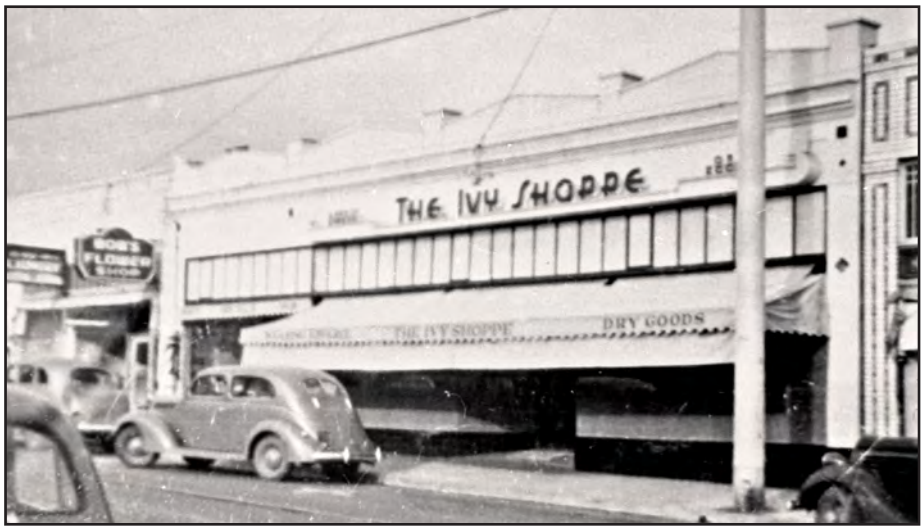
The Curry Building, with Ethnic Arts in the former Ivy Shoppe space. The business received a BAHA Preservation Award in 1991 for its colorful paint job. Van Ess Beauty Shop at the right.

Anthony Bruce, 1990.



The Curry Building: the barber shop is gone; Ivy Shoppe still there.

Anthony Bruce, 1982.



The Curry Building with the decorative parapet still intact.

Ormsby Donogh, 1939, Donogh Real Estate File, BAHA.

Additional Photographs.



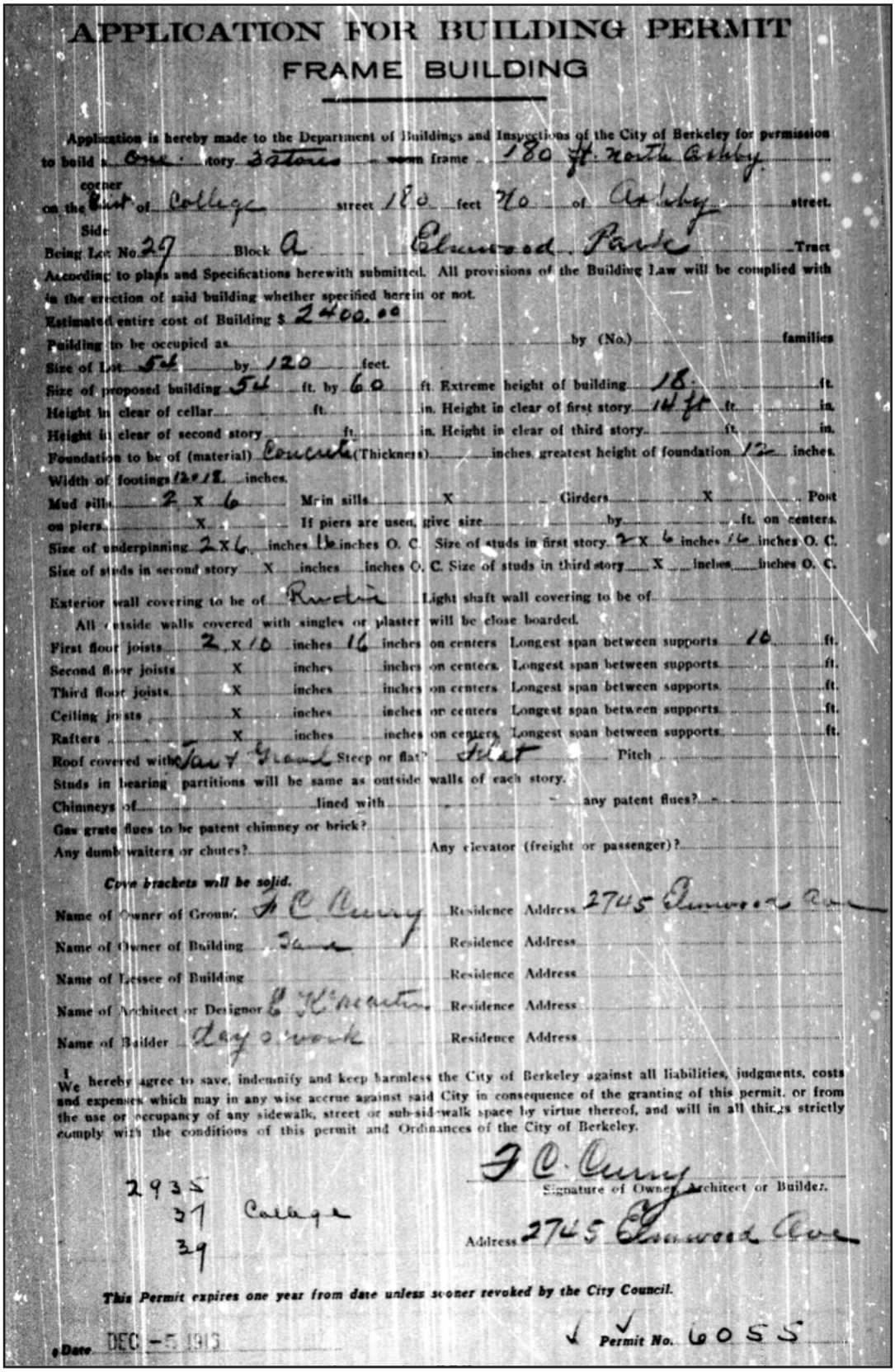
Felix Lenhart, fifth owner, in the Ivy Shoppe. Byron Bolfing, November 1947, Berkeley Historical Society.



Arthur T, Eastell seen through the window of Eastell's Barber Shop. Byron Bolfing, November 1947, Berkeley Historical Society.



Floyd C. Curry with his son John on the front steps of the Curry home at 2745 Elmwood Avenue. Found online.



APPLICATION FOR BUILDING PERMIT
FRAME BUILDING

Application is hereby made to the Department of Buildings and Inspections of the City of Berkeley for permission to build a One story 3 stores room frame 180 ft. North Ashby.
corner
on the East of College street 180 feet No of Ashby street.
Side
Being Lot No. 29 Block A Elmwood Park Tract
According to plans and Specifications herewith submitted. All provisions of the Building Law will be complied with in the erection of said building whether specified herein or not.
Estimated entire cost of Building $ 2400.00
Building to be occupied as by (No.) families
Size of Lot 50 by 120 feet.
Size of proposed building 50 ft. by 60 ft. Extreme height of building 18 ft.
Height in clear of cellar ft. in. Height in clear of first story 14 ft ft. in.
Height in clear of second story ft. in. Height in clear of third story ft. in.
Foundation to be of (material) Concrete (Thickness) inches, greatest height of foundation 12 inches.
Width of footings 12 x 12 inches.
Mud sills 2 x 6 Mr in sills X Girders X Post
on piers X If piers are used, give size by ft. on centers.
Size of underpinning 2 x 6 inches 16 inches O. C. Size of studs in first story 2 x 6 inches 16 inches O. C.
Size of studs in second story X inches inches O. C. Size of studs in third story X inches inches O. C.

Exterior wall covering to be of Rustic Light shaft wall covering to be of
All outside walls covered with singles or plaster will be close boarded.

First floor joists	2 x 10	inches	16	inches on centers	Longest span between supports 10 ft.
Second floor joists	X	inches		inches on centers	Longest span between supports ft.
Third floor joists	X	inches		inches on centers	Longest span between supports ft.
Ceiling joists	X	inches		inches on centers	Longest span between supports ft.
Rafters	X	inches		inches on centers	Longest span between supports ft.

Roof covered with Tar & Gravel Steep or flat? Flat Pitch
Studs in bearing partitions will be same as outside walls of each story.
Chimneys of lined with any patent flues?
Gas grate flues to be patent chimney or brick?
Any dumb waiters or chutes? Any elevator (freight or passenger)?

Cove brackets will be solid.

Name of Owner of Ground A C Curry Residence Address 2745 Elmwood Ave
Name of Owner of Building Same Residence Address
Name of Lessee of Building Residence Address
Name of Architect or Designer E K Newton Residence Address
Name of Builder Day work Residence Address

I We hereby agree to save, indemnify and keep harmless the City of Berkeley against all liabilities, judgments, costs and expenses which may in any wise accrue against said City in consequence of the granting of this permit, or from the use or occupancy of any sidewalk, street or sub-sidewalk space by virtue thereof, and will in all things strictly comply with the conditions of this permit and Ordinances of the City of Berkeley.

A C Curry
Signature of Owner, Architect or Builder.

2935
31 College
39

Address 2745 Elmwood Ave

This Permit expires one year from date unless sooner revoked by the City Council.

Date DEC -5 1916 Permit No. 6055

City of Berkeley Application for Building Permit No. 6055, 5 December, 1916

Planning and Development Department
Land Use Planning Division

CITY OF BERKELEY
Ordinance #4694 N.S.
LANDMARK APPLICATION

Elmwood Commercial Historic District

Property No. 28

Dye Building
2921 College Avenue



The Dye Building, 2921 College Avenue. Anthony Bruce, 2025.

1. **Street Address:** 2921, 2923, 2925, 2927 College Avenue
   County: Alameda **City**: Berkeley **ZIP**: 94705

2. **Assessor's Parcel Number**: 052–1567–02100
   (Elmwood Park Tract, Block A, Lot 26)
   Dimensions: 50 feet x 120 feet
   Cross Streets: Ashby Avenue and Russell Street

3. **Is property on the State Historic Resource Inventory?** No
   Is property on the Berkeley Urban Conservation Survey? Yes
   Form #: 11873

4. **Application for Landmark Includes**:
   a. Building(s): Yes **Garden:** No **Other Feature(s)**: No
   b. Landscape or Open Space: No
   c. Historic Site: No
   d. District: Yes
   e. Other: Entire property

5. **Historic Names:** Dye Building
   Commonly Known Name: not known

6. **Date of Construction:** 1922 **Factual**: Yes
   Source of Information: City of Berkeley Application for Building Permit No. 12953, 1 November, 1922

7. **Architect:** Roy O. Long Co.

8. **Builder:** Roy O. Long Co., 2114 Shattuck Avenue

9. **Style:** Storefront

10. **Original Owners:** Mildred M. Dye & James S. Dye, 2915 College Avenue
    Original Use: commercial (4 stores & 1 dwelling: the Dyes lived in the building)

11. **Present Owner:** The Herbert Michael Jorgensen and Jean M. Jorgensen Revocable Living Trust-1996
    Present Occupant: ImagiKnit (2921 College); Organic Greens/Elmwood (2925 College)

12. **Present Use:** commercial (2 stores)

    Current Zoning: C-E **Adjacent Property Zoning:** C-E

13. **Present Condition of Property:**
    Exterior: Excellent **Interior:** unknown **Grounds:** Ø
    Has the property's exterior been altered? Yes

14. Description.

A one-story, wood-frame structure with cement plaster exterior, originally containing four shops and a dwelling for the building owners. Now there are two shops.

Detailing consists of a cornice and frieze of rectangles, squares, and diamonds. Below the frieze, four panels delineate the original four shops. Five small shields fill the spaces between the panels, and a circular motif highlights the upper corners of the shopfront display windows.

In 1944, the building was streamlined by Bruce Evander for his new business, Furs by Bruce, and it was converted into one large retail space. A large black panel for the sign completely covered the upper half of the façade, and tan Vitrolite structural glass panels covered the piers and bulkheads. The new façade remained in place into the 1970s. When the panels were removed, the original detailing was revealed. The northernmost pier retains its Carrera glass surface, serving as a piece of building history. Quoins enliven the two restored piers.

The traditional lines of the single north shopfront have existed since the streamlining, including its slightly recessed entry. The south shopfront was reconfigured and redone in rough wood in the 1970s. It has since been remodeled again with a similar recessed entry but also with a more closed-up appearance. Instead of display windows, higher, smaller, divided-lite windows have been installed to better function for its current restaurant use.

15. History.

James Southworth Dye was born in New Mexico in 1893. Starting with a shoe store in Winslow, Arizona, that he operated with his business partner, Mayor J. A. Greaves, Dye's life's work was in the shoe repair business. In 1917, he married Mildred Mabel Seidel in Winslow. The next year found the Dyes living in Berkeley on College Avenue. They rented space at 2915 College in the McCullough Building for their shoe repair shop and they lived in the back of the shop. Mildred was James' business partner as well as wife; their business investment was mostly her money (she also owned a Paige automobile). In early 1921 Mildred purchased Lot 26, adjacent to their shop/residence to the south, from Oscar Barber who had once had a brown-shingle house on the property. Did she plan to build on the vacant lot? The next year Mildred sued her husband. She claimed that while she was away on a trip, James sold her interest in the business to Thomas Whittle who worked with him. Apparently they were reconciled, as in November, construction was begun on the Dye Building next door.

The new building had four stores and one dwelling space. James Dye ran his shoe repair business from 2925 College, and husband and wife resided in the rear. This arrangement only lasted a few years: by 1926 Mildred and James were in San Francisco, living separately. The new owner of the Dye Building was Martha E. Hebard.

Martha Elizabeth Schroth Hebard was a widow from a pioneer family who lived in Berkeley. She died soon after buying the property, and it went to her two sisters Florence Schroth Williams and Ellen Schroth Mauzy, whose husband Byron Mauzy was a University of California Regent. Ellen died in 1946 and around 1954 Florence sold the property to the late Charles Dorsch's wife Louise, and his son and daughter-in-law Graydon and Helen. Charles had owned the Romie Building. They in turn put the building up for sale in late 1959 and it was purchased in 1960 by William H. McNab, longtime proprietor of McNab's Market at 2051 University Avenue. He died the following year, but his son Bill McNab took over and poured his heart into improving the building with a retrofit and a conservatory at the rear of

2925 College. McNab descendents have continued to own the Dye Building.

Several businesses made an impression on both the building and the district. In 1944, Bruce Morton Evander opened Furs by Bruce. From Seattle, he had earned a master's degree at the Chicago Institute of Art and owned a fur business in his hometown. He arrived in Berkeley in 1939 and in early 1944 took over all the shopfronts in the Dye Building to return to the fur business. He refaced the lower half of the façade with tan Vitrolite and installed a smooth, black backdrop across the upper half for the large free-standing script lettering that read "Furs by Bruce." When the business opened in December, it offered a touch of high-style sophistication, not only with the wares that were offered, but in its new architectural presence on College Avenue.

In 1947, Bruce Evander leased the northernmost section to Pam and Dewey Watts for the equally sophisticated Pam's Flowers, also with a sign of free-standing lettering. Pam's remained in the building until at least 1960, but Furs by Bruce, although said to have existed here for more than twenty years, appears to have closed by the mid-1950s, with Evander going into the graphics business in Oakland. However, the tan Vitrolite and black backdrop remained for many years.

Bill McNab later uncovered the original ornamented façade and removed the Vitrolite except for five sections of this now extinct building material that remain on the northernmost pier.

In 1973, Gary Gendel, who had opened Sweet Dreams candy shop in the Dondero Building two years before, established the Sweet Dreams Toy Store in the space that had been Pam's Flowers. The freshly uncovered upper part of the building was painted white, with the fanciful ornamentation in color. The store became a fixture in the Elmwood district, as did Gendel himself, who would be seen striding along the sidewalk, going from one of his three stores to the other. Gary Gendel closed the toy store in June 2023 and he died that August.

Long before the Dye Building was built, there had been a shingled bungalow on the property. It was built in 1909 for newlyweds Ava and Oscar Barber on a lot purchased by her father from the Elmwood Park developers Breed & Bancroft. The Barbers played an important role in the implementation of the nation's first zoning ordinance.

Ava Earle Barber recalled that they built in the new Elmwood Park tract on a College Avenue lot, and that within a few years after moving into their home, a commercial building was built on their block, from lot line to lot line. They were taken aback. By 1915, another commercial building had been built two doors away from the Barbers

The nearby Claremont subdivision, developed simultaneously with Elmwood Park, had deed restrictions limiting what could be built there: only single-family residences. Elmwood Park did not have deed restrictions. Mrs. Barber felt that purchasers should have been told by the developers when they bought property in Elmwood that there was no guarantee that only *houses* would be built on the adjoining lots. As it happened, only two other houses were built on the Elmwood Park College Avenue lots.

Before zoning, cities, as they grew, naturally created informal districts —residential, commercial, industrial, but there was nothing to prevent the stray shop building or factory from being built in a residential neighborhood, or houses built beside factories. The concept of city planning was in the air in Berkeley around the time the Barber House was built. In 1913, city planner Dr. Werner Hegemann was engaged to make a report on the City of Berkeley. (The report was expanded and ultimately published by both Berkeley and Oakland.) This led to the City establishing a City Planning *Committee* in July 1914, and a full-fledged *commission* in June 1915. Duncan McDuffie, devel-

oper of the Claremont district, whose abiding interest, other than nature conservation, was city planning, was appointed president of the commission. McDuffie had introduced building restrictions in Claremont, knowing that this was the only way to ensure a neighborhood of homogeneous use. Walter Ratcliff, as City Architect, also served on the first commission.

In the Commission's report to the City in June 1916, it was stated that its most important accomplishment during its first year was securing a zoning ordinance for Berkeley. The zoning ordinance was established by the City Council on March 28, 1916, several months before New York City (considered the first city in the United States to have a a zoning ordinance) adopted theirs in July 1916.

As Berkeley has long been considered a city of homes, the first ordinance defined only different types of residential districts, with commercial and industrial to follow. Another feature of the original ordinance was that zoning districts were to be granted by the City in response to petition by interested property owners. The Commission wrote that the purpose of such an ordinance was to "further the natural grouping of like activities by preventing sporadic invasions [of a different type of use], and thus to bring about the orderly and economic development of the city, to stabilize values, protect property owners, and conserve the public health and welfare."

It is of interest that Petition No. 1 was from the residents of Elmwood Park, and this first petition was noted in the report. The Commission recommended a district of single-family dwellings only, *except for the first 100 feet east of College Avenue and the 100 feet west of Claremont Avenue*. The neighborhood finally received the assurance that it would remain a neighborhood of family homes. It may very well be that the unhappy position of the Barber house on College Avenue aroused the neighborhood to petition for zoning.

The Barbers, however, were left out in the cold by the City Council's decision. Soon after the Council's ruling another commercial building was constructed on the lot adjoining the Barber property, and more would follow. At the end of 1916 the Barbers had their house physically moved to the lot at 2523 Webster Street, where it stands today. They lived there for a few years and then bought a bigger house on Russell Street near Pine (zoned single-family) that would accommodate their family of six, as well as Ava Barber's parents.

When the City's city planning duties were moved from the Civic Art Commission to a newly created City Planning Commission, Oscar Barber was appointed chair. Probably not a coincidence, when the Barber House on College Avenue likely had been the impetus for Berkeley's first zoning decision in 1916.

15. Significance.

The Dye Building has architectural significance for the Elmwood commercial district. Not only is it compatible in scale and proportion, but the treatment of its façade is unique. Although its decorative elements are related to those of the buildings constructed in the 1910s, here they are combined to give the building a fanciful and cheerful countenance. The blocky quoins, the circular elements, the diamonds and squares, and the shields impart a fairytale quality, especially the way the building is now painted. This light-hearted commercial building was a most appropriate long-term home for a toy store.

The building has been an important part of the cultural heritage of the district. It housed two popular businesses of up-to-the-minute Modern design that added a touch of downtown sophistication to the district. It also housed a

beloved toy store for almost fifty years, a store that continuously drew shoppers to the district.

The property is also significant for the role its location played in the implementation of Berkeley's (and the nation's) first zoning ordinance.

Features to Preserve.

• the stucco façade with its ornamentation of shields, diamonds, squares, circular motifs, and quoin -like blocks

• the five remaining pieces of tan Vitrolite (not necessarily to be preserved *on* the building)

• the transom windows

17. Historic Value— Neighborhood: Yes City: No
Architectural Value— Neighborhood: Yes City: No

18. Is the property endangered? No

19. Bibliography.

Building Permit Application No. 12953, 1 November, 1922; as well as several alteration applications.

Block books and Sanborn maps

City directories.

Urban Conservation Survey (block files), BAHA.

Ormsby Donogh Real Estate File (1939–1977), BAHA.

Tales of the Elmwood, Burl Willes, 2000.

Berkeley Tourist and Business Survey, 1924.

ancestry.com

"Sweet Dreams Owner Dies Shortly after Closing 50-year-old Elmwood Toy Store" by Joanne Furio, *Berkeleyside*, 15 September 2023.

Interview with Ava Earle Barber, conducted by Anthony Bruce, 1970s.

20. Recorder.

Anthony Bruce for Elmwood Property Owners Association,

c/o Claudia Hunka, Your Basic Bird, 2940 College Avenue, Berkeley, California 94705

13 September 2025

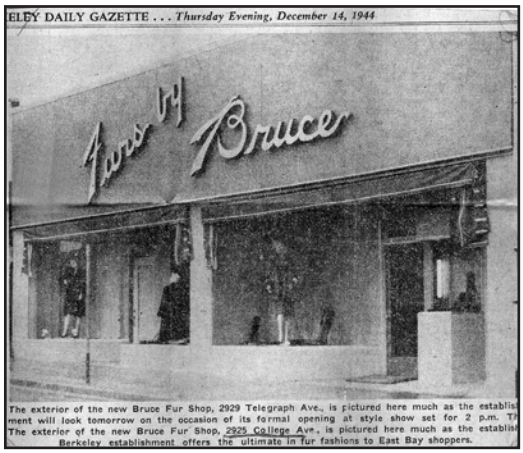
Additional Photographs.



The Dye Building. Tenants: Sweet Dreams, (2921 College); Mug Shop (2925 College) Anthony Bruce, 1982.

below: The Dye Building, newly modernized for Furs by Bruce, 1944. Donogh Real Estate File, BAHA.





The Dye Building in 1959. Donogh Real Estate File, BAHA.



The Dye Building. Tenants: a grocery (2921 College); Bess Riner Beauty Salon (2923 College); Ha Wah Wang Laundry (2925 College); Bob's Flower Shop (2927 College). Ormsby Donogh, 1939, Donogh Real Estate File, BAHA.

Additional Photographs.



The Dye Building. Pam Watts of Pam's Flowers. Byron Bolfing, November 1947, Berkeley Historical Society.



The Dye Building. Bruce Evander of Furs by Bruce in his workroom. Byron Bolfing, November 1947, Berkeley Historical Society.

Additional Photographs.



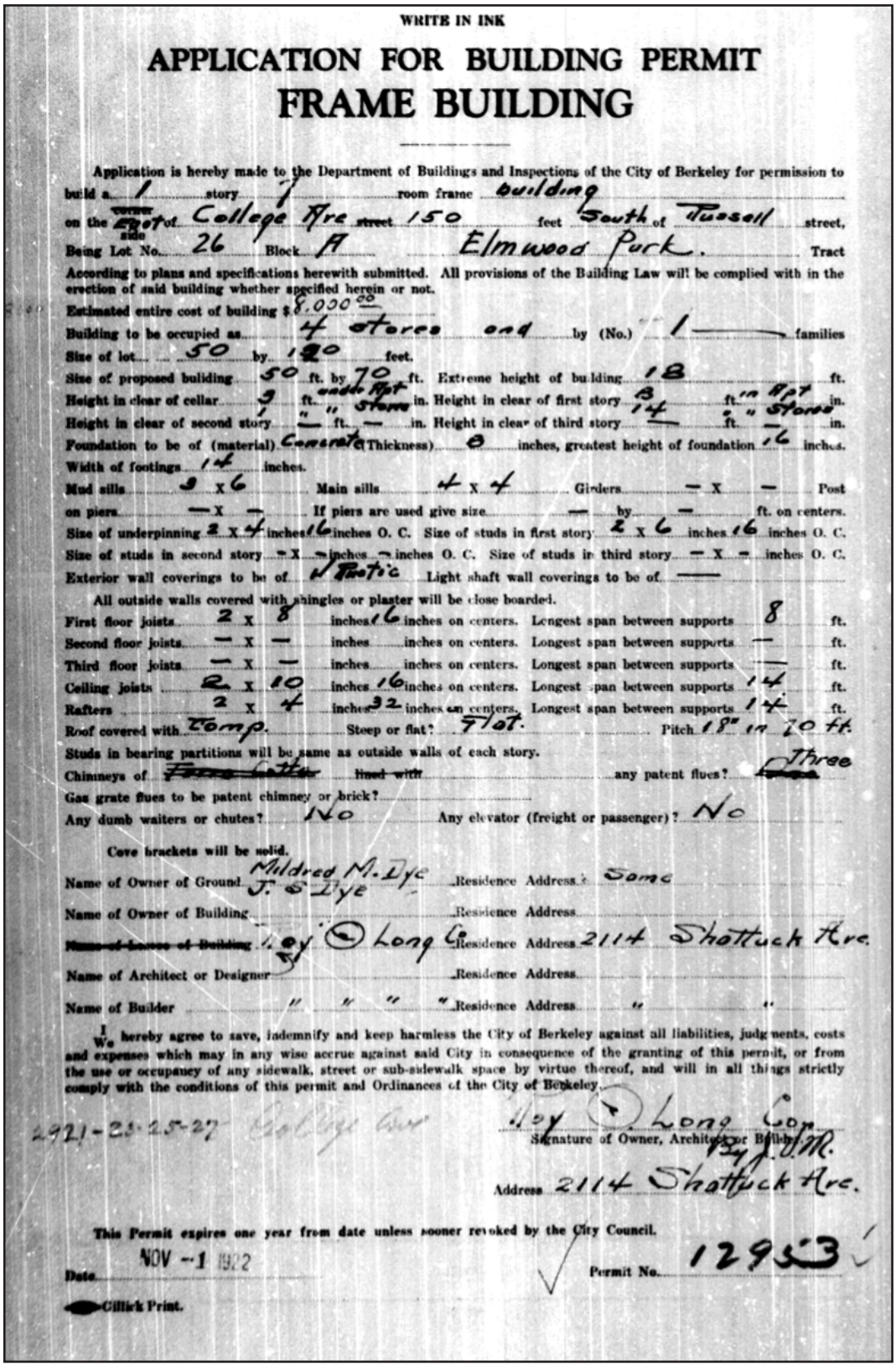
The Ava and Oscar Barber House at 2915 College Avenue. It was designed and built by the Baldwin Building & Investment Company in 1909. The house was moved to Webster Street in late 1916. The newly built McCullough Building can be seen at the left. Courtesy of Ava Barber, BAHA.



The Barber House at 2523 Webster Street, its location since 1916. Anthony Bruce, 2021.



Envelope from Pam's Flowers; card from Furs by Bruce. Courtesy of Anthony Bruce.



WRITE IN INK

APPLICATION FOR BUILDING PERMIT
FRAME BUILDING

Application is hereby made to the Department of Buildings and Inspections of the City of Berkeley for permission to build a 1 story 7 room frame building on the ~~corner~~ East side of College Ave street 150 feet South of Russell street, Being Lot No. 26 Block A Elmwood Park. Tract

According to plans and specifications herewith submitted. All provisions of the Building Law will be complied with in the erection of said building whether specified herein or not.

Estimated entire cost of building $ 8.000.00

Building to be occupied as 4 stores and by (No.) 1 families

Size of lot 50 by 120 feet.

Size of proposed buliding 50 ft. by 70 ft. Extreme height of building 18 ft.

Height in clear of cellar 9 ft. " " in. Height in clear of first story 13 ft. " " in.

Height in clear of second story — ft. — in. Height in clear of third story — ft. — in.

Foundation to be of (material) Concrete (Thickness) 8 inches, greatest height of foundation 16 inches.

Width of footings 14 inches.

Mud sills 3 X 6 Main sills 4 X 4 Girders — X — Post on piers — X — If piers are used give size — by — ft. on centers.

Size of underpinning 2 X 4 inches 16 inches O. C. Size of studs in first story 2 X 6 inches 16 inches O. C.

Size of studs in second story — X — inches — inches O. C. Size of studs in third story — X — inches O. C.

Exterior wall coverings to be of Stucco Light shaft wall coverings to be of ——

All outside walls covered with shingles or plaster will be close boarded.

First floor joists 2 X 8 inches 16 inches on centers. Longest span between supports 8 ft.

Second floor joists — X — inches inches on centers. Longest span between supports — ft.

Third floor joists — X — inches inches on centers. Longest span between supports — ft.

Ceiling joists 2 X 10 inches 16 inches on centers. Longest span between supports 14 ft.

Rafters 2 X 4 inches 32 inches on centers. Longest span between supports 14 ft.

Roof covered with Comp. Steep or flat? Flat. Pitch 18" in 20 ft.

Studs in bearing partitions will be same as outside walls of each story.

Chimneys of ~~Terra Cotta~~ lined with any patent flues? ~~Three~~

Gas grate flues to be patent chimney or brick?

Any dumb waiters or chutes? No Any elevator (freight or passenger)? No

Cove brackets will be solid.

Name of Owner of Ground Mildred M. Dye J. S. Dye Residence Address? Same

Name of Owner of Building Residence Address

~~Name of Lessee of Building~~ H. O. Long Co Residence Address 2114 Shattuck Ave.

Name of Architect or Designer " " " " Residence Address " "

Name of Builder " " " " Residence Address " "

I We hereby agree to save, indemnify and keep harmless the City of Berkeley against all liabilities, judgments, costs and expenses which may in any wise accrue against said City in consequence of the granting of this permit, or from the use or occupancy of any sidewalk, street or sub-sidewalk space by virtue thereof, and will in all things strictly comply with the conditions of this permit and Ordinances of the City of Berkeley.

2921-23-25-27 College Ave H. O. Long Co.

Signature of Owner, Architect or Builder

By J. M.

Address 2114 Shattuck Ave.

This Permit expires one year from date unless sooner revoked by the City Council.

Date NOV -1 1922 Permit No. 12953

Gillick Print.

City of Berkeley Application for Building Permit No. 12953, 1 November, 1922

Planning and Development Department
Land Use Planning Division

CITY OF BERKELEY
Ordinance #4694 N.S.
LANDMARK APPLICATION

Elmwood Commercial Historic District

Property No. 29

McCullough Building
2917 College Avenue



The McCullough Building, 2917 College Avenue. Anthony Bruce, 2025.

1. **Street Address:** 2913, 2915, 2917 College Avenue
   County: Alameda **City**: Berkeley **ZIP**: 94705

2. **Assessor's Parcel Number**: 052–1567–02200
   (Elmwood Park Tract, Block A, Lot 25)
   Dimensions: 41.5 feet x 120 feet
   Cross Streets: Ashby Avenue and Russell Street

3. **Is property on the State Historic Resource Inventory?** No
   Is property on the Berkeley Urban Conservation Survey? Yes
   Form #: 11874

4. **Application for Landmark Includes**:
   a. Building(s): Yes **Garden:** No **Other Feature(s)**: No
   b. Landscape or Open Space: No
   c. Historic Site: No
   d. District: Yes
   e. Other: Entire property

5. **Historic Names:** McCullough Building
   Commonly Known Name: not known

6. **Date of Construction:** 1916 **Factual**: Yes
   Source of Information: City of Berkeley Application for Building Permit No. 5540, 5 June 1916

7. **Architect:** Edward Wilkins Larmer (designer), 470 Boulevard Way, Oakland

8. **Builder:** Edward Wilkins Larmer

9. **Style:** Storefront

10. **Original Owners:** David McCullough, Magnolia Street
    Original Use: commercial (3 stores)

11. **Present Owner:** Bennett Susan L Tr
    Present Occupant: Elmwood Village Shoes (2915 College); LaFoot (2917 College)

12. **Present Use:** commercial (2 stores)
    Current Zoning: C-E **Adjacent Property Zoning:** C-E

13. **Present Condition of Property:**
    Exterior: Excellent **Interior:** unknown **Grounds:** Ø
    Has the property's exterior been altered? Yes

14. Description.

Built in 1916, this is a one-story, wood-frame structure, originally housing three shops, and now two. No early photos of the building have been found to show how the area above the transoms may have looked. The 1939 photo shows an absolutely plain, flat exterior.

In 1980, both shopfronts were given rustic makeovers using rough wood and rough rocks. All transoms were covered and the area above the south shopfront was turned into an expanse of purposely unevenly laid wood shingles. The north shop had its transoms hidden behind vertical rough wooden boards. The bulkheads for both shops were faced with rock.

Today, the building has been returned more to its 1939 appearance. Gone are the shingles and the rough rocks. Above the south shop, the area has been returned to its smooth, painted cement plaster. Traditional tile has replaced the rock on the bulkhead. This shop has a squared fixed-in-place electric-blue awning hiding the transoms. The redwood boards still hide the transoms on the north shopfront, but they have been painted to match the rest of the façade. This shopfront still retains one of the few retractable awnings remaining in the Elmwood District.

15. History.

David and Elsie McCullough and their four daughters, Norah, Molly, Elsie, and Mabel, arrived in Berkeley about 1915 from South Africa where they had made their home in Durban. They stayed in Berkeley less than two years, but they made an impression on all they met, and they made a lasting impression on the Elmwood commercial district. Mr. McCullough built the last of the pre-War buildings on College Avenue, with construction begun in June 1916.

The McCullough family lived nearby on Magnolia Street (between Ashby and Webster). They were active members of the Congregational Church, and Norah was the youngest member of the December 1916 graduating class at Berkeley High School where she joined the Camera Club. Once the McCullough Building was completed on College Avenue, the McCulloughs sold it, most likely in preparation for the McCulloughs' departure for South Africa in February 1917. Before they left, they were guests of honor at a farewell dinner given by Mr. and Mrs. A. O. Donogh, owners of the downtown dry goods store that was competition for Hink's. They were also the parents of real estate agent Ormsby Donogh who took the 1939 photo used in this application.

This was to be a temporary stay in South Africa so that Mr. McCullough could look after his "extensive business interests." They planned to return to Berkeley in two years. Of their new California home town, the McCulloughs had said that they were delighted wih Berkeley, declaring it the most congenial and attractive place they have ever made their home. Sadly, they did not return to Berkeley.

The McCulloughs sold the property to Elizabeth E. Smith in November 1916. Sometime in the 1920s, Mrs. Evelyn A. Ratcliff, mother of the architect Walter H. Ratcliff, Jr., purchased the McCullough Building, which she owned until 1944. At that time Frank and Queene Libby bought the building and immediately constructed a warehouse in the rear for their electric business.

The McCullough Building is noted for two long-time commercial activities: shoes and electrical. The building has housed a shoe and/or a shoe repair shop since the time it was built. Thomas and James Gilchrist were the first, offering shoe repair at 2915 College, the center store. They lived in the back of the store. Within a year, by 1918, James S. Dye and his wife Mildred moved into 2915 College, where they lived and operated their own shoe repair business. They built the Dye Building next door in 1922 and moved the shop to 2925 College.

Simultaneously, Francis A. Coles opened his shoe repair business in the Dyes' former space at 2915 College, where he most likely had been an employee since as early as 1919. (His son remembered being in the store then and noticing the many vacant lots.) Mr. Coles was born in England, immigrated to this country in 1891, and worked for a shoe company in San Francisco. He married Katherine Brändlein there in 1900. After a few years in Seattle, the Coles, with their four sons, were living in north Oakland by 1919. Coles Shoes remained in the McCullough Building for over fifty years, at first in a single store, and later expanding into the two northern spaces. In 1941 architect Walter H. Ratcliff, Jr., redesigned the shopfront, giving the shoe store one central entrance. Mr. Coles died in 1954, living nearby at 2731 Ashby Place. Two of his sons, George and Robert, continued to run the business. Under the name Francis A. Coles Shoes, Inc., branch stores were opened on Solano Avenue, Lakeshore in Oakland, and, later, in Orinda and San Francisco. The last remaining store, which was also the first, closed in early 1977.

Almost immediately the shoe store reopened as Paris Shoes under new owners Stan and Sonya Paris. In 1991 the next owners renamed the shop Elmwood Village Shoes. And, to come full circle, Village Shoes also offers shoe repair.

The other long-time business was an electric shop, first run by Fred Cole Porter in the northernmost store, 2913 College, after the building was completed in late 1916. Called the College Avenue Electric Shop, it was claimed by Porter to have been the "oldest established electric shop" on College Avenue. Born in Watsonville, Porter had long been an electrician before opening his own store on College Avenue. He and his family lived nearby at 2732 Stuart Street, being the first owners of this 1909 Leola Hall-designed speculative house. In the early 1920s the Porters moved to a new house in North Berkeley while retaining the store on College Avenue. Fred Porter died in May, 1927, but it seems that the store had already closed sometime in 1926.

Oakland electrician Frank C. Libby, Sr. moved into the McCullough Building later that year, opening his own College Avenue Electric Shop two doors south at 2917 College, where it remained until it closed in the 1990s. Right from the beginning his son, Frank, Jr., helped at the store. Later, Frank, Jr., took over the business and was owner of the building by 1944. He was a friendly and engaging businessman, offering useful and intriguing advice to customers.

The construction of the McCullough Building was the last straw for Ava and Oscar Barber who lived next door to the south. They had built their house in 1909 on what they thought was a residential block in Elmwood Park. Slowly, commercial buildings began encroaching. The City's first decision under a new zoning ordinance in early 1916 zoned the Elmwood neighborhood for single-family homes, but College Avenue was zoned commercial. The McCullough Building was built soon after and in December of 1916 the Barbers had their house moved to Webster Street.

The Barbers were not the only ones uprooted by the construction of commercial buildings. Banker Orville H. Root lived in a two-story house at 2909 College on the site of the future McCullough Building. Designed by William Mooser & Edward G. Bolles in 1906, it was the fourth house Mr. Root had built on College Avenue, but the first in the 2900 block. Construction began on the Dondero Building at 2901 College in December 1912, one lot away from Mr. Root's home. He moved his house to 2737 Ashby Place in 1913.

16. Significance.

The McCullough Building is significant as a contributing building in the Elmwood Commercial District. Its one-story height and its traditional shopfronts (even with the transoms covered) are entirely compatible with most of the buildings in the district. The northern shop front even has a traditional awning.

The building is also significant for being one of the buildings constructed during the early phase of development (1907–1916), and for being the last building constructed during the this phase.

The building is significant for the part it played during the events centered around the adoption and enactment of the nation's first zoning ordinance. The McCullough Building was constructed directly after the first zoning ruling by the City Council when the first 100 feet of Elmwood Park fronting on College were zoned commercial (instead of residential as was the rest of the neighborhood). The owners of the house next door, who were the most adversely affected by the commercial growth of College Avenue, moved their house to another street in response to the construction of the McCullough Building.

Lastly, the McCullough Building is significant for the continuity of its businesses over the years. A shoe repair/retail store has been a tenant in the building for the past 108 years, since the building was completed in late 1916. An electric shop was in the building for more than seventy years, also opening when the building was completed in late 1916. These were (are) the types of businesses that made the Elmwood commercial district so successful through the years.

Features to Preserve.

- the traditional shopfronts
- the tile paving at 2917 College
- the transom windows

17. Historic Value— Neighborhood: Yes City: No
Architectural Value— Neighborhood: Yes City: No

18. Is the property endangered? No

19. Bibliography.

Building Permit Application No. 5540, 5 June 1916; as well as several alteration applications.

Block books and Sanborn maps

Urban Conservation Survey (block files), BAHA.

Ormsby Donogh Real Estate File (1939–1977), BAHA.

Tales of the Elmwood, Burl Willes, 2000.

Berkeley Tourist and Business Survey, 1924.

ancestry.com

Contract notices, *Oakland Tribune*, 11 June 1916.

Deeds, *Berkeley Daily Gazette*, 22 November 1916.

"Family Leaves for Visit in Africa," *Berkeley Daily Gazette*, 2 February 1917.

"Coles' Shoes Goes to Paris: Stan Paris, that is," by Heidi Seney, *The Press*, 1 June 1977.

Olla Podrida, December 1916.

20. Recorder

Anthony Bruce for Elmwood Property Owners Association, c/o Claudia Hunka, Your Basic Bird, 2940 College Avenue, Berkeley, California 94705

27 September 2025

Additional Photographs.





top and bottom: McCullough Building, College Avenue Electric, 2917 College Avenue. Frank C. Libby, Jr., proprietor. Byron Bolfing, November 1947, Berkeley Historical Society.

Additional Photographs.



The McCullough Building. Paris Shoes (2915 College) and College Avenue Electric Co. (2917 College). Anthony Bruce, 1982.



The McCullough Building. Coles Shoes (2915 College) and College Avenue Electric (2917 College). Ormsby Donogh, 1939, Donogh Real Estate File, BAHA.

Additional Photographs.



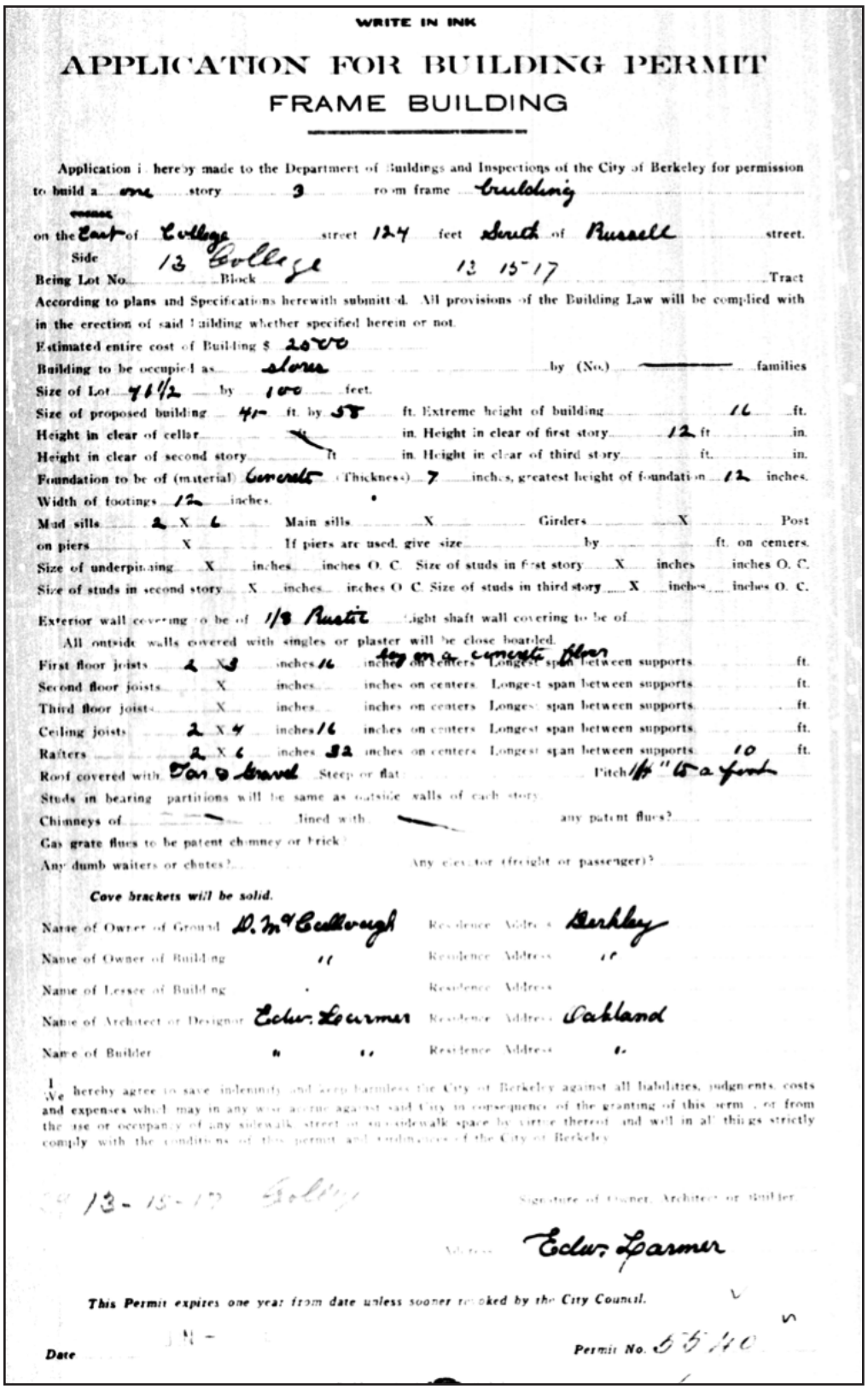
The McCullough Building: Coles Shoes, 2915 College Avenue. Francis A. Coles, proprietor, on the left. Byron Bolfing, 1947, Berkeley Historical Society.



McCullough Building. Tile paving at 2917 College Avenue. Anthony Bruce, 2025.



High School senior, Norah McCullough, standing in for her parents Elsie and David McCullough. December 1916 Olla Podrida.



WRITE IN INK

APPLICATION FOR BUILDING PERMIT
FRAME BUILDING

Application is hereby made to the Department of Buildings and Inspections of the City of Berkeley for permission to build a one story 3 room frame Cottage

on the East side of College street 124 feet South of Russell street.

Being Lot No. 13 College Block 13 15-17 Tract

According to plans and Specifications herewith submitted. All provisions of the Building Law will be complied with in the erection of said Building whether specified herein or not.

Estimated entire cost of Building $ 2000

Building to be occupied as stores by (No.) ——— families

Size of Lot 41 1/2 by 100 feet.

Size of proposed building 41- ft. by 58 ft. Extreme height of building 16 ft.

Height in clear of cellar — ft — in. Height in clear of first story 12 ft in.

Height in clear of second story — ft — in. Height in clear of third story — ft. — in.

Foundation to be of (material) Concrete (Thickness) 7 inches, greatest height of foundation 12 inches.

Width of footings 12 inches.

Mud sills 2 X 6 Main sills — X — Girders — X — Post on piers — X — If piers are used, give size — by — ft. on centers.

Size of underpinning — X — inches — inches O. C. Size of studs in first story — X — inches — inches O. C.

Size of studs in second story — X — inches — inches O. C. Size of studs in third story — X — inches — inches O. C.

Exterior wall covering to be of 1/8 Rustic Light shaft wall covering to be of —

All outside walls covered with singles or plaster will be close boarded.

First floor joists 2 X 8 inches 16 inches on centers Longest span between supports lay on a concrete floor ft.

Second floor joists — X — inches — inches on centers Longest span between supports — ft.

Third floor joists — X — inches — inches on centers Longest span between supports — ft.

Ceiling joists 2 X 4 inches 16 inches on centers Longest span between supports — ft.

Rafters 2 X 6 inches 32 inches on centers Longest span between supports 10 ft.

Roof covered with Tar & Gravel Steep or flat Pitch 1/4 " to a foot

Studs in bearing partitions will be same as outside walls of each story.

Chimneys of — lined with — any patent flues? —

Gas grate flues to be patent chimney or brick?

Any dumb waiters or chutes? Any elevator (freight or passenger)?

Cove brackets will be solid.

Name of Owner of Ground D. McCullough Residence Address Berkley

Name of Owner of Building " Residence Address "

Name of Lessee of Building — Residence Address —

Name of Architect or Designer Edw. Larmer Residence Address Oakland

Name of Builder " " Residence Address "

I We hereby agree to save indemnify and keep harmless the City of Berkeley against all liabilities, judgments, costs and expenses which may in any way accrue against said City in consequence of the granting of this permit, or from the use or occupancy of any sidewalk, street or unbuilt sidewalk space by virtue thereof, and will in all things strictly comply with the conditions of this permit and ordinances of the City of Berkeley.

13-15-17 Edw. Larmer Signature of Owner, Architect or Builder

Address Edw. Larmer

This Permit expires one year from date unless sooner revoked by the City Council.

Date — Permit No. 5540

City of Berkeley Application for Building Permit No. 5540, 5 June 1916

Planning and Development Department
Land Use Planning Division

CITY OF BERKELEY
Ordinance #4694 N.S.
LANDMARK APPLICATION

Elmwood Commercial Historic District

Property No. 30

Martin Building
2905 College Avenue



The Martin Building, 2905 College Avenue. Anthony Bruce, 2025.

1. **Street Address:** 2905, 2907, 2909, 2911 College Avenue
   County: Alameda **City**: Berkeley **ZIP**: 94705

2. **Assessor's Parcel Number**: 052–1567–02300
   (Elmwood Park Tract, Block A, Lot 24 and portion of Lot 25)
   Dimensions: 62.5 feet x 120 feet
   Cross Streets: Ashby Avenue and Russell Street

3. **Is property on the State Historic Resource Inventory?** No
   Is property on the Berkeley Urban Conservation Survey? Yes
   Form #: 11875

4. **Application for Landmark Includes**:
   a. Building(s): Yes **Garden:** No **Other Feature(s)**: No
   b. Landscape or Open Space: No
   c. Historic Site: No
   d. District: Yes
   e. Other: Entire property

5. **Historic Names:** Martin Building
   Commonly Known Name: not known

6. **Date of Construction:** 1915, 1921 **Factual**: Yes
   Source of Information: City of Berkeley Applications for Building Permit No. 4301, No. 5344, No. 9614; 5 January 1915, 28 March 1916, 7 February 1921

7. **Architect:** none listed on applications

8. **Builder:** Jacob Kollmer, 2753 Piedmont Avenue

9. **Style:** Pioneer Storefront

10. **Original Owners:** Harry M. Martin, 2715 Hillegass Avenue
    Original Use: commercial (4 stores)

11. **Present Owner:** Bennett Susan L Tr

    Present Occupant: The Italian Homemade Company (2905 College); Cotton Basics (2909 College); Freshly Rooted Tribe (2911 College)

12. **Present Use:** commercial (3 stores)
    Current Zoning: C-E **Adjacent Property Zoning:** C-E

13. **Present Condition of Property:**
    Exterior: Excellent **Interior:** unknown **Grounds:** Ø
    Has the property's exterior been altered? Yes

14. Description.

Built in 1915, the Martin Building is a one-story, wood-frame structure with a cement plaster exterior. The building was added to in 1916 and 1921 to create more shops at the south. This accounts for the asymmetrical façade, with a slightly higher parapet over what had been once the center shopfront. The stepped parapet gives the building a bit of an "Old West" character.

Traditional shopfronts feature glossy black tile bulkheads, and wood doors with center lites. Transoms are exposed, although they are obscured by fixed-in-place awnings. The two spaces in the north half of the building are used by the present delicatessen, with one elongated shopfront and one entrance. This alteration occurred in 1935. The entry door is a pair of swinging doors, likely left from the many years this large space served as a market. The southern two shopfronts are their original size. all three shopfronts have concrete paving leading to the entrances.

The space above the transoms is plain, flat stucco, with flashing serving as a cornice. No photographs have been found prior to 1939, so it is not known whether the building had been decorated in any way originally.

15. History.

Jennie and Harry Martin arrived in Berkeley from Pomona in 1904. For many years, Mr. Martin had been in the real estate business there, and upon arrival, he opened his own office in downtown Berkeley. His son Scott soon joined him in the business venture and remained with the company. In 1906, Harry Martin became a charter member of the newly incorporated Berkeley Real Estate Exchange.

The Martins built a house for the family (including son Scott and daughter Maude) at 2715 Hillegass Avenue in 1905. It is not known why the Martins moved to Berkeley. The usual reason was so that the children could attend the University, but neither Scott nor Maude appear to have attended.

In 1911, Harry Martin bought Lot 24 in Block A of Elmwood Park. In 1915, he built a shop building next to the completed Dondero Building of 1912-13. Most of the early investors in what was becoming the neighborhood shopping street lived nearby, but for Mr. Martin, he was investing also in his future and that of his son. The H. M. Martin Company opened in the northernmost shop of the completed building in 1915. Twice (in 1916 and 1921) the building was expanded to the south to create space for more shops. The 1921 expansion gave the Martin Company a new home. This was to be the conveniently located place of business for Mr. Martin for the rest of his life.

The Martins were well-enough known in town that the celebration of their 65th wedding anniversary was captured by the *Berkeley Gazette* in story and picture in 1946. Sadly, Jennie died in early 1948, and Scott died soon after. Harry Martin continued to run the business until early 1949. He died the following year. Daughter Maude received revenue from the building until her death in about 1969. In 1970, the Martin Building was purchased by Queene and Frank C. Libby, Jr., owners of the McCullough Building next door and of College Avenue Electric in that building.

The Martin Building was only the second commercial building at this end of the district. There was a grocery store in the building at least from 1921 when a store room was built behind 2907 College for the use of the grocery store run by Joseph Gelber. Beginning in 1923, James S. Hay ran the Ideal Groceteria in the space. He in turn sold the business to Roderick D. Goode in 1925. Goode was a neighbor, living at 2813 Stuart Street. In the early 1930s, Bernard W.

White opened the long-running Topside Market. In 1935, Mr. Martin expanded the store space for the market by removing the partition between 2905 and 2907 and creating a single, centered entrance. The Topside lasted about twenty years, closing in 1952 with a storewide sale. The next owners were George Farray & Son. Mr. Farray had come to this country from Aleppo, Syria, and owned a small grocery store at 3024 Ashby Avenue between Domingo and Claremont Avenue. Mr. Farray died in October 1953 and the business gave way to the New Claremont Market, which remained open until about 1970, ending the history of grocery stores in this location. Soon after, Albert Braver, who had owned a popular shop on Bancroft across from the Student Union selling records and tobacco, opened, with his wife, Magnum Opus, an imported wicker basket emporium in the space. After about twenty years, AG Ferrari's Ultra Lucca moved into the space and remained for twenty-seven years. The Italian Homemade Company delicatessen is currently in this large space.

16. Significance.

The Martin Building is significant as a contributing building in the Elmwood Commercial District. Its one-story height and its traditional shopfronts (even with the transoms covered) are entirely compatible with most of the buildings in the district.

The building is also significant for being one of the buildings constructed during the pre-war phase of development (1907–1916).

Lastly, the Martin Building is significant for the continuity of its businesses over the years. A grocery store has been an important part of the business history of the building. After a hiatus between 1970 and 1990, food-oriented businesses have continued to use the large double space.

The Martin Building's eponymous business, the H. M. Martin Company, a successful real estate company, was in the building from 1915 to 1949. These were, and are, the types of businesses that made the Elmwood commercial district so successful as a self-contained "Main Street" through the years.

Features to Preserve.

- the traditional shopfronts
- the transom windows

17. Historic Value— Neighborhood: Yes City: Yes
Architectural Value— Neighborhood: Yes City: No

18. Is the property endangered? No

19. Bibliography.

City of Berkeley Application for Building Permit No. 4301, 5 January 1915; as well as several alteration applications.

Block books and Sanborn maps

City directories.

Urban Conservation Survey (block files), BAHA.

Ormsby Donogh Real Estate File (1939–1977), BAHA.

Tales of the Elmwood, Burl Willes, 2000.

Berkeley Tourist and Business Survey, 1924.

ancestry.com

"Strong Exchange of Berkeley Men," *Oakland Enquirer*, 13 October 1906

Deeds, *Berkeley Gazette*, 16 May 1911.

Contract notice, *Oakland Tribune*, 17 January 1915.

"H. M. Martins Celebrate Their 65th Wedding Day" by Edna Strachan, *Berkeley Daily Gazette*, 7 November 1946.

"Albert Elijah Braver" *SFGATE*, 7 November 2003.

"AG Ferrari, a Fixture on College Avenue for 27 Years, has Closed" by Frances Dinkelspiel, *Berkeleyside*, 6 February 2017.

20. Recorder

Anthony Bruce for Elmwood Property Owners Association, c/o Claudia Hunka, Your Basic Bird, 2940 College Avenue, Berkeley, California 94705

4 October 2025

Additional Photos.

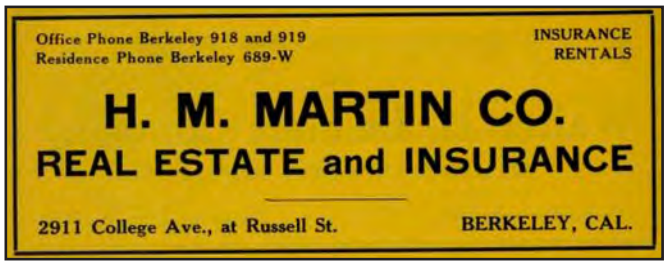


Scott Martin with Byron Bolfing inside the H. M. Martin Co. real estate office in 1947. Bolfing Collection, Berkeley Historical Society.



Jennie and Harry Martin in their home at 2715 Hillegass Avenue.

Gazette photo, Berkeley Gazette, *7 November1946.*



H. M. Martin Co. display ad in the 1922 Polk-Husted Oakland-Berkeley City Directory.

Additional Photographs.



The Martin Building, 2905 College Avenue.

Anthony Bruce, 2025.



The Martin Building, 2905 College Avenue.

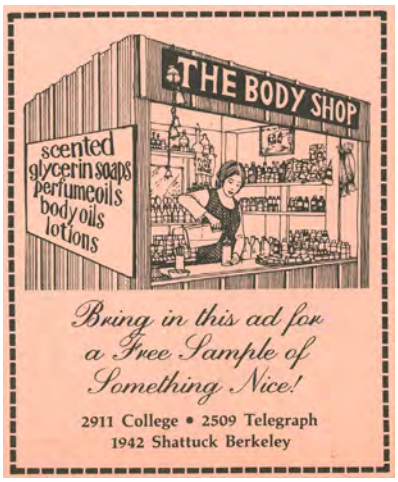
Anthony Bruce, 2025.



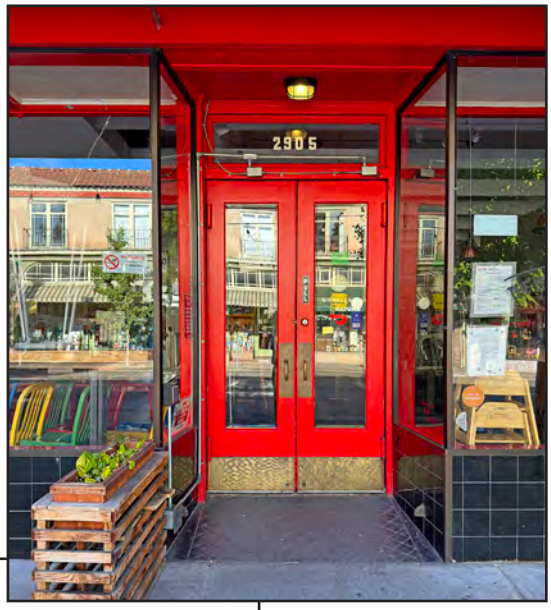
The Martin Building, 2905 College Avenue. Magnum Opus, 2905 College; Forget Me Not, 2909 College; The Body Shop, 2911 College.

Anthony Bruce, 1982.

Additional Photographs.

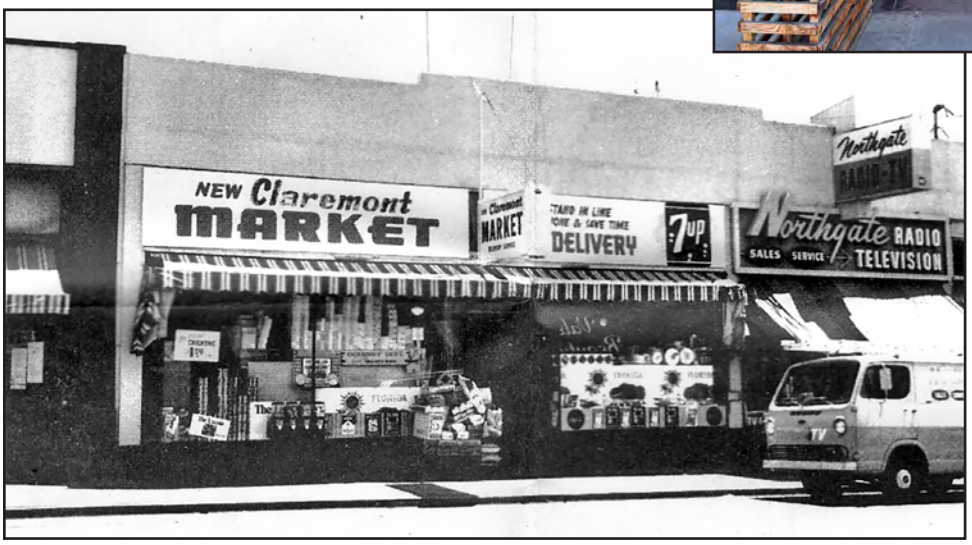


Display ad for The Body Shop from a 1980 issue of The Berkeley Monthly.



The Martin Building, double-door entrance to 2905 College Avenue. This shopfront configuration dates from 1935.

Anthony Bruce, 2025.

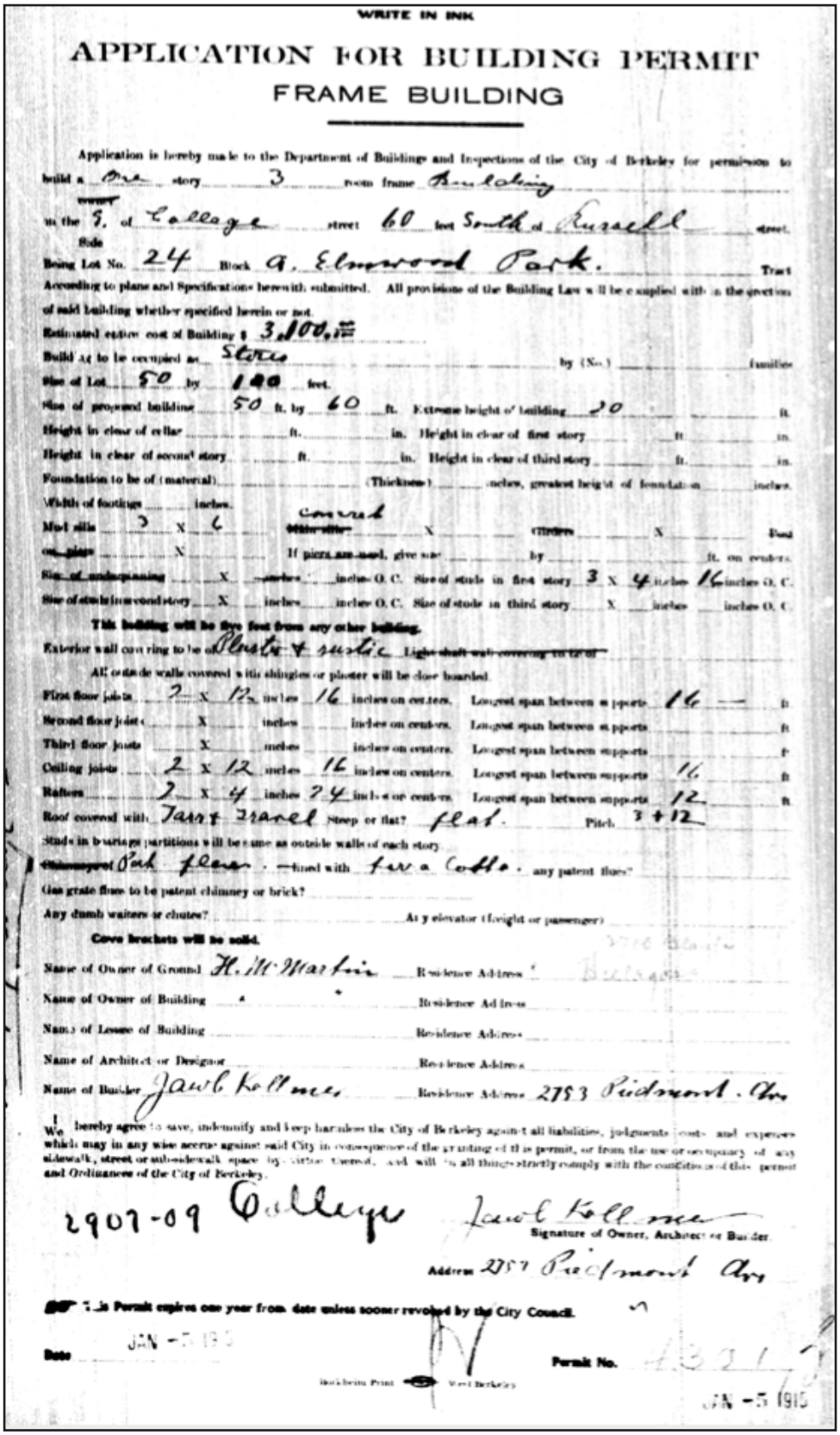


The Martin Building, 2905 College Avenue in 1968. Both the New Claremont Market and Northgate Radio had moved here from locations on Claremont Avenue.

Real estate listing ("owner retiring"), Donogh Real Estate File, BAHA.



Martin Building. Topside Market, 2907 College; unknown, 2909 College; H. M. Martin Co., 2911 College Avenue. Ormsby Donogh, 1939, Donogh Real Estate File, BAHA.



WRITE IN INK

APPLICATION FOR BUILDING PERMIT
FRAME BUILDING

Application is hereby made to the Department of Buildings and Inspections of the City of Berkeley for permission to build a One story 3 room frame Building

owner
on the E. of College street 60 feet South of Russell street.
Side

Being Lot No. 24 Block A. Elmwood Park. Tract

According to plans and Specifications herewith submitted. All provisions of the Building Law will be complied with in the erection of said building whether specified herein or not.

Estimated entire cost of Building $ 3,100.00

Build'g to be occupied as Store by (No.) families

Size of Lot 50 by 100 feet.

Size of proposed building 50 ft. by 60 ft. Extreme height of building 20 ft.

Height in clear of cellar ft. in. Height in clear of first story ft. in.

Height in clear of second story ft. in. Height in clear of third story ft. in.

Foundation to be of (material) (Thickness) inches, greatest height of foundation inches.

Width of footings inches.

Mud sills 2 X 6 Corner X Girders X Posts

on piers X If piers are used, give size by ft. on centers.

Size of studding X inches inches O. C. Size of studs in first story 3 X 4 inches 16 inches O. C.

Size of studs in second story X inches inches O. C. Size of studs in third story X inches inches O. C.

This building will be five feet from any other building.

Exterior wall covering to be of Plaster & rustic Light shaft walls covering to be of

All outside walls covered with shingles or plaster will be door boarded.

First floor joists 2 X 12 inches 16 inches on centers. Longest span between supports 16 ft.

Second floor joists X inches inches on centers. Longest span between supports ft.

Third floor joists X inches inches on centers. Longest span between supports ft.

Ceiling joists 2 X 12 inches 16 inches on centers. Longest span between supports 16 ft.

Rafters 2 X 4 inches 24 inches on centers. Longest span between supports 12 ft.

Roof covered with Tarr & Gravel Steep or flat? flat. Pitch 3 + 12

Studs in bearing partitions will be same as outside walls of each story.

Chimneys of Red flues lined with fire a Cotta. any patent flues?

Gas grate flues to be patent chimney or brick?

Any dumb waiters or chutes? Any elevator (freight or passenger)

Cove brackets will be sold.

Name of Owner of Ground H. M. Martin Residence Address

Name of Owner of Building Residence Address

Name of Lessee of Building Residence Address

Name of Architect or Designer Residence Address

Name of Builder Jawl Kellner Residence Address 2753 Piedmont Ave

I We hereby agree to save, indemnify and keep harmless the City of Berkeley against all liabilities, judgments, costs and expenses which may in any wise accrue against said City in consequence of the granting of this permit, or from the use or occupancy of any sidewalk, street or sub-sidewalk space by virtue thereof, and will in all things strictly comply with the conditions of this permit and Ordinances of the City of Berkeley.

2907-09 College Jawl Kellner
Signature of Owner, Architect or Builder.

Address 2753 Piedmont Ave

This Permit expires one year from date unless sooner revoked by the City Council.

Date JAN -5 1915 Permit No. 4301

Blackburn Print West Berkeley

JAN -5 1915

City of Berkeley Application for Building Permit No. 4301, 5 January 1915

Planning and Development Department
Land Use Planning Division

CITY OF BERKELEY
Ordinance #4694 N.S.
LANDMARK APPLICATION

Elmwood Commercial Historic District

Property No. 31
Dondero Building
2901 College Avenue





The Dondero Building, 2901 College Avenue. Anthony Bruce, 2025.

1. **Street Address:** 2901, 2901 1/2, 2903. 2903 1/2 College Avenue; 2706 Russell Street
   County: Alameda **City**: Berkeley **ZIP**: 94705

2. **Assessor's Parcel Number**: 052–1567–02401
   (Elmwood Park Tract, Block A, Lot 23)
   Dimensions: 60 feet x 120 feet
   Cross Streets: Ashby Avenue and Russell Street

3. **Is property on the State Historic Resource Inventory?** No
   Is property on the Berkeley Urban Conservation Survey? Yes
   Form #: 11876

4. **Application for Landmark Includes**:
   a. Building(s): Yes **Garden:** No **Other Feature(s)**: No
   b. Landscape or Open Space: No
   c. Historic Site: No
   d. District: Yes
   e. Other: Entire property

5. **Historic Names:** Dondero Building
   Commonly Known Name: not known

6. **Date of Construction:** 1912–13 **Factual**: Yes
   Source of Information: City of Berkeley Application for Building Permit No. 2517, 12 December 1912
7. **Architect:** John Sullivan, 6452 Harmon Court, Oakland
8. **Builder:** F. Walter Thaxter, 2820 Kelsey Street

9. **Style:** Storefront

10. **Original Owners:** John Faust Dondero, 2838 Derby Street
    Original Use: commercial (5 stores)

11. **Present Owner:** JCJ9 Property Management LLC
    Present Occupant: Nabolom (2706 Russell); Five Little Monkeys (2901 College); Methok Pema Antique Handcraft (2903 College); Tibetan Gem Shop; Methok Pema Comfort Clothing (2903 1/2 College)

12. **Present Use:** commercial (4 stores)
    Current Zoning: C-E **Adjacent Property Zoning:** R-2
13. **Present Condition of Property:**
    Exterior: Excellent **Interior:** unknown **Grounds:** Ø
    Has the property's exterior been altered? Yes

14. Description.

Built in 1912–13, this is a one-story and basement wood-frame structure with cement plaster exterior. The Dondero Building has been stripped of its Prairie/Viennese Secession ornamentation of applied geometric shapes. Its present smooth façade is capped with a narrow cornice, and framed by slightly projecting piers.

The building is angled at the corner with a corner entrance to the store (5 Little Monkeys) at 2901 College. Transoms are gone from the corner store, but probably still exist at the three stores along College, hidden behind signage. The southernmost two storefronts have been reconfigured. The very small shopfront on College appears as it did in the 1939 photo. Imaginative painting of the exterior of the corner store gives the illusion of arched windows.

Today there is one shopfront on the Russell Street frontage. Earlier photos show possibly as many as three. Fluted piers mark what had once been a separate shop, but it is now a part of the corner store. The shopfront at the far end is traditional with plate glass and a slightly recessed entrance but dates from 1937 alterations by architect Edwin Lewis Snyder for a post office remodel. The alteration permit states, "Remodel storefront and remove ornaments from front of building." The narrow transoms would date from this remodel.

A fantasy mural of toys and monkeys has been painted in a recessed panel on the Russell Street side of the corner store.

15. History.

In early December 1912, John Faust Dondero was having his newly purchased property at the corner of College and Russell cleared in preparation for construction of a commercial building that was to begin later that month. His real estate venture may have been the bright spot in a December that was especially hard on Dondero. He had been the chief complainant in charges against the running of the State Home for the Adult Blind on Telegraph Avenue in Oakland. His complaints led to an investigation, and, in December, a lengthy hearing before the State Board of Charities. John Dondero was the star witness, but his testimony was torn to shreds by the Board as being hearsay. He responded that his complaints rose from his continuing purpose of "solving the problems of the blind in California."

Dondero was a lifelong advocate for the blind and the institutions that provided for them. He was Supervisor of Boys at the Deaf and Blind School in Berkeley, where he was one of the investigators into the conduct of director Douglas Keith, who was later removed by the Governor. John Dondero was himself blind—since age 16—but he gave up his work at the school to enter the real estate business in 1912. At the December 1912 hearing, he said publicly that he was independently wealthy, owned property, was building in Berkeley, and engaged in a real estate office. His grandfather, Giovanni Dondero, arrived in San Francisco in 1860 and made his fortune in real estate. John may have been following in his footsteps. After the Martin Building was constructed next door, Dondero worked at the H. M. Martin Co. in the fire insurance division.

Backed by former Governor George Pardee, John Dondero ran—unsuccessfully—for the State Board of Equalization several times in the 1920s and 1930s, campaigning in small towns in his district.

John Dondero married Arlington "Arlie" McCormick in July 1913. Arlie was part of a pioneer Napa family living in St. Helena on Spring Mountain at the McCormick Ranch where she was born. She came to Berkeley on Thanksgiving in 1911 to join the faculty of the Deaf and

Blind school where she met John. While they were engaged, his new College Avenue building was put in her name. The Donderos lived at 2726 Garber Street, near College, in a house built for them to lease in 1915 by the owner of the land who lived next door. In December 1919, after an illness of three months, Arlie Dondero died at Merritt Hospital in Oakland. .John Dondero married Edith Margaret Rogers in 1922. Their son was named John Arlington Dondero.

The Dondero Building had a major impact on its surroundings, both negative and positive. When the Dondero Building was built, it was the first commercial encroachment on the east side of College Avenue in the Elmwood Park tract, which had been assumed by homebuilders to be a residential tract. It was also the first commercial building at the north end of the two blocks of College between Webster and Russell. Prior to 1912, all businesses were on the west side of the street, clustered around Ashby Avenue (except for a tiny real estate office built at Russell in early 1912). Three houses stood on the east side of the street by 1912, two being very close to the Dondero Building. Its construction was an offensive shock to these two homeowners. Orville Root moved his house to Ashby Place in 1913. The Barbers, next door to the Roots to the south, waited until the McCullough Building was built next to their property before moving their house away. The Dondero Building had a negative impact on the neighborhood and was the first impact to later trigger Berkeley's first zoning decision. Conversely, the Dondero Building paved the way for commercial infill on the vacant lots on College between Ashby and Russell, helping to create today's beloved and thriving Elmwood commercial district.

The strategically positioned corner shop in the Dondero Building, with its angled façade and large windows, seems to have been sought after for grocery stores and restaurants during the first thirty-five years. The first business in that space was a grocery store owned by Wilford Nichols and Sidney Chown. Nichols had operated a grocery previously at 2711 Russell Street between College and Cherry. (Harvey Haseltine, who had purchased the Kelsey Ranch from the Kelsey family years before, built his own grocery and real estate office next to his house on Russell in 1909; after a few years Nichols took over the store, which ceased to exist after the Dondero Building was completed.) When the Danbert and adjoining commercial building were built at Derby and College in 1915, Wilford Nichols opened the Derby Market at 2707 College, and Sidney Chown became the sole proprietor. Chown consolidated his business in his Broadway grocery store in 1923, and the first of many restaurants opened in the corner space: Helen Montgomery's Ye Old Homestead Cider Company, with a newly installed brick fireplace and a wood paneled dining room. Various eateries were in the space before it returned to being a grocery store in the 1940s: Millward's Market.

In 1948, the type of business changed to men's apparel. Curtis & Gray was at 2901 College for over twenty years. Every young man in the surrounding neighborhoods most likely was fitted for his first suit at Curtis & Gray.

The one store that remained the longest was Sweet Dreams. In 1971, Gary Gendel opened Sweet Dreams candy shop in the Dondero Building, but not in the corner space (which was in use at the time). At 2901 1/2 College is a very small shop. It is not known what it was at first, but after WWI, Hardin Asher Parke, a barber, opened his own shop in that space. His wife Belle worked next door at Ye Old Homestead. Parke died in 1929, but the space remained a barber shop. It had two chairs, and the chair in the window was fitted with a hobby horse head, which no small child looking in could resist. This was the spot that Gary Gendel first rented for his candy shop. It is said that he filled the barber pole with jelly beans. Within a few years, he had outfitted the large

corner store with Victorian-style shelves and counters, filled with large glass jars of colorful old-fashioned candy. The store also sold whimsical gifts, and, for a time, the back room was set up as an ice cream parlor. The store became a fixture in the Elmwood district, as did Gendel himself, who would be seen striding along the sidewalk, going from one of his three stores to the other. (He also owned Sweet Dreams toy store and Primvera gift shop). Gary Gendel closed the toy store in June 2023 and he died that August.

The history of the Dondero Building includes the fact that it was twice the location of the Elmwood Station of the United States Post Office. After many years at Rolla Fuller's drugstore in the Koerber Building as "Station 8," the local post office moved to the Dondero Building in 1927 and was renamed "Elmwood Station." In 1937, architect Edwin Lewis Snyder was commissioned by then-owner James Russell Selfridge to remodel the post office at 2706-08 Russell Street and to "remove ornaments from front of building," in order to make the space more appropriate for the Post Office. The result was a bland and sterile façade on the eastern half of the Russell Street side of the building. The Post Office moved into its own building at 2705 Webster Street in 1948 and the Russell Street space was again remodeled: for Nelson's Self-Service Laundry, which was a neighborhood fixture for more than twenty years.

The second time the Elmwood Station appeared in the Dondero Building was in the early 1970s. A major remodel was planned for the Webster Street site and the post office needed a temporary location. All the golden oak cabinetry and counters were brought over and carefully fitted together. One would have thought that the Post Office had always been there. When the remodel and addition were finished on Webster, the handsome woodwork was not reinstalled; a 1970s interior with orange Formica greeted postal customers at Webster and College.

The present Nabolom Bakery in the post office space was created to counteract the threat of regionalism and duplication of services in the Elmwood commercial district. The City had enacted temporary regulations for the turnover of businesses in the Elmwood in 1975 to attempt to retain neighborhood-serving businesses. In 1976, a hair-cutting salon had applied for a then-empty space. Neighbors said there was greater need for a bakery, and a group, including merchants, found both a group of women wanting to start a bakery and a vacant shopfront at 2706 Russell. The bakery has been an extremely popular business since the day it opened in 1976 in what had been one half of Nelson's Laundry. When the laundry later closed, Nabolom expanded into that space. After many years, Nabolom closed, but no one would allow it to die. It reopened with new owners as Nabolom Bakery and Pizzeria.

16. Significance.

The Dondero Building is significant as an anchor building in the Elmwood commercial district. Although only one story, it was designed to take advantage of its corner lot. The façade of the building is faceted as it turns the corner, and the shop entrance faces the street corner directly, giving the Dondero Building a strong visual presence.

The Dondero Building is also significant for its builder, John Faust Dondero (1885–1963). Not only was he a local resident who was an early commercial investor in the Elmwood district and a College Avenue businessman, but he was also noteworthy for his lifelong regard for the betterment of the lives of blind people in California, which he manifested through his activism, writing, and working at the California School for the Deaf and Blind.

The Dondero Building is significant for the businesses that have enriched the lives of the

neighboring residents, as well as all Berkeleyans. The businesses went from one of the first full-scale grocery stores in the Elmwood to the several restaurants to the Curtis & Gray haberdashery to Sweet Dreams (1971–2023), a store in living memory beloved to all. The building is significant also for being the longtime home of the Elmwood Station of the United States Post Office.

The Dondero Building also played a role in social issues affecting both the neighborhood and the City. Its construction in 1912–13 caused consternation to those who had already built their home on the east side of College Avenue in the Elmwood Park tract, and was a catalyst for the City's eventual first zoning decision in 1916. The growing concern in the 1970s over losing neighborhood-serving businesses in the Elmwood, as well as business redundancy, led to a temporary City ordinance and eventual special zoning. The Dondero Building solved the immediate problem of lack of services by providing a space for a bakery, missing in the Elmwood since the last bakery closed in 1970.

Features to Preserve.

- the faceted corner (three wall planes)
- the former barber shop storefront, with its two steps, traditional door, and single, small display window
- the traditional shopfronts along Russell Street
- the five remaining original pilasters (two on College and three on Russell)
- the ledgerock bulkheads at 2903 and 2903 1/2 College
- any remaining transoms

17. Historic Value— Neighborhood: Yes City: Yes
Architectural Value— Neighborhood: Yes City: No

18. Is the property endangered? No

19. Bibliography.

City of Berkeley Application for Building Permit No. 2517, 12 December 1912; as well as several alteration applications.

Block books and Sanborn maps

City directories.

Urban Conservation Survey (block files), BAHA.

Ormsby Donogh Real Estate File (1939–1977), BAHA.

Tales of the Elmwood, Burl Willes, 2000.

Berkeley Tourist and Business Survey, 1924.

"A Profile of the Elmwood: Trends and Counter-Trends in a Berkeley Neighborhood Commercial District" Joanna Callenbach, Geography 181 class paper, Spring 1978.

ancestry.com

Deeds, *Berkeley Gazette*, 25 November 1912.

Contract notice, *Berkeley Gazette*, 14 December 1912.

"Blind Home Probe Begins: Dondero Placed on Stand," *Oakland Tribune,* 16 December 1912.

"Evidence is Continued in Blind Home Investigation: Many Witnesses Called to Stand in Probe of Dondero Charges," *Oakland Tribune,* 17 December 1912.

"Blind Home Attack is Breaking Down: Witnesses Called by Complainants in Inquiry Testify for Defense," *Oakland Tribune,* 19 December 1912.

"State Home Teacher Weds; Faints in the Clerk's Office. Mr. and Mrs. John Faust Dondero, who were Married Last Night in Berkeley. Dondero is an Instructor at the State School for the Deaf and Blind," *Oakland Tribune,* 20 July 1913.

"Former Resident Dies: Mrs. Arlington Dondero Passes Away," *St. Helena Star,* 2 December 1919.

"Blind School Probe Promised," *Oakland Tribune,* 15 September 1920.

"Blind Man Here to Boost Candidacy for State Office," *Modesto News-Herald,* 12 August 1926.

"Sweet Dreams Owner Dies Shortly after Closing 50-year-old Elmwood Toy Store" by Joanne Furio, *Berkeleyside,* 15 September 2023.

Interview with Ava Earle Barber, conducted by Anthony Bruce, 1970s.

20. Recorder

Anthony Bruce for Elmwood Property Owners Association, c/o Claudia Hunka, Your Basic Bird, 2940 College Avenue, Berkeley, California 94705

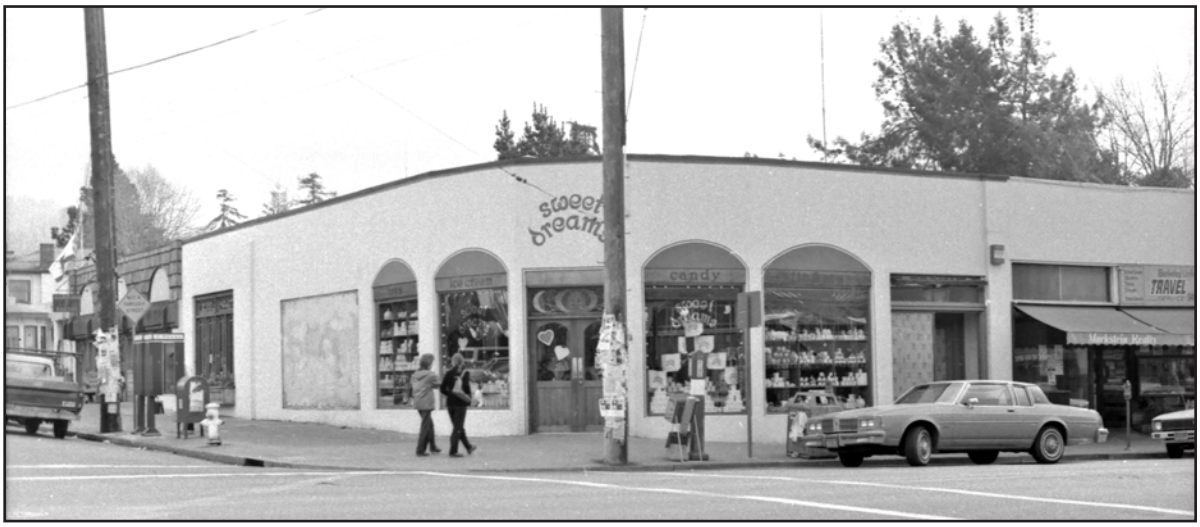
9 October 2025

Additional Photographs.



Dondero Building, College Avenue frontage. Anthony Bruce, 2025.

Dondero Building. Anthony Bruce, 1982.





Dondero Building, College Avenue frontage. Ormsby Donogh, 1939, Donogh Real Estate File, BAHA.

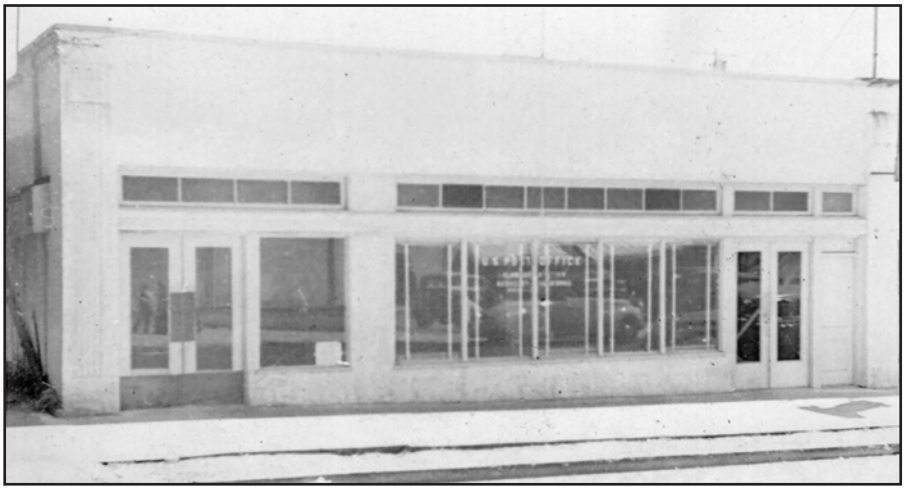
Additional Photographs.



Dondero Building, Russell Street frontage. Anthony Bruce, 2025.



Dondero Building, Russell Street frontage, showing the toy store mural. Anthony Bruce, 2025.



Dondero Building, Russell Street frontage, showing the Edwin Lewis Snyder-designed Post Office in about 1948.

Donogh Real Estate File, BAHA.



Dondero Building, Russell Street frontage, showing the now-missing center shopfront. Ormsby Donogh, 1939, Donogh Real Estate File, BAHA..

Additional Photographs.



Arlie and John Dondero. Oakland Tribune, *7 July 1913.*



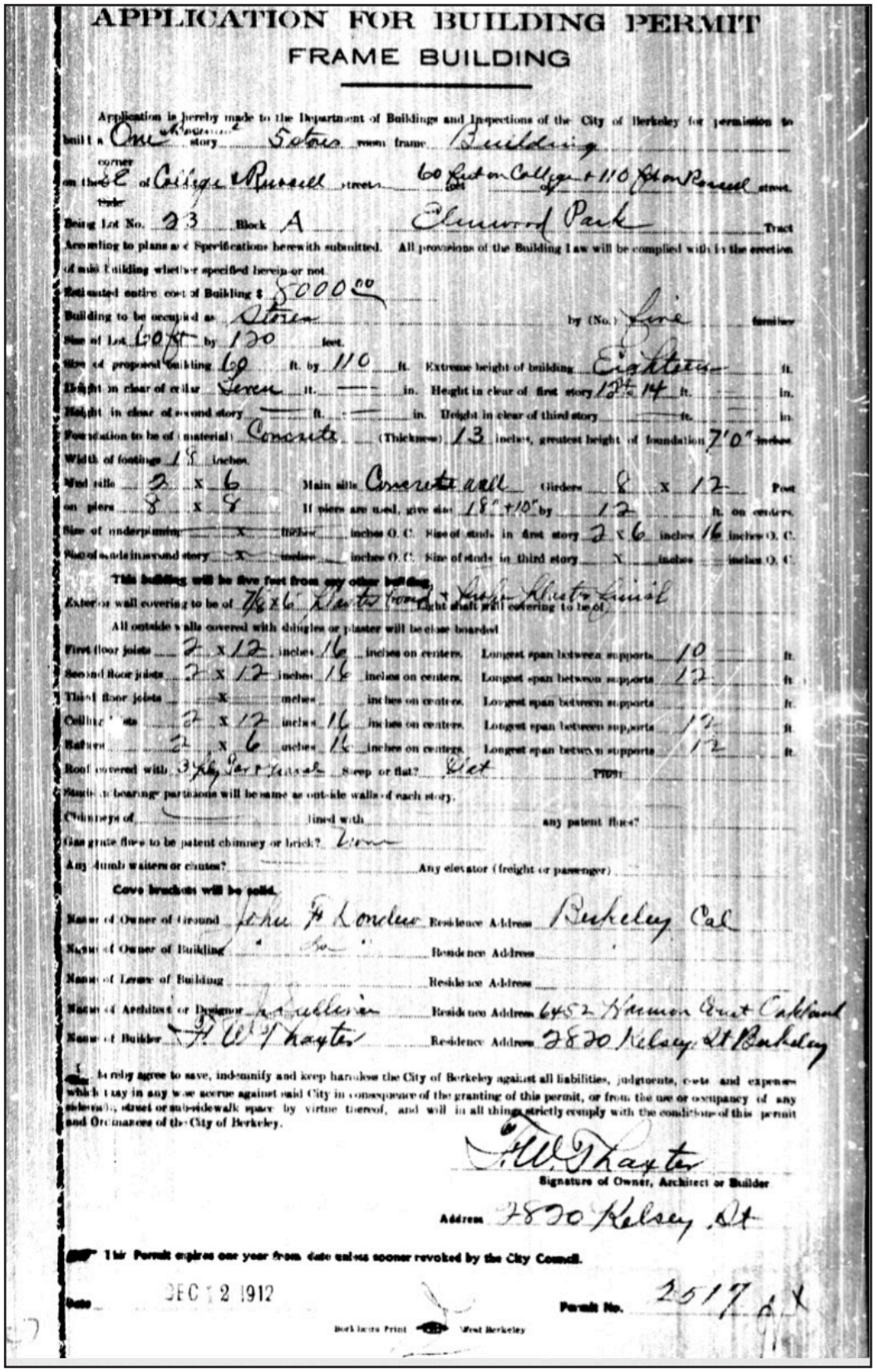
John Faust Dondero at the house he built in 1923 after his second marriage. 66 Vicente Road.
Fang family San Francisco Examiner *photograph archive © The Regents of the University of California, The Bancroft Library, University of California, Berkeley. This work is made available under a Creative Commons Attribution 4.0 license.*



Mrs. Beretta in front of the Dondero Building. Byron Bolfing, 1947, Berkeley Historical Society.



Annie McKinney in McKinney Deli Food Shop, 2903-A College, Dondero Building. Byron Bolfing, 1947, Berkeley Historical Society.



APPLICATION FOR BUILDING PERMIT
FRAME BUILDING

Application is hereby made to the Department of Buildings and Inspections of the City of Berkeley for permission to build a One story Sotors room frame Building

on the SE corner of College & Russell street 60 Ft on College & 110 Ft on Russell street.

Being Lot No. 23 Block A Elmwood Park Tract

According to plans & Specifications herewith submitted. All provisions of the Building Law will be complied with in the erection of said Building whether specified herein or not.

Estimated entire cost of Building $ 5000.00

Building to be occupied as Stores by (No.) Five families

Size of Lot 60 Ft by 120 feet.

Size of proposed building 60 ft. by 110 ft. Extreme height of building Eighteen ft.

Height in clear of cellar Seven ft. —— in. Height in clear of first story 13½ 14 ft. —— in.

Height in clear of second story —— ft. —— in. Height in clear of third story —— ft. —— in.

Foundation to be of material Concrete (Thickness) 13 inches, greatest height of foundation 7'0" inches

Width of footings 18 inches.

Mud sills 2 x 6 Main sills Concrete wall Girders 8 x 12 Post on piers 8 x 8 If piers are used, give size 18" x 15" by 12 ft. on centers.

Size of underpinning —— x —— Rubble —— inches O. C. Size of studs in first story 2 x 6 inches 16 inches O. C.

No. of studs in second story —— x —— inches —— inches O. C. Size of studs in third story —— x —— inches —— inches O. C.

This building will be five feet from any other building.

Exterior wall covering to be of 7/8 x 6 Redwood Drop Siding Roof shall be covered to be of Composition Asphalt Finish

All outside walls covered with shingles or plaster will be close boarded

First floor joists	2 x 12	inches 16	inches on centers.	Longest span between supports	10 ft.
Second floor joists	2 x 12	inches 16	inches on centers.	Longest span between supports	12 ft.
Third floor joists	—— x ——	inches ——	inches on centers.	Longest span between supports	—— ft.
Ceiling joists	2 x 12	inches 16	inches on centers.	Longest span between supports	14 ft.
Rafters	2 x 6	inches 16	inches on centers.	Longest span between supports	12 ft.

Roof covered with 3 Ply Tarr Asphalt Steep or flat? Flat Pitch

Main bearing partitions will be same as outside walls of each story.

Chimneys of —— lined with —— any patent flues?

Gas grate flues to be patent chimney or brick? None

Any dumb waiters or chutes? —— Any elevator (freight or passenger) ——

Cove brackets will be solid.

Name of Owner of Ground John F. Londee Residence Address Berkeley Cal

Name of Owner of Building —— Residence Address ——

Name of Lessee of Building —— Residence Address ——

Name of Architect or Designer —— Residence Address 6452 Harmon Ave Oakland

Name of Builder F. W. Thayer Residence Address 2820 Kelsey St Berkeley

I hereby agree to save, indemnify and keep harmless the City of Berkeley against all liabilities, judgments, costs and expenses which may in any wise accrue against said City in consequence of the granting of this permit, or from the use or occupancy of any sidewalk, street or subsidewalk space by virtue thereof, and will in all things strictly comply with the conditions of this permit and Ordinances of the City of Berkeley.

F. W. Thayer
Signature of Owner, Architect or Builder

Address 2820 Kelsey St

This Permit expires one year from date unless sooner revoked by the City Council.

Date DEC 12 1912 Permit No. 2517

Berkeley Print West Berkeley

City of Berkeley Application for Building Permit No. 2517, 12 December 1912

Planning and Development Department
Land Use Planning Division

CITY OF BERKELEY
Ordinance #4694 N.S.
LANDMARK APPLICATION

Elmwood Commercial Historic District

Property No. 32

Safeway Supermarket Building
2887 College Avenue



The Safeway Supermarket Building, 2887 College Avenue. Anthony Bruce, 2025.

1. **Street Address:** 2887 College Avenue
   County: Alameda **City**: Berkeley **ZIP**: 94705

2. **Assessor's Parcel Number**: 053–1696–01500
   (University Villa Tract, Block A, Lots 1 and 2)
   Dimensions: 120 feet x 120 feet
   Cross Streets: Stuart Street and Russell Street

3. **Is property on the State Historic Resource Inventory?** No
   Is property on the Berkeley Urban Conservation Survey? Yes
   Form #: 14442

4. **Application for Landmark Includes**:
   a. Building(s): Yes **Garden:** No **Other Feature(s)**: No
   b. Landscape or Open Space: Yes
   c. Historic Site: No
   d. District: Yes
   e. Other: Entire property

5. **Historic Names:** Safeway
   Commonly Known Name: 7–Eleven

6. **Date of Construction:** 1932 **Factual**: Yes
   Source of Information: City of Berkeley Application for Building Permit No. 37037, 25 June 1932, and No. 110772846, 1972

7. **Architect:** Harold F. Genss, 2249 Ward Street (1932); Max R. Garcia, A.I.A. and Associ ates, 555 Sutter Street, San Francisco (1972)

8. **Builder:** K. E. Parker Company, 135 South Park, San Francisco (1932); Lambert & Wells, 315 Second Street, San Francisco(1972)

9. **Style:** industrial

10. **Original Owners:** K. E. Parker Company (land & building)
    Original Use: commercial (1 store)

11. **Present Owner:** Miottell Ward J Jr Trustee
    Present Occupant: vacant; 7-Eleven; Arlene's Cleaners; Elmwood Laundry

12. **Present Use:** commercial (4 stores)
    Current Zoning: C-E **Adjacent Property Zoning:** R-2, R-2A

13. **Present Condition of Property:**
    Exterior: fine **Interior:** unknown **Grounds:** fine
    Has the property's exterior been altered? Yes

14. Description.

Built in 1932, the Safeway Building is one story and is constructed of reinforced concrete. The reinforced concrete piers project slightly from the building's walls and extend above the parapet where they exhibit minimal Art Deco styling. There are eight piers from front to back, creating seven bays.

The building was designed to house a modern supermarket with a large stock room behind the market space. The adjoining parking lot was a necessary adjunct for a supermarket. The entrance to the store was on College Avenue. The four piers that frame the front façade were surfaced in celadon green glazed terra cotta in an angular Art Deco style. The same glazed terra cotta framed the three-panel frieze above the transom windows. The first two bays on the south side also held display windows and transoms. The transom windows were each divided in the style of Roman lattice.

Safeway vacated the building in late 1970 and the building was subsequently remodeled. Four shops were installed in place of the one supermarket. One shopfront is at the north end of the street façade, with the south two thirds left a blank wall. Along the south wall, the three other shops open to a concrete walkway next to the parking lot. The third bay is filled in, and the others contain store entrances or display windows. Each open bay has a plain marquee above the shopfronts. The upper half of each of the seven bays is surfaced with diagonally placed redwood boards, which introduce the rustic Sea Ranch style to this concrete industrial-like building. Three of the redwood panels have large plastic store signs attached. A vine covers much of the street façade and much of the first two side bays. The north side of the building, built on the property line, has no openings.

The parking lot has a concrete curb around it and two driveway entrances: one on College and one on Russell. A kiosk, designed to hold a small shop, was later built at the southwest corner of the parking lot. It is now vacant.

15. History.

In 1909, a church building was erected at the northeast corner of College and Russell for the College Avenue Methodist Episcopal Church. Architect Clinton Briggs Ripley (1849–1922) designed a picturesque stucco building with half-timbering, towers, gables, and a large stained-glass window facing College. Ripley's practice was in Honolulu, but he happened to be here at the time his services were needed. In 1928, the large structure at Durant and Dana was built for Trinity Methodist Episcopal Church. When the church opened, the College Avenue congregation moved to the new church and the College Avenue site became surplus property (which by then was two lots facing College Avenue).

The City Council, in May 1932, reclassified the two lots as commercial—per petition by Trinity Church—and the property was immediately sold in order to finance the construction of Trinity Hall next to Trinity Church.

The new owner of the land was the K. E. Parker Company of San Francisco. This major contracting firm was also the builder of the new supermarket built on the site, which was leased to Safeway Stores. The site of the church became a parking lot for the store. The building was designed by Berkeley architect Harold F. Genss (1890–1983).

The name "Safeway" appeared in 1926 as the new name for several grocery store chains that merged that year. The College Avenue store was constructed during the last year of the company's rapid expansion, when the effects

of the Depression were felt.

When the building was completed, Safeway did not move into it. Instead, the building opened as a Piggly Wiggly supermarket. Piggly Wiggly opened in 1916 in Memphis, Tennessee, as the first self-service grocery store. It was extremely successful and influenced grocery stores around the country to convert to self-service. After a stock market fiasco, the company was divided and sold to regional chains. Safeway acquired the West Coast Piggly Wiggly in 1929. In 1933, there were *two* Piggly Wiggly stores in the relatively small Elmwood business district, and one Safeway (at 2997 College). By 1939, Safeway had moved into the building at 2887 College Avenue, and the red-and-yellow Safeway signs had gone up on the building and in the parking lot.

In 1959, Safeway introduced a new supermarket design created by the architectural firm of Wurster, Bernardi & Emmons. The first one built was the Marina Safeway in San Francisco. Soon older Safeway buildings were being replaced by these much larger buildings with a signature curved roof and glass front. Of the two Safeways on College Avenue, the one just over the line in Oakland near Claremont Avenue was chosen for the modern makeover. The Safeway at Russell, still owned by the K. E. Parker Company, remained the same. In 1966, the property was sold to Robert W. and Evelyn Ratcliff, he being the architect son of Walter H. Ratcliff, Jr.

By 1970, with two more years left on their lease, Safeway ceased operations in the building that August. The building was put up for sale. Almost right away both 7-Eleven and a laundromat were interested in leasing space. Two years later, the property was finally sold in August 1972 to Berkeleyans John and Katrina Miottel. A permit was taken out that fall to "remodel old Safeway store to shopping complex," with plans by architect Max R. Garcia.

In a 1976 letter written to the City Council, Mr. Miottel described his thinking around the project: "During my ownership of the property, I have acted to improve it for the benefit of the neighborhood, Prior to my acquisition of the property in 1972, the improvements consisted of an abandoned Safeway market and adjoining parking area. The improvements had been subjected to substantial vandalism, and numerous and repeated health code violations had been issued for accumulation of trash and debris.

"After several months of careful planning, a total renovation of the property was undertaken at a cost of hundreds of thousands of dollars. Although the site is zoned C-1 and could have been improved with buildings in its entirety, in the interests of the neighborhood it was decided to preserve the parking lot for the convenience of shoppers and local residents. In addition, utilities were placed underground, public benches were placed around the site, and a bulletin board kiosk was provided for public use. The area was landscaped and the buildings on the site are of an attractive resawn redwood, concrete, and rough brick style. I believe that my actions have amply demonstrated my concern for the Elmwood area."

The first businesses to move into the completed building in the summer of 1973 were the present 7-Eleven food store; Korakleen coin-operated laundry (site of the present Elmwood Laundry); One of a Kind, a bookstore, facing College Avenue; and possibly a fourth shop: Fotique. In Fotique's then-empty space Berigan's Records opened in 1975, located where Arlene's Cleaners is now. In 1976 almost a year after One of a Kind closed, Alexander Pope Haircutters moved in (working business name: Rape of the Locks), but not without a contentious neighborhood fight and City hearings regarding possible duplication of services. Korakleen did not last long; it was soon replaced by Coin-op Super Wash; and later by LaundraLand. Berigan's moved to a new location and Fotoshop moved in.

In 1976, a small Fotomat building was proposed for the southwest corner of the parking lot. The question of whether it was considered a drive-in or walk-in business seems to have doomed this project as a free-standing "kiosk" business. Instead, in 1978, Fotomat moved into the former Berigan's Records space, later replaced by of the Dryclean Club of America.

The small building that stands at the corner of the parking lot, and that is currently vacant, was built in 1979. It was designed and fabricated by the firm of Bluepeter, Inc. of San Francisco for Earrings, Ltd., a jewelry shop.

16. Significance.

The Safeway building is significant for expanding the Elmwood commercial district out of its original two-block boundaries. The building was constructed four years after the last parcel had been built on (the Sparhawk Building of 1928).

It is also significant as the first non-traditional shop building in the Elmwood. Built as a large, single-use building (a modern supermarket), the Safeway building came with its own dedicated parking lot.

The building has significance after its 1972 remodeling for introducing the concept of the strip mall to the Elmwood. Shops in a row with a walkway along the front, and the whole facing a parking lot are features that define a strip mall. Wikipedia states that these small malls are generally service-oriented, containing a hair salon, grocery store, dry cleaner, and laundromat, for instance.

Finally, the building and parking lot are significant for their association with the early growth years of major chain, Safeway.

Features to Preserve.

- the remaining bit of Art Deco styling at the tops of the piers
- the prefabricated kiosk shop
- the panels of resawn redwood
- the rough gray bricks (or simulated bricks) that cover some areas of the walls

17. Historic Value— Neighborhood: Yes City: Yes

Architectural Value— Neighborhood: Yes City: Yes

19. Bibliography.

City of Berkeley Application for Building Permit No. 37037, 25 June 1932; City of Berkeley Application for Building Permit No. 110772846, November 1972; as well as several other applications for alterations.

Block books and Sanborn maps

Directories.

Urban Conservation Survey (block files), BAHA.

Ormsby Donogh Real Estate File (1939–1977), BAHA.

Tales of the Elmwood, Burl Willes, 2000.

"A Profile of the Elmwood: Trends and Counter-Trends in a Berkeley Neighborhood Commercial District" Joanna Callenbach, Geography 181 class paper, Spring 1978.

Property file for 2887 College Avenue, City of Berkeley.

Various Elmwood directory folders, published between 1974 and 2002.

ancestry.com

Wikipedia.

The Berkeley Monthly.

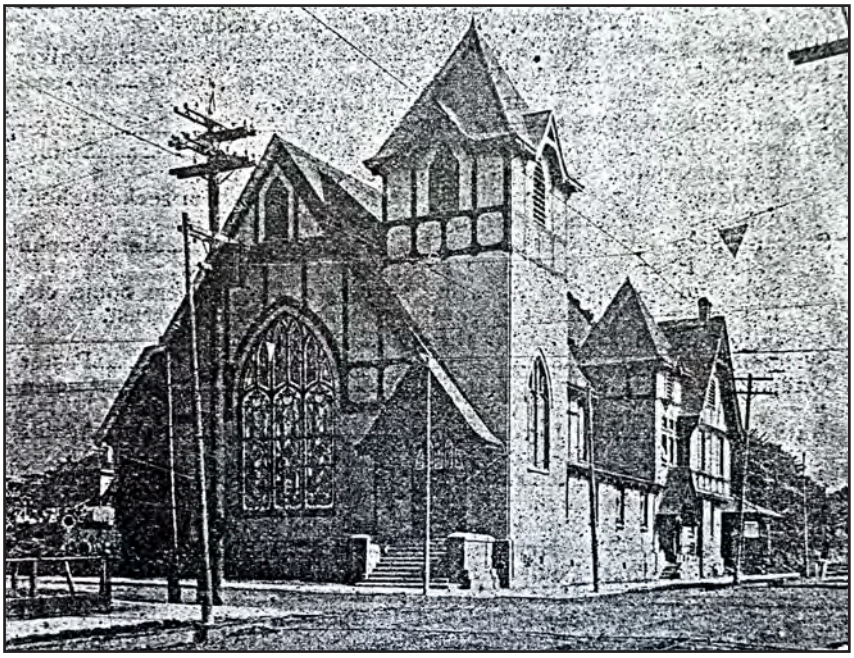
"C. B. Ripley, Pioneer Honolulu Architect, Dies in California," *Honolulu Star-Bulletin*, 13 February 1922.

20. Recorder

Anthony Bruce for Elmwood Property Owners Association, c/o Claudia Hunka, Your Basic Bird, 2940 College Avenue, Berkeley, California 94705

20 January 2026

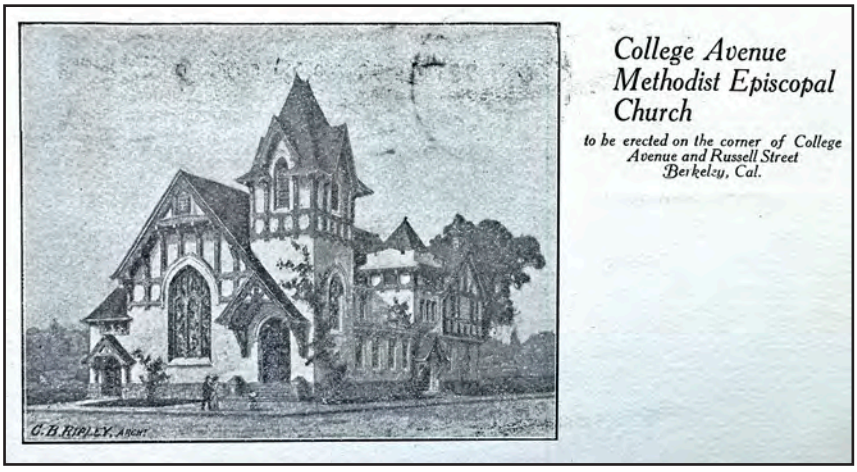
Additional Photographs.





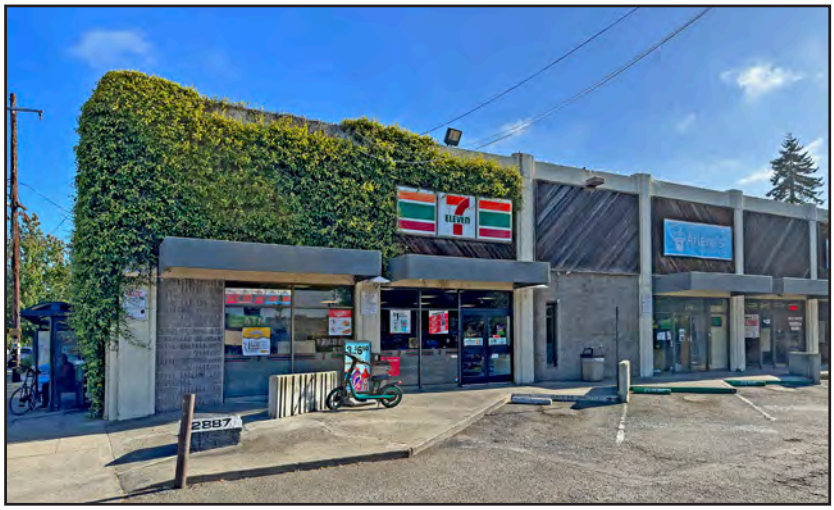
Architect C. B. Ripley (above). Found on-line.

College Avenue Methodist Episcopal Church. The current parking lot was created where this building stood. The Safeway Building was built on the garden area at the left of the church. Source unknown.



Postcard of a rendering of the soon-to-be-built College Avenue Methodist Episcopal Church. Source unknown.

Additional Photographs.



The Safeway Building, parking lot façade.
Anthony Bruce, 2025.

The Safeway Building, two views of the kiosk in the parking lot, designed and fabricated by Bluepeter, Inc. in 1979. Anthony Bruce, 2025.







The Safeway Building, showing the value of the parking lot's "open space" to give a clear view of Dwight Way Hill from the Elmwood commercial district. Byron Bolfing, November 1947, Berkeley Historical Society.

Additional Photographs.



The Safeway Building, parking lot façade, showing the seven bays. Anthony Bruce, 2025.

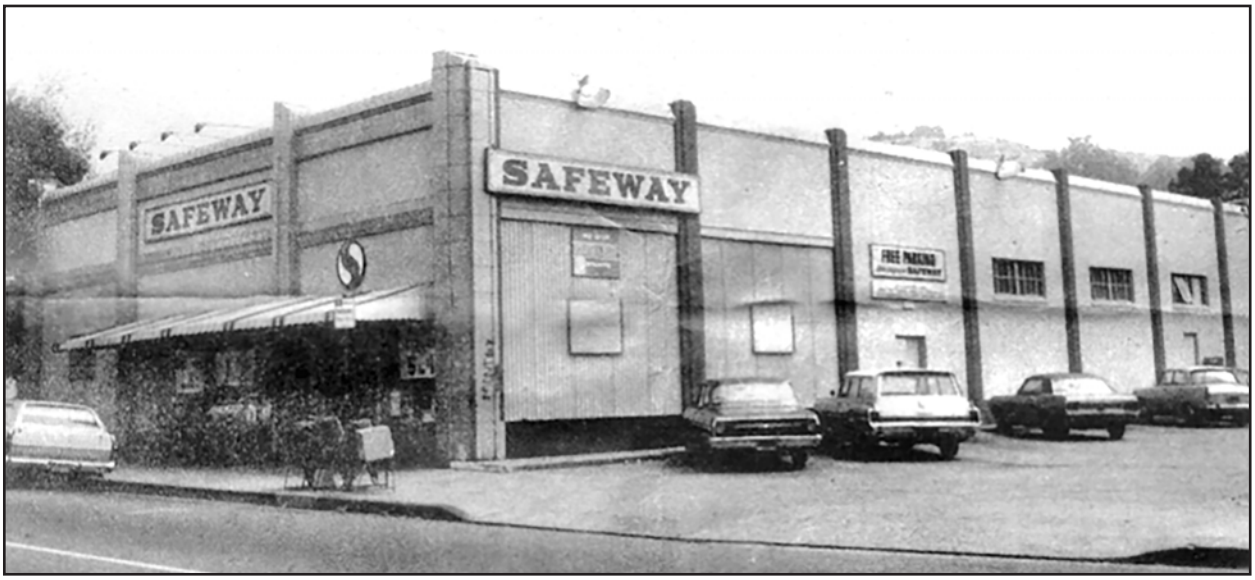


The Safeway Building, showing parking lot driveway exit onto Russell Street. Anthony Bruce, 2025.



The Safeway Building and parking lot; view looking northwest to College Avenue. Anthony Bruce, 2025.

Additional Photographs.

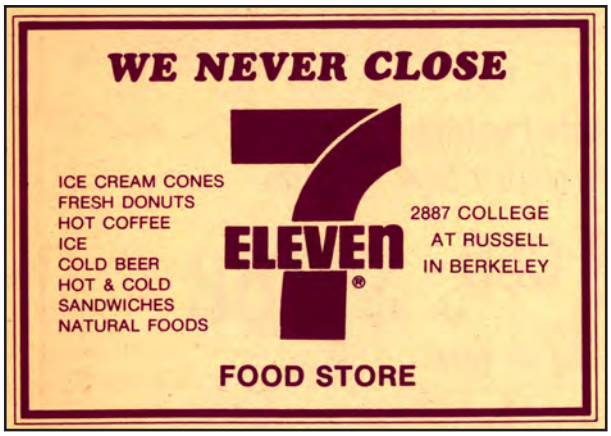


The Safeway Building in the summer of 1970, just before the store closed. Donogh Real Estate File, BAHA.



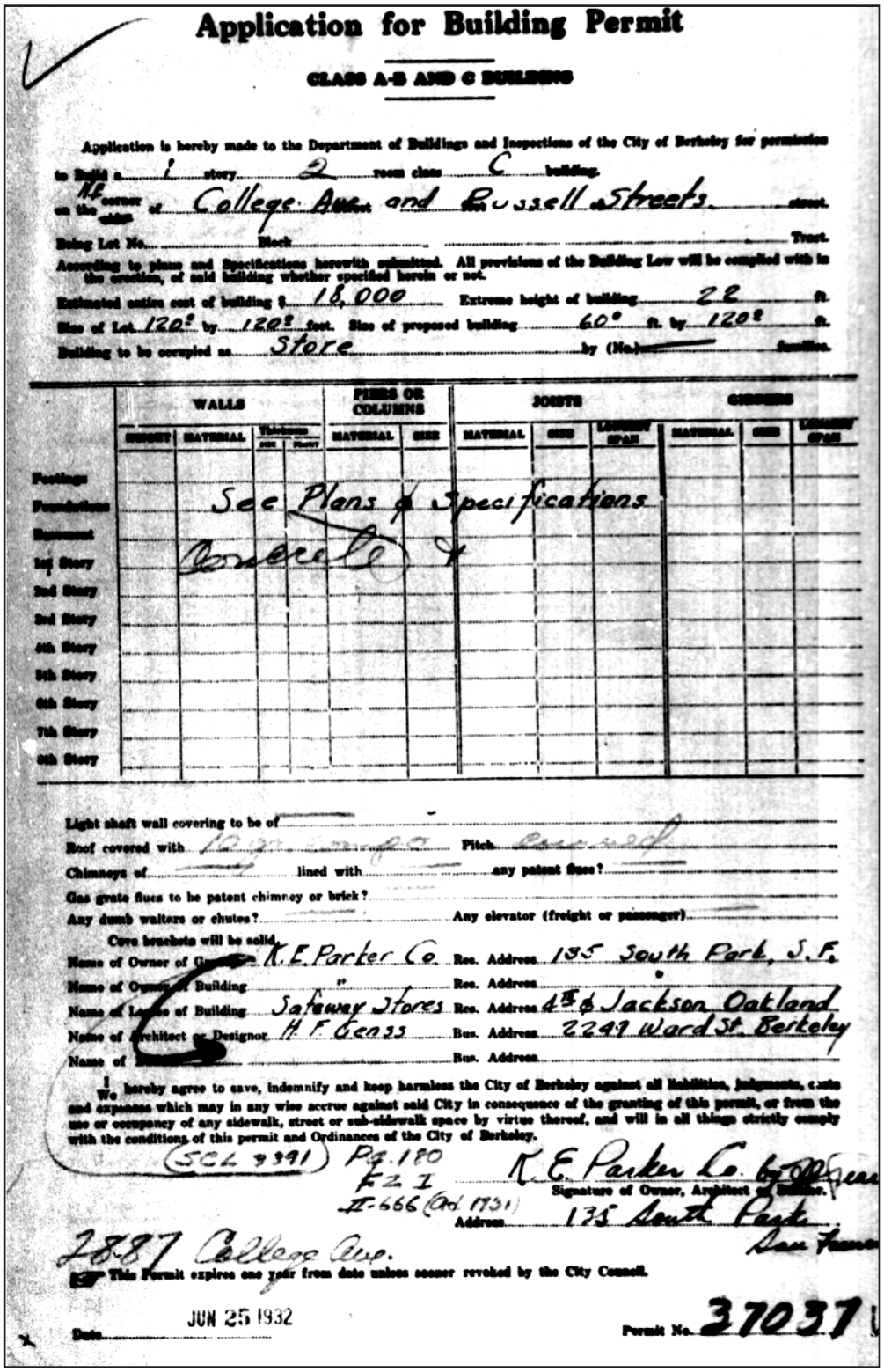
Safeway street façade along College Avenue. Ormsby Donogh, 1939, Donogh Real Estate File, BAHA.







Advertisements for Alexander Pope Haircutters, Berigan's Records, and 7-Eleven from the Berkeley Monthly, *late 1970s and early 1980s.*



Application for Building Permit

CLASS A-B AND C BUILDING

Application is hereby made to the Department of Buildings and Inspections of the City of Berkeley for permission to build a 1 story 2 room class C building.
on the NE corner of College Ave. and Russell Streets. street.
Being Lot No. ... Block ... Tract.
According to plans and Specifications herewith submitted. All provisions of the Building Law will be complied with in the erection, of said building whether specified herein or not.
Estimated entire cost of building $ 18,000 Extreme height of building 22 ft.
Size of Lot 120 ft. by 120 ft. feet. Size of proposed building 60 ft. by 120 ft.
Building to be occupied as Store by (No.) families.

	WALLS				PIERS OR COLUMNS		JOISTS			GIRDERS		
	BASEMENT	MATERIAL	Thickness Top	Thickness Bottom	MATERIAL	SIZE	MATERIAL	SIZE	LONGEST SPAN	MATERIAL	SIZE	LONGEST SPAN
Footings												
Foundations		See Plans & Specifications										
Basement												
1st Story		Concrete										
2nd Story												
3rd Story												
4th Story												
5th Story												
6th Story												
7th Story												
8th Story												

Light shaft wall covering to be of ...
Roof covered with ... Pitch ...
Chimneys of ... lined with ... any patent flues? ...
Gas grate flues to be patent chimney or brick? ...
Any dumb waiters or chutes? ... Any elevator (freight or passenger) ...
Core brushets will be solid.
Name of Owner of Building K.E. Parker Co. Res. Address 195 South Park, S.F.
Name of Owner of Building " Res. Address ...
Name of Lessee of Building Safeway Stores Res. Address 4th & Jackson Oakland
Name of Architect or Designor H F Gross Bus. Address 2249 Ward St. Berkeley
Name of ... Bus. Address ...

I We hereby agree to save, indemnify and keep harmless the City of Berkeley against all liabilities, judgments, costs and expenses which may in any wise accrue against said City in consequence of the granting of this permit, or from the use or occupancy of any sidewalk, street or sub-sidewalk space by virtue thereof, and will in all things strictly comply with the conditions of this permit and Ordinances of the City of Berkeley.

(SCL 9391) Pg. 180 F2 I II-666 (Ord. 1731)

K.E. Parker Co. by ...
Signature of Owner, Architect or Builder.
Address 135 South Park San Francisco

2887 College Ave.

This Permit expires one year from date unless sooner revoked by the City Council.

Date JUN 25 1932 Permit No. 37037

City of Berkeley Application for Building Permit No. 37037, 25 June 1932

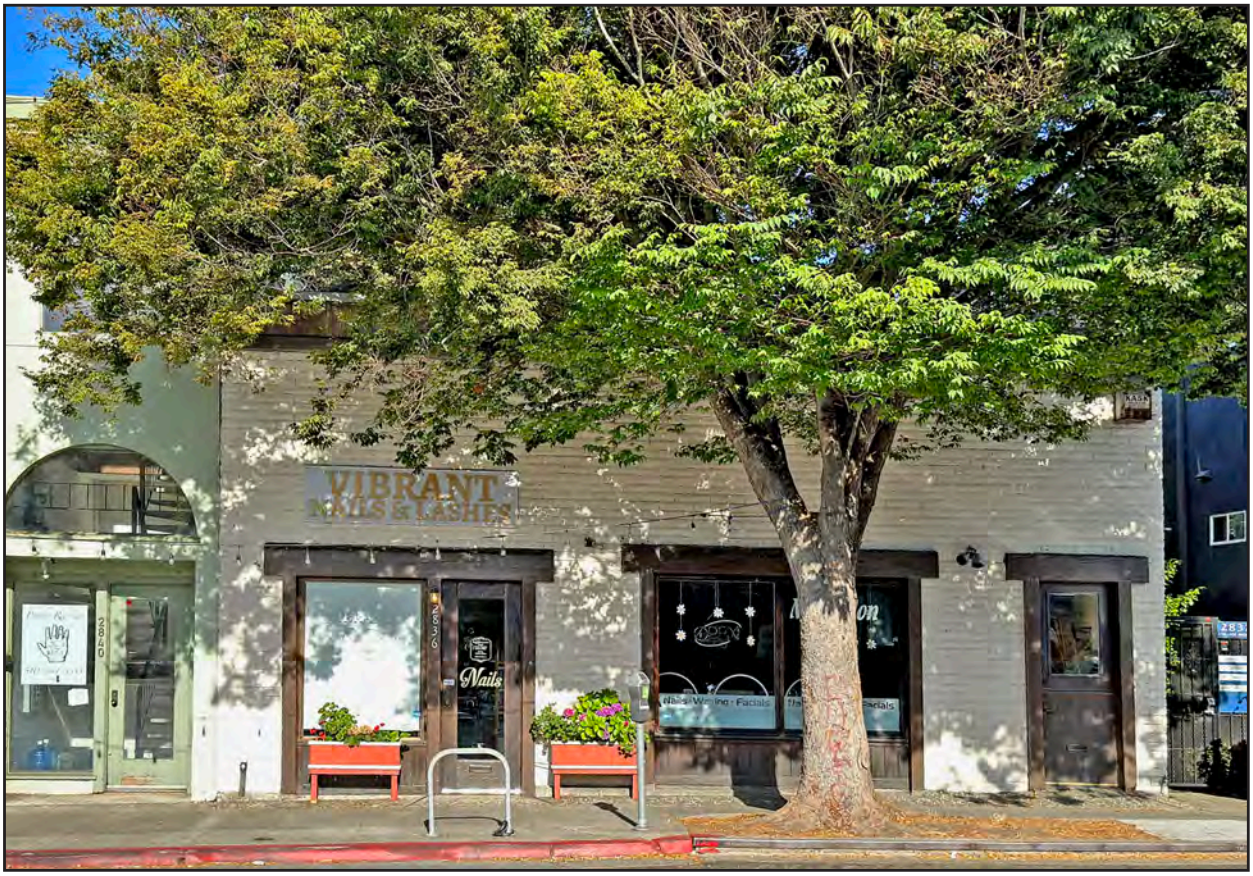
Planning and Development Department
Land Use Planning Division

CITY OF BERKELEY
Ordinance #4694 N.S.
LANDMARK APPLICATION

Elmwood Commercial Historic District

Property No. 33

David Building & Hussey House
2832 College Avenue



The David Building at 2832 College Avenue. Anthony Bruce, 2025.

1. **Street Address:** 2832, 2836 College Avenue
   County: Alameda **City**: Berkeley **ZIP**: 94705

2. **Assessor's Parcel Number**: 053–1695–01100
   (Berry-Bangs Tract, Block J, Lot 9)
   Dimensions: 40 feet x 108 feet
   Cross Streets: Stuart Street and Russell Street

3. **Is property on the State Historic Resource Inventory?** No
   Is property on the Berkeley Urban Conservation Survey? Yes
   Form #: 14414

4. **Application for Landmark Includes**:
   a. Building(s): Yes **Garden:** No **Other Feature(s)**: No
   b. Landscape or Open Space: Yes
   c. Historic Site: No
   d. District: Yes
   e. Other: Entire property

5. **Historic Names:** Hussey House; David Building
   Commonly Known Name: not known

6. **Date of Construction:** 1915; 1972 **Factual**: Yes
   Source of Information: City of Berkeley Application for Building Permit No. 5004, 27 October, 1915; City of Berkeley Application for Building Permit No. 070672652, 5 July 1972

7. **Architect:** Charles M. Norgrove; W. B. Baker & Ronald Dean Senna of Senna Kemp & Kemp Design Partnership

8. **Builder:** Cedarborg & Anderson, 1033 Poplar Street, Oakland; David & Company

9. **Style:** Prairie; Early California Adobe storefront

10. **Original Owners:** Dr. Samuel W. Hussey, 2649 Russell Street; Thomas S. & Janet David
    Original Use: residential and office; offices and commercial (2 stores)

11. **Present Owner:** Ludwig Alison F Tr
    Present Occupant: offices; Vibrant Nails & Lashes

12. **Present Use:** offices; commercial (1 store)
    Current Zoning: C-E **Adjacent Property Zoning:** R-2A

13. **Present Condition of Property:**
    Exterior: Excellent **Interior:** unknown **Grounds:** unknown
    Has the property's exterior been altered? Minimally

14. Description.

Built in 1972, this wood-frame shop building (built in the front yard of an existing house) is one story with mezzanine. The façade is surfaced with simulated adobe bricks painted white (slump stone). The trim is rough wood, stained dark brown.

The house—behind the store—was built in 1915 in a vaguely Prairie style. It is stucco, high-waisted, and with a shallow hip roof. The windows are casements with Prairie-inspired muntin design.

15. History.

There was much building activity at the north edge of the Elmwood commercial district in the early 1970s—even crossing over Russell to the 2800 block of College Avenue. The first new shop building since the Gallardo Building of 1950 was built in 1972 at 2832 College. How was space found for a new building in an already built-up neighborhood? It was built in the front yard of the Hussey House.

In 1904, Major Samuel William Hussey married Elizabeth Lillian Lugg. Samuel was a dental surgeon who had served in the Spanish-American War (and later served in World War I). Lillian had come to this country from Cornwall, England, with her family as a teenager. Her father was a bookkeeper and the family lived at 1239 Haskell Street. The young couple first lived on Haskell when they settled in Berkeley in 1909. In 1912 Dr. Hussey was appointed to a position at the University and they moved to one of the apartments in the Koerber Building, Two years later they moved into a large house at the northwest corner of Russell and College. They must have liked the neighborhood, as they bought a lot to the north of where they were living and in 1915 built a two-story house and dental office at 2832 College Avenue designed by Charles M. Norgrove, a Berkeley draftsman. The Husseys enjoyed their College Avenue home, although not as much when John Bischoff purchased the corner house, moved it west, and built an apartment house on the corner, lot-line to lot-line in 1920. Mrs. Hussey died in 1941 and Dr. Hussey sold the house the next year. He died in Napa in 1958. Meanwhile, the Hussey House had been converted to a duplex after the World War II.

In 1971, Thomas Swafford David and his wife Janet Sullivan David purchased the property. This was the first of three residential properties that the Davids bought in the early 1970s with an eye to converting them to commercial uses. Thomas David was a 1963 graduate of the University.

In April 1972, the Davids applied to the City to convert the Hussey House to offices and to build a free-standing commercial shop building in the front yard. They turned to architect Ronald Senna of the firm of Senna Kemp & Kemp Design Partnership, who was working on a shops-and-offices complex in North Berkeley—Walnut Square—to design their project.

The shops building was designed to resemble a rustic California adobe. The slump stone used on the street façade can easily pass for adobe bricks, and the trim was rough unpainted wood.

The interior was divided into two shops, with the northern shop being much larger than the other. The first business to open in the larger space was Primavera, a very popular gift shop owned by Patsy Slater and Lynn Mattei. The interior, as designed by the architect, was also rough unpainted wood. The ceiling was open with exposed rafters. At the south wall of the space, a stairway led up to a narrow balcony-like mezzanine that ran around the whole interior. Both the ground floor and the mezzanine were used for merchandise, with the effect that shopping at Primavera was more like go-

ing on a treasure hunt. In 1978, the partnership was dissolved so that Lyn Mattei could be sole proprietor of their spin-off business, Primavera Too in the Davids' building next door on the corner. Patsy Slater had opened a new retail shop in the Koerber Building in 1977 and in 1979 sold Primavera to Gary Gendel, owner of Sweet Dreams, who ran it ably and successfully for many more years.

The other original tenant was the well-known Nature Company.

After completing the two large projects on the site, the Davids again commissioned Ronald Senna to remodel the garage at the back of the property which Dr. Hussey had built in 1917. The Davids had a very active two years. They purchased a pair of 1920s apartment buildings where the City parking lot is now at 2642 Russell Street. Their plan was to create more shops and offices. Their third project in the same vein was the Bischoff apartment building at 2840 College Avenue, next door to their initial investment. In 1973, they received the go-ahead from the City and began converting it to second floor offices and an intriguing jumble of retail spaces on different levels on the first floor. They had also purchased a home for themselves and their family: the Mission Revival masterpiece at the corner of Russell and Kelsey.

Somehow, sadly, even with the shops at 2832 College being rented immediately, the Davids' projects to extend the Elmwood commercial district both northward and westward ran into problems. During 1974 they lost all their properties to foreclosure. They held onto 2832 College and their house on Russell Street to the bitter end, but by the end of 1974 all was gone. They left Berkeley and moved to Monterey where Thomas David went on to become a successful developer. The Davids left a legacy in Berkeley with a collection of unusual and inviting retail spaces in the Elmwood district.

The Hussey House had two surprising Berkeley connections over the years. In 1931, while the Husseys were in residence, Berkeley poet Charles Keeler (and first client of architect Bernard Maybeck in 1895) held a series of lectures on "Immortality" at the house. Keeler was also the founder of the Berkeley Cosmic Society.

In the summer of 1974, after the house had been made into offices, the *Berkeley Gazette* responded to an inquiry about the Berkeley Architectural Heritage Committee of Urban Care. (soon to be the Berkeley Architectural Heritage Association). The reader was instructed to write to the committee at 2832 College Avenue.

16. Significance.

The David Building is significant as a newer building in the Elmwood commercial district. It is part of a development that had a big impact on the district, by extending offices and retail on the west side of College beyond the traditional boundary of Russell Street. It parallels the earlier extension of the Elmwood commercial district on the east side of the street: the former Safeway supermarket and parking lot.

The David Building is significant as a single shop building designed by Ronald Senna. Rather than individual buildings, the architect is known for the type of small, urban mall-like developments that became popular after the success of Ghirardelli Square. Senna designed a number of such projects for Rue-Ell Enterprises on the southside. He is best known for the iconic Walnut Square at Vine and Walnut in North Berkeley.

The David Building is also significant as the founding location of The Nature Company, which evolved into a nationwide chain

Features to Preserve.

- the slump stone façade
- the rough stained wood trim
- the rough stained wood doors

17. Historic Value— Neighborhood: Yes City: No
Architectural Value— Neighborhood: Yes City: Yes

18. Is the property endangered? No

19. Bibliography.

City of Berkeley Application for Building Permit No. 5004, 27 October, 1915; City of Berkeley Application for Building Permit No. 070672652, 5 July 1972; as well as several other applications for alterations.

Block books and Sanborn maps

Directories.

Urban Conservation Survey (block files), BAHA.

Ormsby Donogh Real Estate File (1939–1977), BAHA.

Tales of the Elmwood, Burl Willes, 2000.

"A Profile of the Elmwood: Trends and Counter-Trends in a Berkeley Neighborhood Commercial District" Joanna Callenbach, Geography 181 class paper, Spring 1978.

Property file for 2832 College Avenue, City of Berkeley.

ancestry.com

Wikipedia.

"Appointments at University," *Oakland Enquirer*, 11 April 1912.

"Dr. S. W. Hussey Given Commission in Army," *Oakland Enquirer*, 28 May 1918.

"Veterans of Two Wars to be Honored," *Oakland Tribune*, 30 October 1919.

"Immortality to be Topic of Lectures," *Oakland Tribune*, 26 September 1931.

"Funeral Tomorrow for Mrs. Hussey," *Oakland Tribune*, 31 January 1941.

"Thomas David to Take Bride," *San Francisco Examiner*, 2 January 1967.

"2832 College—small store front of residence," *Berkeley Gazette*, 10 April 1972.

"Walnut Square: 'Problem was to Build a Friendly Shopping Center" by Mark Trautwein, *Berkeley Gazette*, 2 May 1973.

"Construction Delays Worrying Trustees of Berkeley Library" by Bill Stetson, *Berkeley Gazette*, 14 July 1974.

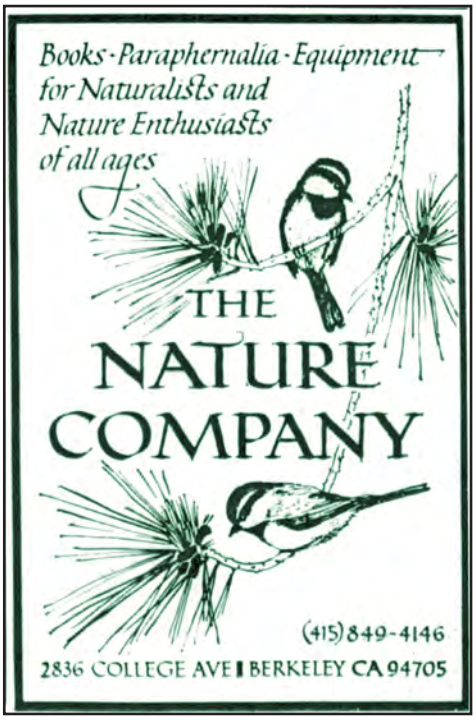
"A Village Within a City," *San Francisco Examiner*, 21 May 1989.

20. Recorder

Anthony Bruce for Elmwood Property Owners Association, c/o Claudia Hunka, Your Basic Bird, 2940 College Avenue, Berkeley, California 94705

16 November 2025

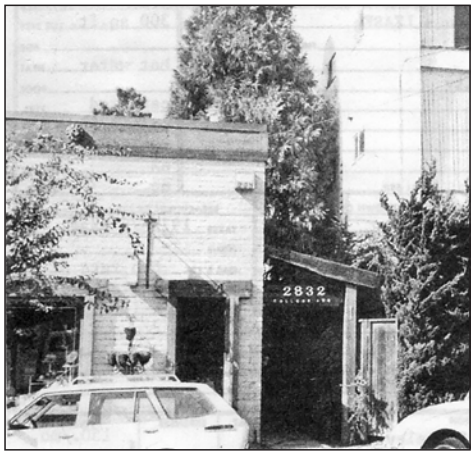
Additional Photographs.



An advertisement for The Nature Company.
Berkeley Gazette, *6 April 1973.*



The David Building, looking south to Russell Street.
Anthony Bruce, 2025.



A real estate picture from 1975 showing the shop building at the left and a 1957 Values Inc. apartment building at the right. In between is the gate leading back to the Hussey House.
Donogh Real Estate File, BAHA.



The Hussey House. at 2832 College Avenue
Ormsby Donogh, 1939, Donogh Real Estate File, BAHA.

Additional Photographs.



Earliest known photo of the David Building at 2832 College Avenue, tucked between the 1920 Bischoff apartment building and a 1957 Values Inc. apartment building, probably 1973. The slump stone façade is natural and the trim has not been stained dark. BAHA Archive..



Thomas Swafford David, Janet Sullivan David. Found on-line.







Elizabeth Lillian Lugg Hussey, Dr. Samuel William Hussey. Found on-line.



Primavera logo, 1973.

APPLICATION FOR BUILDING PERMIT

FRAME BUILDING

Application is hereby made to the Department of Buildings and Inspections of the City of Berkeley for permission to build a 2 story 4 room frame business and dwelling

on the ~~east~~ Side of College ave street 53 feet north of Russel St. street.

Being Lot No. ..... Block ..... Tract

According to plans and Specifications herewith submitted. All provisions of the Building Law will be complied with in the erection of said building whether specified herein or not.

Estimated entire cost of Building $ 4400

Building to be occupied as business and dwelling by (No.) 1 families

Size of Lot 40 by 108 feet.

Size of proposed building 27 ft. by 57 ft. Extreme height of building 26 ft.

Height in clear of cellar 8 ft. — in. Height in clear of first story 9 ft. — in.

Height in clear of second story 8 ft. 6 in. Height in clear of third story ..... ft. ..... in.

Foundation to be of (material) concrete (Thickness) 12 inches, greatest height of foundation 4-6 inches.

Width of footings 17 inches.

Mud sills 2 X 6 Main sills 4 X 6 Girders 4 X 6 Post on piers ..... X ..... If piers are used, give size ..... by ..... ft. on centers.

Size of underpinning 2 X 6 inches 16 inches O. C. Size of studs in first story 2 X 4 inches 16 inches O. C.

Size of studs in second story 2X4 inches 16 inches O. C. Size of studs in third story ..... X ..... inches ..... inches O. C.

Exterior wall covering to be of sheeting and plaster Light shaft wall covering to be of .....

All outside walls covered with singles or plaster will be close boarded.

First floor joists 2 X 10 inches 16 inches on centers Longest span between supports 13 ft.

Second floor joists 2 X 10 inches 16 inches on centers. Longest span between supports 10 ft.

Third floor joists ..... X ..... inches ..... inches on centers Longest span between supports ..... ft.

Ceiling joists 2 X 4 inches 16 inches on centers Longest span between supports 13 ft.

Rafters 2 X 4 inches 16 inches on centers Longest span between supports 10 ft.

Roof covered with sheeting tar & gravel Steep or flat? ..... Pitch .....

Studs in bearing partitions will be same as outside walls of each story.

Chimneys of Brick lined with terra cotta any patent flues? three

Gas grate flues to be patent chimney or brick?

Any dumb waiters or chutes? ..... Any elevator (freight or passenger)? .....

Cove brackets will be solid.

Name of Owner of Ground Dr. S.W. Lussey Residence Address corner of Russel & College ave

Name of Owner of Building Dr. S.W. Lussey Residence Address " " "

Name of Lessee of Building ..... Residence Address .....

Name of Architect or Designor C.W. Mongore Residence Address .....

Name of Builder Ederborg & Anderson Residence Address 1033 Poplar St

I/We hereby agree to save, indemnify and keep harmless the City of Berkeley against all liabilities, judgments, costs and expenses which may in any wise accrue against said City in consequence of the granting of this permit, or from the use or occupancy of any sidewalk, street or sub-sidewalk space by virtue thereof, and will in all things strictly comply with the conditions of this permit and Ordinances of the City of Berkeley.

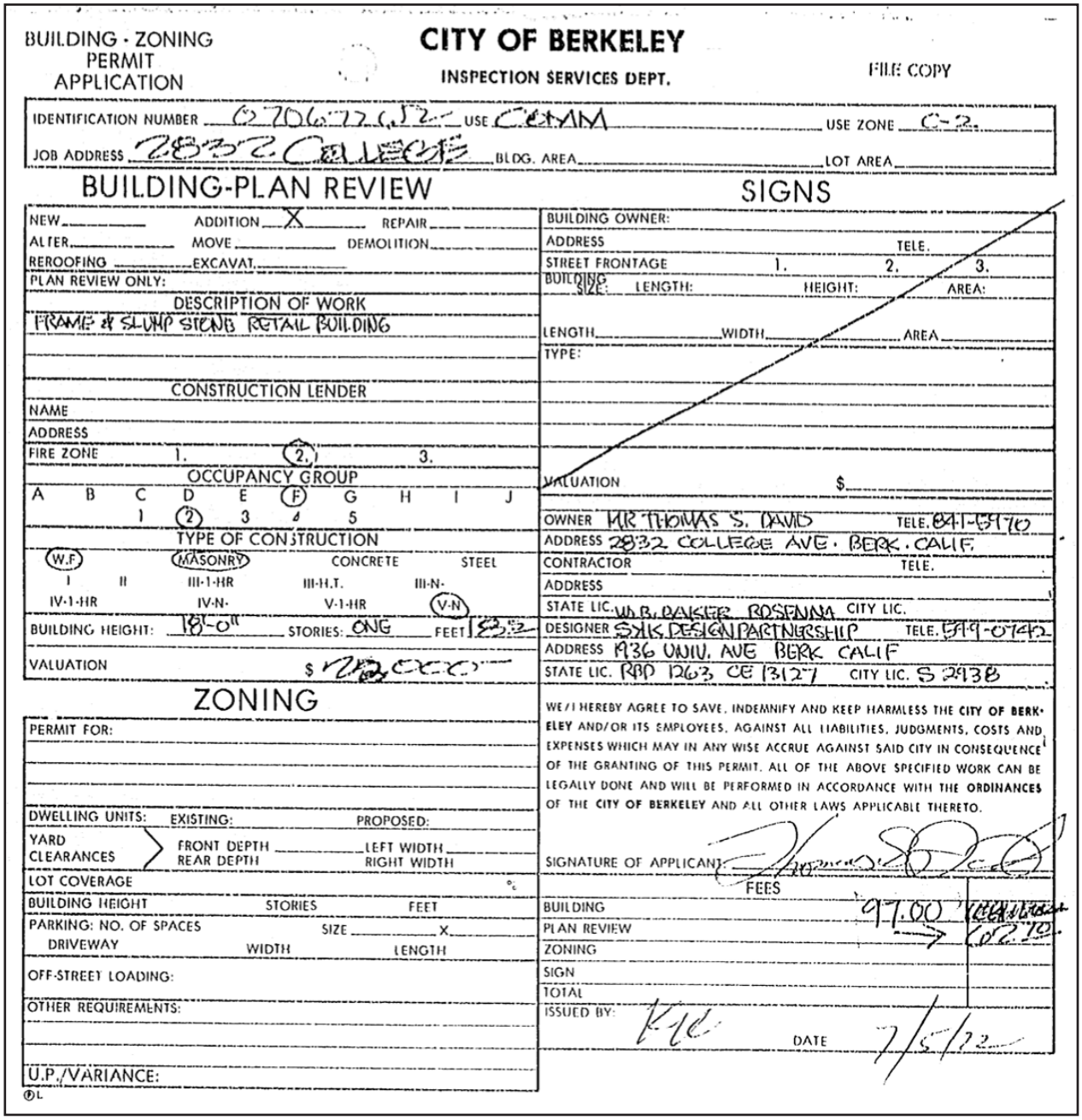
Ederborg & Anderson
Signature of Owner, Architect or Builder.

Address 1033 Poplar St.

This Permit expires one year from date unless sooner revoked by the City Council.

Date OCT 27 1915 ***Permit No.*** 5004

City of Berkeley Application for Building Permit No. 5004, 27 October, 1915



BUILDING · ZONING PERMIT APPLICATION

CITY OF BERKELEY

INSPECTION SERVICES DEPT.

FILE COPY

IDENTIFICATION NUMBER 070672652 USE COMM USE ZONE C-2

JOB ADDRESS 2932 COLLEGE BLDG. AREA LOT AREA

BUILDING-PLAN REVIEW

NEW ADDITION X REPAIR

ALTER MOVE DEMOLITION

REROOFING EXCAVAT.

PLAN REVIEW ONLY:

DESCRIPTION OF WORK

FRAME & STUMP STENB RETAIL BUILDING

CONSTRUCTION LENDER

NAME

ADDRESS

FIRE ZONE 1. (2) 3.

OCCUPANCY GROUP

A B C D E (F) G H I J

1 (2) 3 4 5

TYPE OF CONSTRUCTION

(W.F) (MASONRY) CONCRETE STEEL

I II III-1-HR III-H.T. III-N.

IV-1-HR IV-N. V-1-HR (V-N)

BUILDING HEIGHT: 18'-0" STORIES: ONE FEET 23.32

VALUATION $ 2800.00

ZONING

PERMIT FOR:

DWELLING UNITS: EXISTING: PROPOSED:

YARD CLEARANCES FRONT DEPTH LEFT WIDTH REAR DEPTH RIGHT WIDTH

LOT COVERAGE %

BUILDING HEIGHT STORIES FEET

PARKING: NO. OF SPACES SIZE X

DRIVEWAY WIDTH LENGTH

OFF-STREET LOADING:

OTHER REQUIREMENTS:

U.P./VARIANCE:

SIGNS

BUILDING OWNER:

ADDRESS TELE.

STREET FRONTAGE 1. 2. 3.

BUILDING SIZE: LENGTH: HEIGHT: AREA:

LENGTH WIDTH AREA

TYPE:

VALUATION $

OWNER MR THOMAS S. DAVIS TELE. 841-6976

ADDRESS 2932 COLLEGE AVE · BERK · CALIF.

CONTRACTOR TELE.

ADDRESS

STATE LIC. W.B. BAKER ROSENNA CITY LIC.

DESIGNER SKK DESIGN PARTNERSHIP TELE. 549-0742

ADDRESS 1936 UNIV. AVE BERK CALIF

STATE LIC. RBP 1263 CE 13127 CITY LIC. S 2938

WE/I HEREBY AGREE TO SAVE, INDEMNIFY AND KEEP HARMLESS THE CITY OF BERKELEY AND/OR ITS EMPLOYEES, AGAINST ALL LIABILITIES, JUDGMENTS, COSTS AND EXPENSES WHICH MAY IN ANY WISE ACCRUE AGAINST SAID CITY IN CONSEQUENCE OF THE GRANTING OF THIS PERMIT. ALL OF THE ABOVE SPECIFIED WORK CAN BE LEGALLY DONE AND WILL BE PERFORMED IN ACCORDANCE WITH THE ORDINANCES OF THE CITY OF BERKELEY AND ALL OTHER LAWS APPLICABLE THERETO.

SIGNATURE OF APPLICANT:

FEES

BUILDING	97.00
PLAN REVIEW	62.70
ZONING	
SIGN	
TOTAL	

ISSUED BY: KLC DATE 7/5/72

City of Berkeley Application for Building Permit No. 070672652, 5 July 1972

Planning and Development Department
Land Use Planning Division

CITY OF BERKELEY
Ordinance #4694 N.S.
LANDMARK APPLICATION

Elmwood Commercial Historic District

Property No. 34

Bischoff Apartment Building
2838–40 College Avenue



The Bischoff Apartment Building, 2838 College Avenue. Anthony Bruce, 2025.

1. **Street Address:** 2838, 2840, 2842 College Avenue
   County: Alameda **City**: Berkeley **ZIP**: 94705

2. **Assessor's Parcel Number**: 053–1695–01202
   (Berry-Bangs Tract, Block J, portion of Lots 9 and 10)
   Dimensions: 54 feet x 60 feet
   Cross Streets: Ashby Avenue and Russell Street

3. **Is property on the State Historic Resource Inventory?** No
   Is property on the Berkeley Urban Conservation Survey? Yes
   Form #: 14416

4. **Application for Landmark Includes**:
   a. Building(s): Yes **Garden:** No **Other Feature(s)**: No
   b. Landscape or Open Space: No
   c. Historic Site: No
   d. District: Yes
   e. Other: Entire property

5. **Historic Names:** Bischoff Apartment Building
   Commonly Known Name: not known

6. **Date of Construction:** 1920; 1972–74 (remodel) **Factual**: Yes
   Source of Information: City of Berkeley Application for Building Permit No. 2840, 6 July 1920; City of Berkeley Application for Building Permit No. 121172413, 8 December 1972

7. **Architect:** John A. Bischoff (designer); Senna Kemp & Kemp Design Partnership

8. **Builder:** John A. Bischoff; David & Co.

9. **Style:** Simplified Classical Revival; 1970s "Pop" style

10. **Original Owners:** John A. Bischoff, 2717 Russell Street; Thomas and Janet David
    Original Use: residential; stores and offices

11. **Present Owner:** Durst Mose & Esther O Trs
    Present Occupant: Slash; Koraa; Slash

12. **Present Use:** commercial (3 stores and offices)
    Current Zoning: C-E **Adjacent Property Zoning:** R-2A, C-E

13. **Present Condition of Property:**
    Exterior: Excellent **Interior:** unknown **Grounds:** Ø
    Has the property's exterior been altered? Yes

14. Description.

The Bischoff apartment building is a two-story, wood-frame structure built in 1920. It is surfaced in cement plaster painted light green. The building as it looks today is the result of a major remodel and conversion to an office and retail complex in 1972–73.

The ground floor was given the appearance of an arcade with six elongated arched windows on the College Avenue façade and two facing Russell. The second-floor windows were changed from double-hung sash to unobtrusive aluminum sliders. Three shops were created, each at a slightly different level. The large corner space, boasting five of the arches, is entered up only two steps from street level, but feels much higher from the interior looking out.

The central space (on College) is entered through the original grand apartment-house entrance. Two short flights angle up to shop level. This intriguing space is lit by two of the tall arched windows. The eighth arch is close to the north edge of the College Avenue façade, and is slightly taller and wider than the others. It is the entrance to the second-floor offices and opens onto a brightly-lit lobby with open steel and concrete stairway.

The third shop is at the southwest corner of the building with its entrance on Russell Street. This space was originally storage space for the apartment building. It is partially subterranean; a very short flight of stairs leads down from the sidewalk. There is a sturdy wooden rail fence at sidewalk level, safely guarding the stair well.

There remain two architectural features of the original 1920 design. The parapet gently curves at each corner to create an extra bit of height. There are three "balustrades" across the front elevation and one centered on the Russell street side. These are made of half-balusters attached to an inset panel to give the impression of a full, three-dimensional balustrade. These were retained in the remodel.

The other preserved feature is the grand entrance, set into the center of the College Avenue façade. Two freestanding, unornamented columns support a large arch that breaks into the second floor area. Above the shop entrance is a robust balcony with a railing of true balusters supported by two molded Classical brackets. Leading onto the balcony is a set of small-paned French doors that, when closed, form an arch.

15. History.

John Albert Bischoff was a perceptive and successful designer-builder; and, at least in the Elmwood, a shrewd investor. He purchased Lots 1 through 6 in Block K of the Berry-Bangs Tract in 1921, which were all of the as-yet unbuilt-upon lots on the west side of College between Russell and Ashby. By the end of 1922, he had built four buildings—all different but related in design—that are an important contributer to the architectural aesthetic of the Elmwood commercial district.

John Bischoff was born in 1885 in San Francisco. He was already a contractor when he married Elna Irene Nelson of Berkeley. They moved often between addresses in Oakland and Berkeley until 1919 when Bischoff built a residence for his family at 2717 Russell Street at the corner of Cherry Street, one short block from College Avenue. The Bischoffs raised their three sons here and remained in the house the rest of their lives. Their son Elmer became a renowned figural painter and art instructor at the University.

They had not lived in the house long, before Bischoff began to reshape the neighborhood. At the start of 1923, upon his purchase of the $135,000 Granada Apartments on Alice Street, the *Oakland Tribune* wrote this about him, "Bi-

schoff for a number of years has been active in Claremont and the College Avenue district. He recently completed the construction of 16 stores on [College] and within the past year has built four apartment houses in this section. His other building operations in this district brings his total in this section to close to $500,000."

Bischoff's first project in the district was the Bischoff apartment building at 2840 College. On the northwest corner of College and Russell stood the Edward Cooke House, designed by Walter H. Parker in 1909. This is the house that the Husseys lived in before building their house next door at 2832 College Avenue. In July of 1920, Bischoff moved the Cooke House as far west as possible on the deep lot. He then proceeded to build the two-story apartment building on the corner, with no set-back. This aspect continued the urban appearance of this intersection begun with the Methodist Episcopal Church on the northeast corner in 1909 and the Dondero Building on the southeast corner in 1912, but it caused great consternation to the Husseys, who protested to the City Council that "its obstructing the view would be a menace to the public." The "urban intersection" was complete the next year, with construction by Bischoff of another two-story building at the southwest corner.

By 1921, the apartment building was completed. John Bischoff advertised the apartments as "Sunny 3 and 4-room apts.; wall beds, breakfast nook, oak floors, linoleum, gas range, instantaneous water heater." The building stood demurely on the corner for the next fifty years. Then, when the construction boom in the north end of the Elmwood district began in the early 1970s, the apartment building was converted to commercial use.

Thomas Swafford David and his wife Janet Sullivan David, acting as David & Company, purchased the property fromthe Bischoff family, and applied to the City in 1972 to convert the building to offices and shops. The Davids' project next door at 2832 College was already underway. They used their architect Ronald Senna of the firm of Senna Kemp & Kemp Design Partnership, who was working the same year on a shops-and-offices complex in North Berkeley—Walnut Square, to design this project as well as the one next door. A building permit was issued in December 1972.

Architect Senna took a robust 1920s building and was able to create the "paper-thin" look that was popular at the time. The very narrow reveals of the minimalist aluminum windows and the eight elongated arches, as well as the way the many arches break up the walls, give the building a more light and airy appearance. The three shops (there is one facing Russell) are each set at a different level, adding the sense of discovery to the shopping experience that one might find in a place like Walnut Square. That the architect was able to create this dynamic in a four-square-walls structure was an exemplary feat.

One of the first shops was Gourmet Sandwich and Delicatessen owned by Henry Yarmo and Stephen Wally. They received a use permit in May 1973 and were allowed to open for business in February 1974 before the entire project was completed. The deli was located in the sunny corner space.

Another first business was La Plume de Ma Tante owned by Katherine Dunham. What type of business it was or where in the building it was located is not known as all businesses were given the same address.

Also a first was Oggi, opened by Lippincott and Reguzzoni in December 1973, which featured modern furniture and accessories. It was located in the center shop space, entered through the grand, columned apartment house entry and then up two short flights of stairs. Sadly, this promising business was for sale before the end of the year. It was replaced by Scaramouche, a women's clothing store.

In 1977, Lynn Mattei, co-owner of Primavera next door in the David Building, opened Primavera Too, a clothing store in the center space. Then, in 1982 she applied for a use permit, through the Marcel Schurmann company, for a "fine paper goods" store: Papyrus Gallery. It was not readily accepted because of the new quota system prohibiting like businesses, and there were other stores that sold greeting cards. The owners prevailed, and for about twenty years this intimate inviting space was filled with people shopping for cards from the Marcel Schurmann line, which was the local manufacturer of the finest greeting cards at the time.

Beginning in early 1974, Thomas and Janet David began losing their Berkeley real estate through foreclosure, with nothing left by that December. According to Mr. David, "an exceptionally difficult money market" had prevented continued work on his Russell Street project nearby, jeopardizing his other projects. The Bischoff apartment building was purchased by lawyer Thomas F. Camp on August 18, 1974, who was able to finish the work on the building under the existing permits. It was sold to the current owners in January 1976.

16. Significance.

The Bischoff Apartment Building is significant firstly as one of the seven buildings that John A. Bischoff designed and built in the Elmwood (three commercial buildings, three apartment buildings, and one combination commercial and residential building). It is also the first building that he built during the two years he developed his properties. John Bischoff helped to shape the architectural style of the Elmwood Commercial District.

The building is also significant as a major residential-to-commercial conversion that, along with the David Building next door built in 1972, helped to extend the boundaries of the west side of the commercial district north of Russell Street that year, in line with the Safeway Building on the east side.

The building is significant as the work of architect Ron Senna, who was a designer of intriguing shopping areas such as Walnut Square. He managed to impart the same character onto a square building by creating shops set here and there at different levels.

Features to Preserve.

- the parapet with simulated balustrades
- the original entrance with columns, arch, balcony, and small-paned French doors
- the simplified second-floor windows
- the eight elongated arches from the 1972 remodel
- the three-level shop design

17. Historic Value— Neighborhood: Yes City: No
Architectural Value— Neighborhood: Yes City: Yes

18. Is the property endangered? No

19. Bibliography.

City of Berkeley Application for Building Permit No. 8936, 6 July 1920; City of Berkeley Application for Building Permit No. 021172413, 8 December 1972; as well as several other applications for alterations.

Block books and Sanborn maps

Directories.

Urban Conservation Survey (block files), BAHA.

Ormsby Donogh Real Estate File (1939–1977), BAHA.

Tales of the Elmwood, Burl Willes, 2000.

"A Profile of the Elmwood: Trends and Counter-Trends in a Berkeley Neighborhood Commercial District" Joanna Callenbach, Geography 181 class paper, Spring 1978.

ancestry.com

Property file for 2840 College Avenue, City of Berkeley.

Various Elmwood directory folders, published between 1974 and 2002.

"Wedding to Be October Event," *Oakland Tribune,* 8 October 1910.

"Engaged to Wed John A. Bischoff," *San Francisco Chronicle,* 13 October 1910.

"Berkeley Building Permits," *San Francisco Bulletin,* 9 July 1920.

"Row Looms as Apartment is Built," *Oakland Enquirer,* 18 August 1920.

Advertisement for apartments at 2840 College, *Oakland Tribune,* 4 January 1922.

"Big Apartment Sale in Lake District Made," *Oakland Tribune,* 7 January 1923.

John Bischoff obituary, *Oakland Tribune,* 9 May 1964.

"Thomas David to Take Bride," *San Francisco Examiner,* 2 January 1967.

"Report on Construction," *Berkeley Gazette,* 25 December 1972.

"Walnut Square: 'Problem was to Build a Friendly Shopping Center" by Mark Trautwein, *Berkeley Gazette,* 2 May 1973.

Fictitious Business Name Statement: "La Plume de Ma Tante," *Berkeley Gazette,* 19 October 1973.

Advertisement for Oggi, *Berkeley Gazette,* 11 June 1974.

"Construction Delays Worrying Trustees of Berkeley Library" by Bill Stetson, *Berkeley Gazette,* 14 July 1974.

Liquidation sale for Oggi, *Berkeley Gazette,* 8 October 1974.

"Recollections of John A. Bischoff, Jr." by Andrea Gabriel, *Rockridge News,* April 1987.

"A Village Within a City," *San Francisco Examiner,* 21 May 1989.

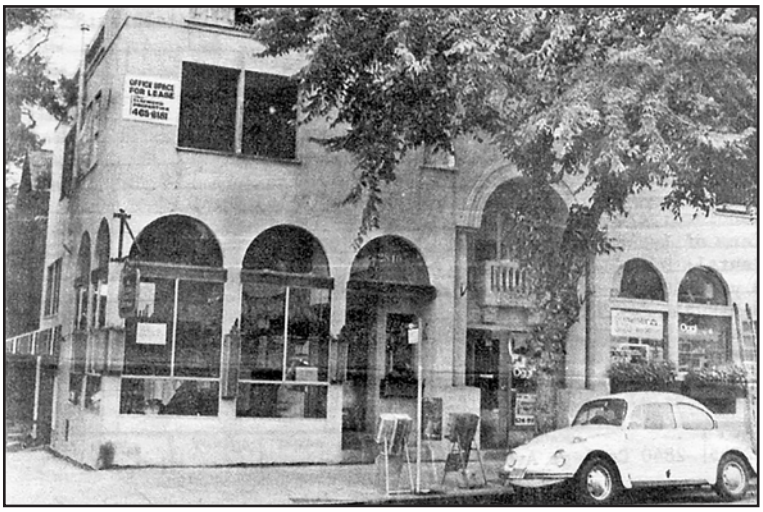
20. Recorder

Anthony Bruce for Elmwood Property Owners Association, c/o Claudia Hunka, Your Basic Bird, 2940 College Avenue, Berkeley, California 94705

20 November 2025

Additional Photographs.

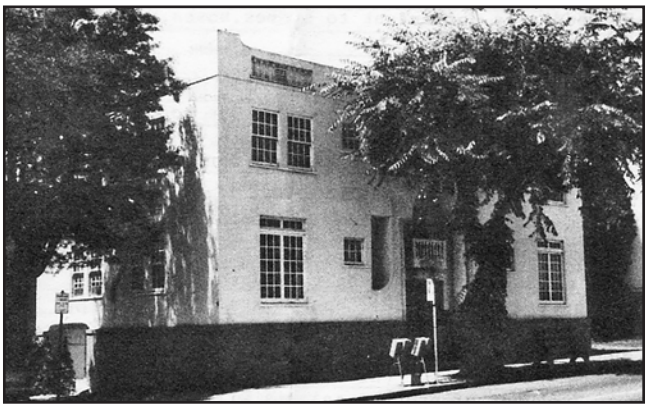




The Bischoff apartment house, Russell Street side.

Anthony Bruce, 2025.

The Bischoff apartment house, 1974. Multiple Listing Form, Donogh Real Estate File, BAHA.



The Bischoff apartment house, 1971. Multiple Listing Form, Donogh Real Estate File, BAHA.



Primavera Too. Joanna Callenbach, 1978.

Additional Photographs.



The Bischoff apartment house (on left) about 1972. BAHA archives.



The Bischoff apartment house undergoing remodeling, 1973. BAHA archives.

Additional Photographs.



The Bischoff apartment house. Anthony Bruce, 2025.



The Bischoff apartment house, balcony. Anthony Bruce, 2025.



The Bischoff apartment house, entrance. Anthony Bruce, 2025.



The Bischoff apartment house, west and south elevations. Anthony Bruce, 2025.

Additional Photographs.



John Albert Bischoff.
Oakland Tribune, *12 December 1928.*



Elna Louise Nelson who married John Bischoff in 1910. San Francisco Chronicle, *13 October 1910.*



Advertisement for Scaramouche, which replaced Oggi in about 1974.
Berkeley Monthly, *1976.*



The Bischoff family home at 2717 Russell Street, designed by John A. Bischoff in 1919.

Photo: Anthony Bruce, 2025.



Developers of the building into commercial in 1972. Thomas Swafford David, Janet Sullivan David. Found on-line.





Advertisement for one of the first businesses, Oggi.
Berkeley Gazette, *11 June 1974.*



APPLICATION FOR BUILDING PERMIT
FRAME BUILDING

Application is hereby made to the Department of Buildings and Inspections of the City of Berkeley for permission to build a 2 story 12 room frame apt.

on the corner N.W. of Russell street ~~Side~~ ~~feet~~ ~~of~~ and College Ave street.

Being Lot No. ____ Block ____ Tract ____

According to plans and Specifications herewith submitted. All provisions of the Building Law will be complied with in the erection of said building whether specified herein or not.

Estimated entire cost of Building $ 10,000.00

Building to be occupied as apt. by (No.) 4 families

Size of Lot 54' by 40 feet.

Size of proposed building 28 ft. by 54 ft. Extreme height of building 26 ft.

Height in clear of cellar 6 ft. in. Height in clear of first story 9 ft. in.

Height in clear of second story 9 ft. in. Height in clear of third story ____ ft. ____ in.

Foundation to be of (material) Concrete (Thickness) 12 inches, greatest height of foundation 16 inches.

Width of footings 12 inches.

Mud sills 2 X 6 Main sills 2 X 6 Girders ____ X ____ Post on piers ____ X ____ If piers are used, give size ____ by ____ ft. on centers.

Size of underpinning 2 X 6 inches 16 inches O. C. Size of studs in first story 2 X 4 inches 16 inches O. C.

Size of studs in second story 2 X 4 inches 16 inches O. C. Size of studs in third story ____ X ____ inches ____ inches O. C.

Exterior wall covering to be of cement Light shaft wall covering to be of ____

All outside walls covered with singles or plaster will be close boarded.

First floor joists 2 X 10 inches 16 inches on centers Longest span between supports 12 ft.

Second floor joists 2 X 10 inches 16 inches on centers. Longest span between supports 12 ft.

Third floor joists ____ X ____ inches ____ inches on centers Longest span between supports ____ ft.

Ceiling joists 2 X 4 inches 16 inches on centers Longest span between supports 12 ft.

Rafters 2 X 4 inches 16 inches on centers Longest span between supports 9 ft.

Roof covered with Tar & gravel Steep or flat? 1/4 Pitch ____

Studs in bearing partitions will be same as outside walls of each story.

Chimneys of brick lined with terra cotta any patent flues? yes

Gas grate flues to be patent chimney or brick? ____

Any dumb waiters or chutes? ____ Any elevator (freight or passenger)? ____

Cove brackets will be solid.

Name of Owner of Ground John Bischoff Residence Address 2717 Russell St.

Name of Owner of Building ____ Residence Address ____

Name of Lessee of Building ____ Residence Address ____

Name of Architect or Designor ____ Residence Address ____

Name of Builder ____ Residence Address ____

I We hereby agree to save indemnify and keep harmless the City of Berkeley against all liabilities, judgments, costs and expenses which may in any wise accrue against said City in consequence of the granting of this permit, or from the use or occupancy of any sidewalk, street or sub-sidewalk space by virtue thereof, and will in all things strictly comply with the conditions of this permit and Ordinances of the City of Berkeley.

#2840 College

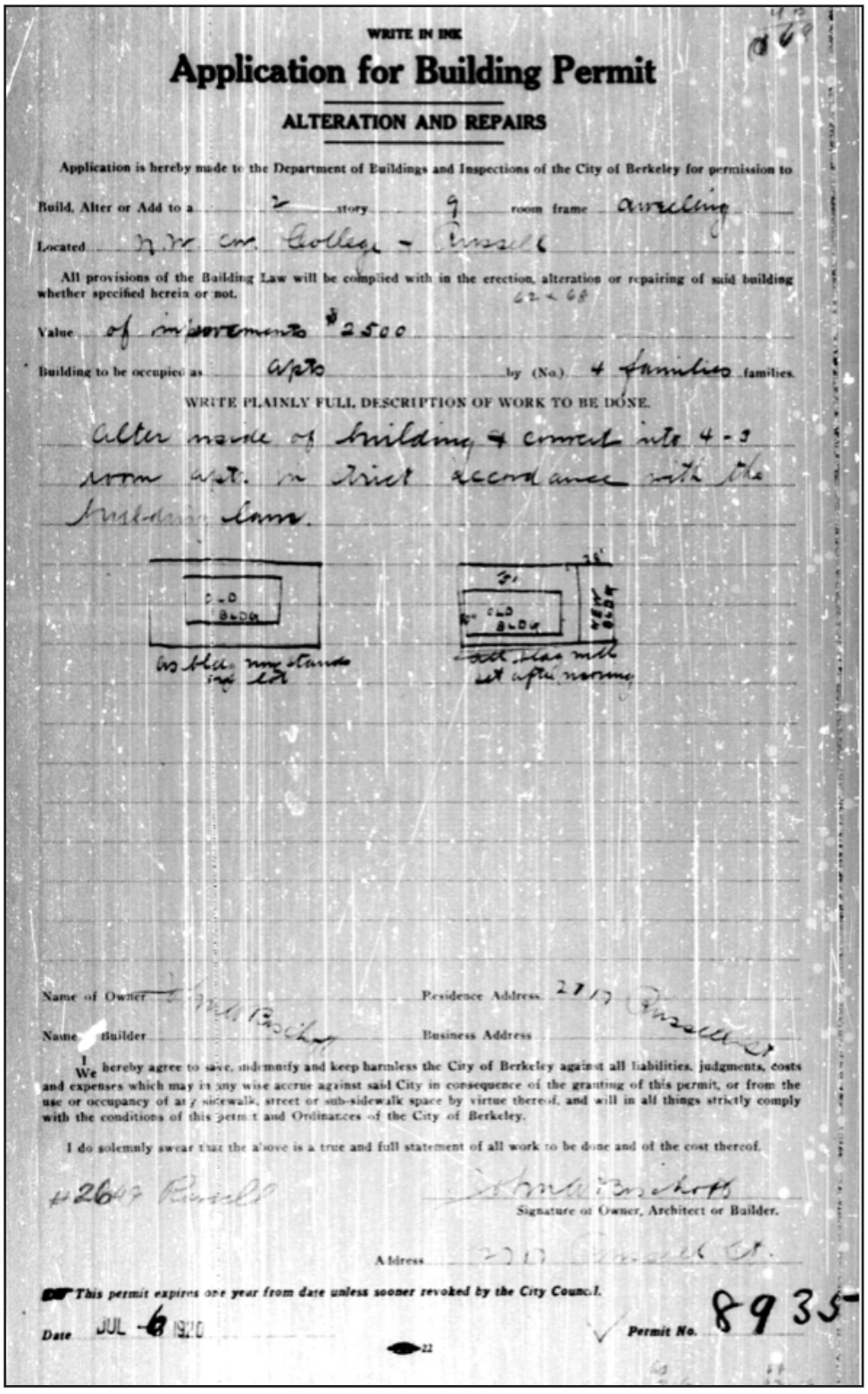
John Bischoff
Signature of Owner, Architect or Builder.

Address 2717 Russell St.

This Permit expires one year from date unless sooner revoked by the City Council.

Date JUL 6 1920 Permit No. 8936

City of Berkeley Application for Building Permit No. 8936, 6 July 1920



WRITE IN INK

Application for Building Permit

ALTERATION AND REPAIRS

Application is hereby made to the Department of Buildings and Inspections of the City of Berkeley for permission to

Build, Alter or Add to a 2 story 9 room frame dwelling

Located N.W. cor. College & Russell

All provisions of the Building Law will be complied with in the erection, alteration or repairing of said building whether specified herein or not.

Value of improvements $2500

Building to be occupied as apts by (No.) 4 families families

WRITE PLAINLY FULL DESCRIPTION OF WORK TO BE DONE.

Alter inside of building & convert into 4-3 room apts. in strict accordance with the Building Laws.

Name of Owner [illegible] Residence Address 2217 Russell

Name of Builder [illegible] Business Address

I We hereby agree to save, indemnify and keep harmless the City of Berkeley against all liabilities, judgments, costs and expenses which may in any wise accrue against said City in consequence of the granting of this permit, or from the use or occupancy of any sidewalk, street or sub-sidewalk space by virtue thereof, and will in all things strictly comply with the conditions of this permit and Ordinances of the City of Berkeley.

I do solemnly swear that the above is a true and full statement of all work to be done and of the cost thereof.

#2617 Russell

Signature of Owner, Architect or Builder.

Address 2217 Russell St.

This permit expires one year from date unless sooner revoked by the City Council.

Date JUL 6 1920

Permit No. 8935

City of Berkeley Application for Building Permit No. 8935, 6 July 1920, *showing how the existing house was to be moved west on the lot.*

BUILDING · ZONING PERMIT APPLICATION

CITY OF BERKELEY

INSPECTION SERVICES DEPT.

FILE COPY

IDENTIFICATION NUMBER 021172413 USE OFFICE USE ZONE C-1

JOB ADDRESS 2840 COLLEGE AVE. BLDG. AREA LOT AREA

BUILDING-PLAN REVIEW

NEW ADDITION REPAIR
ALTER X MOVE DEMOLITION
REROOFING EXCAVAT.
PLAN REVIEW ONLY:

DESCRIPTION OF WORK

CONVERT EXISTING APTS. INTO OFFICES PER PLAN AND SPECS. AND CHANGE OF OCCUPANCY REPORT DATED 8/28/72

CONSTRUCTION LENDER

NAME
ADDRESS

FIRE ZONE 1. (2) 3.

OCCUPANCY GROUP

A B C D E (F) G H I J
1 (2) 3 4 5

TYPE OF CONSTRUCTION

W.F.	MASONRY	CONCRETE	STEEL
I II	III-1-HR	III-H.T.	III-N·
IV-1-HR	IV-N·	V-1-HR	(V-N)

BUILDING HEIGHT: STORIES: FEET

VALUATION $ 4,000.00

ZONING

PERMIT FOR:

DWELLING UNITS: EXISTING: PROPOSED:
YARD CLEARANCES: FRONT DEPTH LEFT WIDTH; REAR DEPTH RIGHT WIDTH
LOT COVERAGE %
BUILDING HEIGHT STORIES FEET
PARKING: NO. OF SPACES SIZE X
DRIVEWAY WIDTH LENGTH
OFF-STREET LOADING:
OTHER REQUIREMENTS:

U.P./VARIANCE:

SIGNS

BUILDING OWNER:
ADDRESS TELE.
STREET FRONTAGE 1. 2. 3.
BUILDING SIZE: LENGTH: HEIGHT: AREA:
LENGTH WIDTH AREA
TYPE:

VALUATION $

OWNER THOMAS S. DAVID TELE. 841-5970
ADDRESS 2832 COLLEGE AVE.
CONTRACTOR OWNER TELE.
ADDRESS SAME AS ABOVE
STATE LIC. CITY LIC.
DESIGNER SKK DESIGN PARTNERSHIP TELE. 549-0742
ADDRESS 1936 UNIVERSITY AVE.
STATE LIC. F01263 CITY LIC. 52938

WE/I HEREBY AGREE TO SAVE, INDEMNIFY AND KEEP HARMLESS THE CITY OF BERKELEY AND/OR ITS EMPLOYEES, AGAINST ALL LIABILITIES, JUDGMENTS, COSTS AND EXPENSES WHICH MAY IN ANY WISE ACCRUE AGAINST SAID CITY IN CONSEQUENCE OF THE GRANTING OF THIS PERMIT. ALL OF THE ABOVE SPECIFIED WORK CAN BE LEGALLY DONE AND WILL BE PERFORMED IN ACCORDANCE WITH THE ORDINANCES OF THE CITY OF BERKELEY AND ALL OTHER LAWS APPLICABLE THERETO.

SIGNATURE OF APPLICANT: FOR MR. DAVID

FEES

BUILDING	28
PLAN REVIEW	16.80
ZONING	
SIGN	
TOTAL	44.80

ISSUED BY: DATE 12/8/72

City of Berkeley Application for Building Permit No. 021172413, 8 December 1972

No. 2 Bischoff Shops Building No. 2



Elmwood Commercial District Landmarking

(2887-3000 Colledo Ave - 2620-2710 Ashby Ave)

We, the undersigned property owner(s) do hereby agree to have our property landmarked to protect the unique architecture and history of the Elmwood

CHRISTOS TRIANTOPOULOS
name, please print

x _____ Date 08/20/2025

2914 College $5 Tacos / 14 Karats

052-1568-00500

2910 College Avenue

No. 3 Bischoff Shops Building No. 3
No. 6 Koerber Buildings
No. 7 Claremont Garage
No. 26 Cianciarulo Building



Elmwood Commercial District Landmarking

2887 College Ave - 3000
2620-2710 Ashby Ave.

We, the undersigned property owners do hereby agree to have our buildings landmarked to protect the unique architecture and history of the Elmwood

1. Janis Mitchell 2. John Gordon

Janis Mitchell John Gordon

Date: 7/5/25

052-1568-00600	2924 College Avenue
052-1568-01101	2956 College Avenue
052-1568-01201	2629 Ashby Avenue
052-1567-01900	2941 College Avenue

No. 4 Bischoff Shops Building No. 1



Elmwood Commercial District Landmarking

(2887-3000 Colledo Ave - 2620-2710 Ashby Ave)

We, the undersigned property owner(s) do hereby agree to have our property landmarked to protect the unique architecture and history of the Elmwood

GARBIS BAGHDASSARIAN
name, please print

X _____ Date 7/16/2025

052-1568-00800 2936 College Avenue

No. 4 Bischoff Shops Building No. 1



Elmwood Commercial District Landmarking

(2887-3000 Colledo Ave - 2620-2710 Ashby Ave)

We, the undersigned property owner(s) do hereby agree to have our property landmarked to protect the unique architecture and history of the Elmwood

Claudia Hunka
name, please print

x Claudia Hunka Date 7/16/2025

052-1568-00800 2940 College Avenue

No. 10 Scott Building



Elmwood Commercial District Landmarking

(2887-3000 College Ave - 2620-2710 Ashby Ave)

We, the undersigned property owner(s) do hereby agree to have our property landmarked to protect the unique architecture and history of the Elmwood

Peter Lee
name, please print

X _____ Date 12/21/2025

2646 Ashby

052-1573-00100

2646 Ashby Avenue
(2900 College Avenue)

No. 11 Strand Theater



Elmwood Commercial District Landmarking

(2887-3000 College Ave - 2620-2710 Ashby Ave)

We, the undersigned property owner(s) do hereby agree to have our property landmarked to protect the unique architecture and history of the Elmwood

David Salk, President for the Elmwood Theater Foundation
name, please print

x _____ Date July 16, 2025

Richard N. Waugh

052-1573-00200 2966 College Ave.

No. 12 Elmwood Village



Elmwood Commercial District Landmarking

(2887-3000 Colledo Ave - 2620-2710 Ashby Ave)

We, the undersigned property owner(s) do hereby agree to have our property landmarked to protect the unique architecture and history of the Elmwood

HOMAYOON KAZEROONI
name, please print

x H. Kazerooni Date July-14-25

052-1573-00300 2974 College Avenue

No. 13 Sparhawk Building



Elmwood Commercial District Landmarking

(2887-3000 Colledo Ave - 2620-2710 Ashby Ave)

We, the undersigned property owner(s) do hereby agree to have our property landmarked to protect the unique architecture and history of the Elmwood

Shu Fang Wu
name, please print

x Shu Fang Wu Date 11/7/2025

052-1573-00401 2982 College Avenue

No. 14 Wilson-Tulanian Building



We,

the undersigned property owner(s), petition the Landmarks Preservation Commission to:

designate the Elmwood Commercial District (2629-2646 Ashby, 2836-3000 College) for consideration as a Landmark

Name Hossein Zareii
please print

X _____ Date 12-9-2025

052-1573-00600 2992 College Avenue

No. 17 Midgley-Jennings ~~Sparhawk~~ Building



Elmwood Commercial District Landmarking

(2887-3000 Colledo Ave - 2620-2710 Ashby Ave)

We, the undersigned property owner(s) do hereby agree to have our property landmarked to protect the unique architecture and history of the Elmwood

Jerry Tsou
name, please print

X _____ Date 7/20/2025

052-1567-06401 2995 College Avenue

No. 18 Morris ~~Scott~~ Building



Elmwood Commercial District Landmarking

(2887-3000 College Ave - 2620-2710 Ashby Ave)

We, the undersigned property owner(s) do hereby agree to have our property landmarked to protect the unique architecture and history of the Elmwood

William Di Napoli
name, please print

x wm m napoli Date 8-8-2025

2987 College condo

052-1567-06500 2993 College Avenue

No. 18 Morris Building



Elmwood Commercial District Landmarking

(2887-3000 Colledo Ave - 2620-2710 Ashby Ave)

We, the undersigned property owner(s) do hereby agree to have our property landmarked to protect the unique architecture and history of the Elmwood

WILLIAM S. BARRETT
name, please print

X [signature] Date 8-6-25

052-1567-06500 2993 College Avenue

No. 18 Morris Building



Elmwood Commercial District Landmarking

(2887-3000 Colledo Ave - 2620-2710 Ashby Ave)

We, the undersigned property owner(s) do hereby agree to have our property landmarked to protect the unique architecture and history of the Elmwood

Jodi Nishimura
name, please print

X _____ Date 8/8/25

2991 College/condo

052-1567-06500 2993 College Avenue

No. 25 Stover Building



Elmwood Commercial District Landmarking

(2887-3000 College Ave - 2620-2710 Ashby Ave)

We, the undersigned property owner(s) do hereby agree to have our property landmarked to protect the unique architecture and history of the Elmwood

TAD LAIRD
name, please print

X _____ Date 8/19/25

2947-2953 ALREADY A COB LANDMARK

052-1567-01800
2947 College Avenue

No. 28 Dye Building



Elmwood Commercial District Landmarking

(2887-3000 Colledo Ave - 2620-2710 Ashby Ave)

We, the undersigned property owner(s) do hereby agree to have our property landmarked to protect the unique architecture and history of the Elmwood

The Herbert Michael Jorgensen and Jean M Jorgensen Revocable living Trust - 1996
David Jorgensen Successor Trustee
name, please print

x David Michael Jorgensen Date 9/12/2025

2921 and 2925 College Ave.

052-1567-02100 2921 College Avenue

No. 33 David Building + Hussey House



Elmwood Commercial District Landmarking

(2887-3000 College Ave - 2620-2710 Ashby Ave)

We, the undersigned property owner(s) do hereby agree to have our property landmarked to protect the unique architecture and history of the Elmwood

Gillian Ludwig
name, please print

X Gillian Ludwig Date 8/11/25

053-1695-01100 2832 College Avenue

PLANNING & DEVELOPMENT
Land Use Planning 2120 Milvia Street, Berkeley, CA 94704
Tel: 510.981.7410 TDD: 510.981.9603 Fax: 510.981.7420 Email: Planning@ci.berkeley.ca.us

LANDMARK PRESERVATION COMMISSION

Landmark, Structure of Merit or Historic District Petition Form

Name of Property:	Elmwood Commercial District
Street Address(es) of Property:	2540-3000 College and 2629-2650 Ashby Ave

We the undersigned residents of the City of Berkeley, petition the Landmarks Preservation Commission to designate the property identified above, for consideration as a Landmark, Structure of Merit or Historical District under the provisions of Section 3.24.120 of the Berkeley Landmarks Preservation Ordinance. We certify, under penalty of perjury, that we are residents of the City of Berkeley at the addresses indicated.

1
Name: Mary Oram (Please Print)
Address: 2705 Hillegass Ave City: Berkeley Zip: 94705
Signature: Mary Oram Date: 8/26/2025

2
Name: Kit Vanbuskirk (Please Print)
Address: 2600 ASHBY AVE City: Berkeley Zip: 94705
Signature: Date: 8/26/25

3
Name: Lisa Bruce (Please Print)
Address: 3027 Claremont Ave City: Berkeley Zip: 94705
Signature: Date: 8.26.25

4
Name: DEAN METZGER (Please Print)
Address: [illegible] City: BERKELEY Zip: [illegible]
Signature: Date: 8/26/25

5
Name: BARBARA GILBERT (Please Print)
Address: 476 VINCENTE City: BERKELEY Zip: 94707
Signature: Barbara Gilbert

Date: _____

Name of Property:	Elmwood Commercial District
Street Address(es) of Property:	2832-3000 College Ave - 2600-2630 Ashby Ave.

We the undersigned residents of the City of Berkeley, petition the Landmarks Preservation Commission to designate the property identified above, for consideration as a Landmark, Structure of Merit or Historical District under the provisions of Section 3.24.120 of the Berkeley Landmarks Preservation Ordinance. We certify, under penalty of perjury, that we are residents of the City of Berkeley at the addresses indicated.

6	Name: Burlington Willes (Please Print)			
	Address: 2829 Russell St.	City: Berkeley	Zip: 94705	
	Signature: Burlington Willes		Date: June 24, 2025	
7	Name: Allen Hibbard (Please Print)			
	Address: 1498 Westview Dr.	City: Berkeley	Zip: 94705	
	Signature: Allen Hibbard		Date: 06-24-2025	
8	Name: David Salk (Please Print)			
	Address: 2746 Prince	City: Berkely	Zip: 94705	
	Signature: David Salk		Date: 06/24/2025	
9	Name: Laurie Capitelli (Please Print)			
	Address: 1760 Rose	City: Berk	Zip: 94703	
	Signature: Laurie Capitelli		Date: 6/24/25	
10	Name: Nick Waugh (Please Print)			
	Address: 2312 Stuart St	City: Berkeley	Zip: 94705	
	Signature: Nick Waugh		Date: 6/24/25	

Land Use Planning 2120 Milvia Street, Berkeley, CA 94704
Tel: 510.981.7410 TDD: 510.981.9603 Fax: 510.981.7420 Email: Planning@ci.berkeley.ca.us

Date: _____

Name of Property:	Elmwood Commercial District
Street Address(es) of Property:	2840-3000 College and 26[illegible]49 Ashby

We the undersigned residents of the City of Berkeley, petition the Landmarks Preservation Commission to designate the property identified above, for consideration as a Landmark, Structure of Merit or Historical District under the provisions of Section 3.24.120 of the Berkeley Landmarks Preservation Ordinance. We certify, under penalty of perjury, that we are residents of the City of Berkeley at the addresses indicated.

6
Name: Marsha Moore (Please Print)
Address: 400 Yale Avenue City: Berkeley Zip: 94708
Signature: Marsha Moore Date: 9/22/25

7
Name: Caitlin Moore (Please Print)
Address: 2924 Florence St. #B City: Berkeley Zip: 94705
Signature: Date: 9/22/25

8
Name: Betsy Daley (Please Print)
Address: 100 Del Mar Ave City: Berkeley Zip: 94708
Signature: Date: 9/24/25

9
Name: Gregoire Vion (Please Print)
Address: 2814 Cherry St City: Berkeley Zip: 94705
Signature: Date: 9/29/25

10
Name: Carol Berkenkotter (Please Print)
Address: 2521 Benvenue City: Berkeley Zip: 94704
Signature: Carol Berkenkotter Date: 9/26/2025

Land Use Planning 2120 Milvia Street, Berkeley, CA 94704
Tel: 510.981.7410 TDD: 510.981.9603 Fax: 510.981.7420 Email: Planning@ci.berkeley.ca.us

Name of Property:	Elmwood Commercial District
Street Address(es) of Property:	2887-3000 College Ave 2620-2710 Ashby

We the undersigned residents of the City of Berkeley, petition the Landmarks Preservation Commission to designate the property identified above, for consideration as a Landmark, Structure of Merit or Historical District under the provisions of Section 3.24.120 of the Berkeley Landmarks Preservation Ordinance. We certify, under penalty of perjury, that we are residents of the City of Berkeley at the addresses indicated.

21 Name: JAMES R RILEY (Please Print)
Address: 2815 FOREST AVE City: BERKELEY Zip: 94705
Signature: James R Riley Date: 25th June 2025

22 Name: Katelyn Randolph (Please Print)
Address: 2925 Benvenue Avenue City: Berkeley Zip: 94705
Signature: Date: 6/25/25

23 Name: CELIA McCARTHY (Please Print)
Address: 2445 RUSSELL ST. City: BERKELEY Zip: 94705
Signature: Date: 6/25/25

24 Name: Patrick Randolph (Please Print)
Address: 2925 Benvenue Ave City: Berkeley Zip: 94705
Signature: Date: 6/30/25

25 Name: TIM FITZPATRICK (Please Print)
Address: 2929 BENVENUE City: BERKELEY Zip: 9470
Signature: Date: 7/11/25

Land Use Planning 2120 Milvia Street, Berkeley, CA 94704
Tel: 510.981.7410 TDD: 510.981.9603 Fax: 510.981.7420 Email: Planning@ci.berkeley.ca.us

Name of Property:	Elmwood Commercial District
Street Address(es) of Property:	2840-3000 College and 2629-2650 Ashby

We the undersigned residents of the City of Berkeley, petition the Landmarks Preservation Commission to designate the property identified above, for consideration as a Landmark, Structure of Merit or Historical District under the provisions of Section 3.24.120 of the Berkeley Landmarks Preservation Ordinance. We certify, under penalty of perjury, that we are residents of the City of Berkeley at the addresses indicated.

21	Name: CHRISTOPHER WELLS (Please Print)			
	Address: 2763 GARBER Street, #3	City: BERKELEY	Zip: 94705	
	Signature:		Date: 9/15/2025	
22	Name: Maureen Mitchel-Wise (Please Print)			
	Address: 2807 Piedmont	City: Berkeley	Zip: 94705	
	Signature:		Date: 9/13/2025	
23	Name: JULIA OVERSHOOT (Please Print)			
	Address: 2536 Piedmont Ave	City: Berkeley	Zip: 94704	
	Signature:		Date: 9-5-25	
24	Name: KRISTIN ARGUE (Please Print)			
	Address: 1902 VIRGINIA ST	City: BERKELEY	Zip: 94709	
	Signature:		Date: 9.5.25	
25	Name: BRYAN BLUMENTHAL (Please Print)			
	Address: 2717 RUSSELL	City: B	Zip: 94709	
	Signature:		Date: 9/7/25	

Land Use Planning 2120 Milvia Street, Berkeley, CA 94704
Tel: 510.981.7410 TDD: 510.981.9603 Fax: 510.981.7420 Email: Planning@ci.berkeley.ca.us

Name of Property:	Elmwood Commercial District
Street Address(es) of Property:	

We the undersigned residents of the City of Berkeley, petition the Landmarks Preservation Commission to designate the property identified above, for consideration as a Landmark, Structure of Merit or Historical District under the provisions of Section 3.24.120 of the Berkeley Landmarks Preservation Ordinance. We certify, under penalty of perjury, that we are residents of the City of Berkeley at the addresses indicated.

26 Name: Roxanne Fiscella (Please Print)
Address: 2812 Russell City: Berkeley Zip: 94705
Signature: [signature] Date: 7/27/25

27 Name: Evelyn Oltman (Please Print)
Address: 2812 Russell St City: Berk. Zip: 94705
Signature: Evelyn Oltman Date: 7/27/25

28 Name: MARY MONTALI (Please Print)
Address: 2920 RUSSELL ST City: Berkeley Zip: 94705
Signature: Mary Montali Date: 7/27/25

29 Name: Pattie Fong (Please Print)
Address: 2942 Russell St City: Berkeley Zip:
Signature: Pattie Fong Date: 7-27-25

30 Name: DONNA Weinberg (Please Print)
Address: 2822 Russell ST City: Berkeley Zip: 94705
Signature: Donna Weinberg Date: 7-27-25

Land Use Planning 2120 Milvia Street, Berkeley, CA 94704
Tel: 510.981.7410 TDD: 510.981.9603 Fax: 510.981.7420 Email: Planning@ci.berkeley.ca.us

¡ Save Our Stores!
¡ Salva Nuestras Tiendas!

Name of Property:	Elmwood Commercial District
Street Address(es) of Property:	2840-3000 College and 2619-2650 Ashby

We the undersigned residents of the City of Berkeley, petition the Landmarks Preservation Commission to designate the property identified above, for consideration as a Landmark, Structure of Merit or Historical District under the provisions of Section 3.24.120 of the Berkeley Landmarks Preservation Ordinance. We certify, under penalty of perjury, that we are residents of the City of Berkeley at the addresses indicated.

26	Name: Edmond Allery (Please Print)			
	Address: 721 Russell St	City: Berkely	Zip: 94705	
	Signature:		Date: 8/17/25	
27	Name: Gregory Kalkanis (Please Print)			
	Address: 2550 Dana Street, Apt 4D	City: Berkeley	Zip: 94704	
	Signature: Greg Kalk		Date: 8/22/2025	
28	Name: Jason Rustic (Please Print)			
	Address: 2930 Domingo	City: Berkely	Zip: 94705	
	Signature:		Date: 8/26/25	
29	Name: Jane Martin (Please Print)			
	Address: 2418 Stuart St	City: Berkeley	Zip: 94705	
	Signature:		Date: 8/30/25	
30	Name: Gen Fujioka (Please Print)			
	Address: 929 Colusa	City: Berkeley	Zip: 94707	
	Signature:		Date: 8/30/25	

Land Use Planning 2120 Milvia Street, Berkeley, CA 94704
Tel: 510.981.7410 TDD: 510.981.9603 Fax: 510.981.7420 Email: Planning@ci.berkeley.ca.us

Name of Property:	
Street Address(es) of Property:	

We the undersigned residents of the City of Berkeley, petition the Landmarks Preservation Commission to designate the property identified above, for consideration as a Landmark, Structure of Merit or Historical District under the provisions of Section 3.24.120 of the Berkeley Landmarks Preservation Ordinance. We certify, under penalty of perjury, that we are residents of the City of Berkeley at the addresses indicated.

31	Name: Soroush Shahabi (Please Print) Address: 2942 Russell ST	City: Berkeley	Zip: 94705 Date: 7/27/25	Signature:
32	Name: Nancy Bagley (Please Print) Address: 2942 Russell St	City: Berkely	Zip: 94705 Date: 7/27/25	Signature:
33	Name: Kara O'Connor (Please Print) Address: 2811 Piedmont Ave	City: Berkeley	Zip: 94705 Date: 7/27/25	Signature:
34	Name: David Grunwald (Please Print) Address: 2717 Russell St	City: Berkeley	Zip: 94705 Date: 7/27/25	Signature:
35	Name: PAUL CHAPMAN (Please Print) Address: 2945 Russell St	City: Berky	Zip: 9470[illegible] Date: 7/27/25	Signature:

Land Use Planning 2120 Milvia Street, Berkeley, CA 94704
Tel: 510.981.7410 TDD: 510.981.9603 Fax: 510.981.7420 Email: Planning@ci.berkeley.ca.us

Name of Property:	Elmwood Commercial District
Street Address(es) of Property:	2840-3000 College and 2629-2650 Ashby

We the undersigned residents of the City of Berkeley, petition the Landmarks Preservation Commission to designate the property identified above, for consideration as a Landmark, Structure of Merit or Historical District under the provisions of Section 3.24.120 of the Berkeley Landmarks Preservation Ordinance. We certify, under penalty of perjury, that we are residents of the City of Berkeley at the addresses indicated.

36	Name: P. Jill Boornazian (Please Print)			
	Address: 2482 Prince St.	City: Berkeley	Zip: 94705	
	Signature:		Date:	
37	Name: Elizabeth Ringrose (Please Print)			
	Address: 2901 Russell St	City: Berkeley	Zip: 94705	
	Signature: Elizabeth R Ringrose		Date: 8/26/25	
38	Name: Jacqueline DeSouza (Please Print)			
	Address: 2441 Prince St	City: Berkeley	Zip: 94705	
	Signature:		Date: 8/26/25	
39	Name: ~~Neil~~ Neil Schneider (Please Print)			
	Address: 2441 Prince St	City: Berkeley	Zip: 94705	
	Signature:		Date: 8/26/25	
40	Name: Calvin Wong (Please Print)			
	Address: 89 Alvarado Road	City: Berkeley	Zip: 94705	
	Signature:		Date: 8-26-25	

Land Use Planning 2120 Milvia Street, Berkeley, CA 94704
Tel: 510.981.7410 TDD: 510.981.9603 Fax: 510.981.7420 Email: Planning@ci.berkeley.ca.us

Name of Property:	Elmwood Commercial District
Street Address(es) of Property:	2840-3000 College and 2629-2650 Ashby

We the undersigned residents of the City of Berkeley, petition the Landmarks Preservation Commission to designate the property identified above, for consideration as a Landmark, Structure of Merit or Historical District under the provisions of Section 3.24.120 of the Berkeley Landmarks Preservation Ordinance. We certify, under penalty of perjury, that we are residents of the City of Berkeley at the addresses indicated.

	Name: SARAH PINKERTON FITZGIBBON-FLAD (Please Print)			
36	Address: 2827 Russell	City: Berkeley	Zip: 94705	
	Signature: [signature]		Date: 1/27/25	
	Name: Matthew Ross (Please Print)			
37	Address: 2734 Russell St	City: Berkeley	Zip: 94705	
	Signature: [signature]		Date: 1/25/25	
	Name: KATHERINE COHN (Please Print)			
38	Address: 65 Roble Rd	City: Berkeley	Zip: 94705	
	Signature: [signature]		Date: 9/3/25	
	Name: Franco DeMarinis (Please Print)			
39	Address: 2807 Piedmont ave	City: Berkely Ca	Zip: 94705	
	Signature: [signature]		Date: 9/3/2025	
	Name: Lisa Plank (Please Print)			
40	Address: 1706 Marin	City: Berkeley	Zip: 94707	
	Signature: [signature]		Date: 9/4/25	

Land Use Planning 2120 Milvia Street, Berkeley, CA 94704
Tel: 510.981.7410 TDD: 510.981.9603 Fax: 510.981.7420 Email: Planning@ci.berkeley.ca.us

Name of Property:	Elmwood Commercial District
Street Address(es) of Property:	2890-3006 College and 2600-2629 Ashby

We the undersigned residents of the City of Berkeley, petition the Landmarks Preservation Commission to designate the property identified above, for consideration as a Landmark, Structure of Merit or Historical District under the provisions of Section 3.24.120 of the Berkeley Landmarks Preservation Ordinance. We certify, under penalty of perjury, that we are residents of the City of Berkeley at the addresses indicated.

Name: Natasha Franklin (Please Print)

41 Address: 2226 McGee Ave City: Berkeley Zip: 94703

Signature: Natasha Franklin Date: 12/5/25

Name: Deborah Roosevelt (Please Print)

42 Address: 5 Encina Pl City: Berkeley Zip: 94705

Signature: Deborah Roosevelt Date: 12/13/25

Name: Janet Caldwell (Please Print)

43 Address: 2737 Forest Ave, #302 City: Berkeley Zip: 94705

Signature: Janet Caldwell Date: 12/13/2025

Name: Andrea Yankowski (Please Print)

44 Address: 2927 Wheeler St City: Berkeley Zip: 94705

Signature: Andrea Yankowski Date: 12/14/25

Name: Gremel Madolora (Please Print)

45 Address: 2927 Wheeler St City: Berkeley Zip: 94705

Signature: Gremel Madolora Date: 12/14/25

Land Use Planning 2120 Milvia Street, Berkeley, CA 94704
Tel: 510.981.7410 TDD: 510.981.9603 Fax: 510.981.7420 Email: Planning@ci.berkeley.ca.us

Name of Property:	Elmwood Commercial District
Street Address(es) of Property:	2840-3006 College and 2600-2629 Ashby

We the undersigned residents of the City of Berkeley, petition the Landmarks Preservation Commission to designate the property identified above, for consideration as a Landmark, Structure of Merit or Historical District under the provisions of Section 3.24.120 of the Berkeley Landmarks Preservation Ordinance. We certify, under penalty of perjury, that we are residents of the City of Berkeley at the addresses indicated.

Name: Christine Cosgrove (Please Print)

41 Address: 2756 Prince St. City: Berkeley Zip: 94705

Signature: Christine Cosgrove Date: 9/28/2025

Name: Rosemary CASTORINA (Please Print)

42 Address: 2742 Prince St City: Berkeley Zip: 94705

Signature: R Castorina Date: 9/28/25

Name: Panda Brett (Please Print)

43 Address: 2715 Prince City: Berkeley Zip: 94705

Signature: Panda F Brett Date: 9-29-25

Name: Robert Sternbach (Please Print)

44 Address: 2825 Prince City: Berkeley Zip: 94705

Signature: Robert Sternbach Date: 9-29-25

Name: Albert Su (Please Print)

45 Address: 2313 Channing Way Apt #C City: Berkeley Zip: 94704

Signature: Albert Su Date: 9-29-25

Land Use Planning 2120 Milvia Street, Berkeley, CA 94704
Tel: 510.981.7410 TDD: 510.981.9603 Fax: 510.981.7420 Email: Planning@ci.berkeley.ca.us

Name of Property:	Elmwood Commercial District
Street Address(es) of Property:	2840-3006 College and 2600-2629 Ashby

We the undersigned residents of the City of Berkeley, petition the Landmarks Preservation Commission to designate the property identified above, for consideration as a Landmark, Structure of Merit or Historical District under the provisions of Section 3.24.120 of the Berkeley Landmarks Preservation Ordinance. We certify, under penalty of perjury, that we are residents of the City of Berkeley at the addresses indicated.

	Name: Mario Giarretto (Please Print)			
41	Address: 3308 Claremont Ave.	City: Berkeley	Zip: 94705	
	Signature: [signature]		Date: 9-30-25	
	Name: Lauren Parsons (Please Print)			
42	Address: 1013 Cedar St	City: Berk	Zip: 94710	
	Signature: [signature]		Date: 9/30/25	
	Name: Mary Coons (Please Print)			
43	Address: 58 Domingo Ave	City: Berkeley	Zip: 94705	
	Signature: Mary Coons		Date: Oct 1, 2025	
	Name: Judith Rubin (Please Print)			
44	Address: 1537 Comstock Ct	City: Berkeley	Zip: 94703	
	Signature: [signature]		Date: 10/2/2025	
	Name: Isabelle MOTAMEDI (Please Print)			
45	Address: 2616 RUSSELL ST.	City: BERKELEY	Zip: 94705	
	Signature: [signature]		Date: 10/02	

Land Use Planning 2120 Milvia Street, Berkeley, CA 94704
Tel: 510.981.7410 TDD: 510.981.9603 Fax: 510.981.7420 Email: Planning@ci.berkeley.ca.us

Name of Property:	Elmwood Commercial District
Street Address(es) of Property:	2840-3006 College and 2600-2629 Ashby

We the undersigned residents of the City of Berkeley, petition the Landmarks Preservation Commission to designate the property identified above, for consideration as a Landmark, Structure of Merit or Historical District under the provisions of Section 3.24.120 of the Berkeley Landmarks Preservation Ordinance. We certify, under penalty of perjury, that we are residents of the City of Berkeley at the addresses indicated.

41	Name: ROBIN SOMERVILLE (Please Print)			
	Address: 2759 PRINCE ST	City: BERKELEY	Zip: 94705	
	Signature: Robin Somerville		Date: 9/29/25	
42	Name: Greg Urban (Please Print)			
	Address: 2751 Prince St	City: BRK	Zip: 94705	
	Signature:		Date: 9/29/2025	
43	Name: ANDREW FARAGO (Please Print)			
	Address: 2923 KING ST	City: BERKELEY	Zip: 94703	
	Signature:		Date: 12-5-25	
44	Name: Nancy McKay (Please Print)			
	Address: 340-63rd St	City: Oakland	Zip: 94618	
	Signature:		Date: 12.5.25	
45	Name: Sally Knight (Please Print)			
	Address: [illegible]	City: Oakland	Zip: 94609	
	Signature:		Date: 12/2/25	

Land Use Planning 2120 Milvia Street, Berkeley, CA 94704
Tel: 510.981.7410 TDD: 510.981.9603 Fax: 510.981.7420 Email: Planning@ci.berkeley.ca.us

Name of Property:	Elmwood Commercial District
Street Address(es) of Property:	2890-3006 College and 2600-2629 Ashby

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	Name: Anita Barrows (Please Print)				
41	Address: 546 The Alameda	City: Berkeley	Zip: 94707	Signature: Anita Barrows	Date: 14 Dec '25
	Name: CLAUDIA RICE (Please Print)				
42	Address: 1348 SACRAMENTO ST	City: CA	Zip: 94702	Signature: Claudia Rice	Date: 12/15/2025
	Name: Diana P Studebaker (Please Print)				
43	Address: 90 El Camino Real	City: Berkeley	Zip: 94705	Signature: Diana P. Studebaker	Date: 12/16/25
	Name: Nicoletta Karam (Please Print)				
44	Address: 1635 Parker St	City: Berkeley	Zip: 94703	Signature: Nicoletta Karam	Date: 12/16/25
	Name: Salma Karam (Please Print)				
45	Address: 1635 Parker St.	City: Berkeley	Zip: 94703	Signature: Salma Karam	Date: 12/16/25

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Name: CHRISTOPHER HOOTON (Please Print)

41 Address: 2312 OREGON ST APT. A City: BERKELEY Zip: 94705

Signature: Christopher Hooton Date: 12/2/25

Name: Charlie Stephen (Please Print)

42 Address: 2439 Oregon St City: Berkeley Zip: 94705

Signature: Charlie Steph Date: 12/02/25

Name: DON CROCKETT (Please Print)

43 Address: 624 Alvarado Rd City: Berkeley Zip: 94705

Signature: Donald E Crockett Date: 12/2/25

Name: ALAN BANKS (Please Print)

44 Address: 2638 STUART ST City: Berkeley Zip: 94705

Signature: Alan Banks Date: 12/04/25

Name: Jeanne E. Sulton (Please Print)

45 Address: 2226 McGee City: Berkeley Zip: 94703

Signature: Jeanne E. Sulton Date: 12/3/25

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Tel: 510.981.7410 TDD: 510.981.9603 Fax: 510.981.7420 Email: Planning@ci.berkeley.ca.us

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41
Name: Stuart Trieff (Please Print)
Address: 2332 9th St. City: Berkeley Zip: 94710
Signature: Stuart Trieff Date: 11/21/25

42
Name: Sara Trost (Please Print)
Address: 2330 Russell St City: Berkeley Zip: 94705
Signature: Sara Trost Date: 11/21/25

43
Name: JESSICA MOELLER-FARUQUE (Please Print)
Address: 1668 EUCLID AVE City: BERKELEY Zip: 94709
Signature: Date: 11/23/2025

44
Name: Soenke Alexander Moeller (Please Print)
Address: 1668 Euclid Ave City: Berkeley Zip: 94709
Signature: Date: 11/23/2025

45
Name: Teresa Hernandez (Please Print)
Address: 397 Jayne Ave City: Oakland Zip: 94610
Signature: Date: 11/24/25

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	Name: Ruby Lim-Marano (Please Print)			
41	Address: 2410 Browning St	City: Berkeley	Zip: 94702	
	Signature:		Date: 10/25/25	
	Name: Marilynn Rowland (Please Print)			
42	Address: 2717 Hillegass	City: Berkeley	Zip: 94705	
	Signature: Marilynn Rowland		Date: 11/22/25	
	Name: JOANNA DWYER (Please Print)			
43	Address: 1 ORCHARD LANE	City: BERKELEY	Zip: 94704	
	Signature:		Date: Nov. 25, 2025	
	Name: Kathleen Rueger (Please Print)			
44	Address: 2926 Benvenue Ave.	City: Berkeley	Zip: 94705	
	Signature: Kathleen Rueger		Date: 11/28/25	
	Name: Cindy Moody (Please Print)			
45	Address: 2207 Tiffin Rd	City: Oakland	Zip: 94602	
	Signature:		Date:	

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Name: Michael Apte (Please Print)

41 Address: 1623 Walnut St City: Berkeley Zip: 94709

Signature: Date: 11/1/25

Name: Matt O'Brien (Please Print)

42 Address: 1910 Haste St. City: Berkeley Zip: 94704

Signature: Date: Nov. 1, 202

Name: Daniel Olmsted (Please Print)

43 Address: 9 Plaza Dr City: Berkeley Zip: 94705

Signature: Dan Olm Date: 11-9-25

Name: SUSAN CHASSON (Please Print)

44 Address: 2145 McGEE AVE City: BERKELEY Zip: 94703

Signature: Susan Chasson Date: 11-13-25

Name: DIANE SHAVELSON (Please Print)

45 Address: 2951 DERBY ST #103 City: BERKELEY Zip: 94705

Signature: D Sh Date: 11/12/25

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	Name: CONCHITA FERNANDEZ (Please Print)			
41	Address: 2957 Hillegass ave	City: Berkeley	Zip: 94705	
	Signature: Conchita Fernandez		Date: 11/16/25	
	Name: Tom Schluckebier (Please Print)			
42	Address: 2828 College Ave	City: Berkeley	Zip: 94705	
	Signature:		Date: 11-19-25	
	Name: SABE HUNDLEY (Please Print)			
43	Address: 2927 Pine Ave.	City: Berkeley	Zip: 94705	
	Signature:		Date: 11/20/25	
	Name: ~~Ann~~ Helen Brytan (Please Print)			
44	Address: 802 Colusa Ave	City: Berkeley	Zip: 94707	
	Signature:		Date: 11/22/25	
	Name: Annette Goldberg (Please Print)			
45	Address: 2550 Dana St. #3G	City: Berkeley	Zip: 94704	
	Signature: Annette Goldberg		Date: 11/22/2025	

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41
Name: Frederick W Krueger (Please Print)
Address: 2510 Woolsey St City: Berkeley Zip: 94705
Signature: Frederick W Krueger Date: 11/6/25

42
Name: JENNIFER SHARPE (Please Print)
Address: 2515 RUSSELL STREET City: BERKELEY Zip: 94705
Signature: [signature] Date: Nov 7, 2025

43
Name: JOANNE CARDER (Please Print)
Address: 3034 Benvenue City: Berkeley Zip: 94705
Signature: Joanne Carder Date: 11/7/25

44
Name: Craig Upson (Please Print)
Address: 2803 Forest Ave City: Berkely Zip: 94705
Signature: [signature] Date: Nov 8, 2025

45
Name: Nina Katz (Please Print)
Address: 2803 Forest Ave City: Berkeley Zip: 94705
Signature: [signature] Date: 11/8/25

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41 Name: Wayne Huber (Please Print)
Address: 1185 Sterling Ave City: Berkeley Zip: 94708
Signature: Wayne Huber Date: 10/13/2025

42 Name: S.J. Sorensen (Please Print)
Address: 2321 Webster City: Berkeley Zip: 94705
Signature: S.J. Sorensen Date: 11-14-2025

43 Name: Nelsinya Causby (Please Print)
Address: 3132 Eton Ave. City: Berkeley Zip: 94705
Signature: Nelsinya Causby Date: 11/14/25

44 Name: Michele McDuff (Please Print)
Address: 2716 MLK Jr Way City: Berkeley Zip: 94703
Signature: M. McDuff Date: 11-15-25

45 Name: EMILIO ESCUDERO (Please Print)
Address: 2957 HILLEGASS AVE City: BERKELEY Zip: 94705
Signature: Emilio Escudero Date: 11/16/2025

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Name: Holly H. Schenck (Please Print)

41 Address: 2325 Ward St City: Berk Zip: 94705

Signature: Holly H. Schenck Date: 10/8/25

Name: Abby Oyle (Please Print)

42 Address: 2316 Webster St City: Berkeley Zip: 94705

Signature: Date: 11/8/25

Name: Julie Torenbeem (Please Print)

43 Address: 2316A Webster St. City: Berkeley Zip: 94705

Signature: Date: 11/8/25

Name: Ranaji Krishna (Please Print)

44 Address: 45 ALVARADO ROAD City: BERKELEY Zip: 94705

Signature: Ranaji Krishna Date: 11/8/25

Name: Vinithra Varadharajan (Please Print)

45 Address: 45 ALVARADO RD. City: BERKELEY Zip: 94705

Signature: Date: 11/8/25

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Name: Tristen Taylor (Please Print)
41 Address: 900 Shattuck Ave. City: Berkeley Zip: 94707
Signature: Tristen Taylor Date: 11/3/25

Name: Tom L. Hedges (Please Print)
42 Address: 2154 Ward St City: Berkeley Zip: 94705
Signature: Tom L. Hedges Date: 11/3/25

Name: JACQUELYN D EVANS (Please Print)
43 Address: 30 ALTA Rd City: Berkeley Zip: 94708
Signature: Jacquelyn D Evans Date: 11/4/25

Name: Judith A. Bebelaar (Please Print)
44 Address: 3027 Hillegass Ave City: Berkeley Zip: 94705
Signature: Judith A Bebelaar Date: 11/6/25

Name: MARJORIE WINTER (Please Print)
45 Address: 2510 Woolsey St City: Berkeley Zip: 94705
Signature: Marjorie Winter Date: 11/6/25

Land Use Planning 2120 Milvia Street, Berkeley, CA 94704
Tel: 510.981.7410 TDD: 510.981.9603 Fax: 510.981.7420 Email: Planning@ci.berkeley.ca.us

Name of Property:	Elmwood Commercial District
Street Address(es) of Property:	2890-3000 College and 2600-2629 Ashby

We the undersigned residents of the City of Berkeley, petition the Landmarks Preservation Commission to designate the property identified above, for consideration as a Landmark, Structure of Merit or Historical District under the provisions of Section 3.24.120 of the Berkeley Landmarks Preservation Ordinance. We certify, under penalty of perjury, that we are residents of the City of Berkeley at the addresses indicated.

41 Name: George Rose (Please Print)
Address: 1639 Derby St. City: Berkeley Zip: 94703
Signature: [signature] Date: 10/28/25

42 Name: Richard Bunce (Please Print)
Address: 2946 Magnolia St. City: Berkeley Zip: 94705
Signature: Richard Bunce Date: 10/28/25

43 Name: JOHN HOOD (Please Print)
Address: 2432 OREGON ST City: BERKELEY Zip: 94705
Signature: John Hood Date: 11/2/25

44 Name: Xanthe M Berry (Please Print)
Address: 3022 Hillegass Ave City: Berkeley Zip: 94705
Signature: Xanthe M Berry Date: 11/3/25

45 Name: Dawn Thomas (Please Print)
Address: 3016 Hillegass Ave City: Berkeley Zip: 94705
Signature: Dawn Thomas Date: 11/2/25

Land Use Planning 2120 Milvia Street, Berkeley, CA 94704
Tel: 510.981.7410 TDD: 510.981.9603 Fax: 510.981.7420 Email: Planning@ci.berkeley.ca.us

Name of Property:	Elmwood Commercial District
Street Address(es) of Property:	2840-3000 College and 2600-2629 Ashby

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	Name: BARBARA HUNT (Please Print)				
41	Address: 2840 Woolsey ST.	City: BERKELEY	CA.	Zip: 94705	
	Signature:			Date: 10/24/25	
	Name: Airason Heard (Please Print)				
42	Address: 2451 Ashby Ave	City: Berkeley		Zip: 94705	
	Signature:			Date: 10/24/25	
	Name: RITA FLANAGAN (Please Print)				
43	Address: 2435 JEFFERSON #F	City: BERKELEY		Zip: 94703	
	Signature:			Date: 10/28/25	
	Name: CAMERON OLEN (Please Print)				
44	Address: 804 Camelia St	City: Berkley		Zip: 94710	
	Signature:			Date: 10/28/25	
	Name: David W. Clark (Please Print)				
45	Address: 2804 Stuart St.	City: Berkeley		Zip: 94705	
	Signature: David W. Clark			Date: 10-28-2025	

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41
Name: Tarah Ornelas (Please Print)
Address: 2921 College Ave. City: Berkeley Zip: 94705
Signature: [signature] Date: 10/28/25

42
Name: Robert McCourt (Please Print)
Address: 1821 Acton St. City: Berkeley Zip: 94702
Signature: [signature] Date: 10/28/25

43
Name: JOAN JODY HORN (Please Print)
Address: 3016 HILLEGASS AVE City: BERKELEY Zip: 94705
Signature: [signature] Date: 11/3/2025

44
Name: ELLA HORN (Please Print)
Address: 3016 Hillegass Ave City: Berk Zip: 94705
Signature: [signature] Date: 11/2/25

45
Name: FINN HORN (Please Print)
Address: 3016 Hillegass Ave. City: Berkeley Zip: 94705
Signature: [signature] Date: 11/2/25

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41
Name: Kay Heatherly (Please Print)
Address: 2147 Stuart St City: Berk Zip: 94705
Signature: [signature] Date:

42
Name: Molly Boro (Please Print)
Address: 1060 Keith Ave City: Berkeley Zip: 94708
Signature: Molly Boro Date:

43
Name: Jessica Lu (Please Print)
Address: 1130 Bonita Ave City: Berkeley Zip: 94709
Signature: [signature] Date: 10/23/25

44
Name: JANE T. McCALL (Please Print)
Address: 2995 SHASTA RD. City: Berkeley Zip: 94708
Signature: J. T. McCall Date: 10/23/25

45
Name: Ada L. McCall (Please Print)
Address: 2995 Shasta Rd. City: Berkeley Zip: 94708
Signature: Ada McCall Date: 10/23/25

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Name: Kari Smith
Please Print

41 Address: 1377 Gilman St City: Berkeley Zip: 94706
Signature: Kari Smith Date: 10/25/25

Name: Jane Metcalf
Please Print

42 Address: 1732 La Vereda Rd City: Berkeley Zip: 94709
Signature: Date: 10/25/25

Name: Anna Cederstav
Please Print

43 Address: 1609 Virginia St City: Berkeley Zip: 94703
Signature: Date: 10/25/25

Name: Jessica Kass
Please Print

44 Address: 19 Oakvale Ave City: Berkeley Zip: 94705
Signature: Date: 10.25.25

Name: Andrew Johnson
Please Print

45 Address: 3073 Bateman City: Berkeley Zip: 94705
Signature: Andrew D Johnson Date: 28 Oct 2025

Land Use Planning 2120 Milvia Street, Berkeley, CA 94704
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	Name: Melissa Nelken (Please Print)			
41	Address: 2933 Russell St	City: Berkeley	Zip: 94705	
	Signature: Melissa Nelken		Date: 10/6/25	
	Name: ANGUS Powelson (Please Print)			
42	Address: 1830 Carelton	City: Berkeley	Zip: 94705-	
	Signature: ANGUS Powelson		Date: 10/6/25	
	Name: Bonnie Kraus (Please Print)			
43	Address: 2409 College #17	City: Berkeley	Zip: 94704	
	Signature: Bonnie Kraus		Date: 10-8-25	
	Name: Elizabeth Collins (Please Print)			
44	Address: 2835 Hillegass	City: Berkeley	Zip: 94705	
	Signature: Elizabeth Collins		Date: 10/8/2025	
	Name: RITA DICHTEL (Please Print)			
45	Address: 2321 Webster St	City: Berkeley	Zip: 94705	
	Signature: Rita Dichtel		Date: 10/9/25	

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Name: Joshua Chuang
Please Print

41 Address: ~~2239~~ 2239 Channing Way City: Berkeley Zip: 94704

Signature: [signature] Date: 9/28/25

Name: Mary White
Please Print

42 Address: 2327-5th St City: Berkeley Zip: 94710

Signature: Mary White Date: 10/3/25

Name: Alex Kamras
Please Print

43 Address: 2133 Haste street City: Berkeley Zip: 94704

Signature: AC Date: 10/3/25

Name: LINDA FOY
Please Print

44 Address: 2377 WOOLSEY ST City: BERK Zip: 94705

Signature: [signature] Date: 10/4/25

Name: Kelly Hammargren
Please Print

45 Address: 1709 BANCROFT Way City: BERKELEY Zip: 94703

Signature: Kelly [signature] Date: 10-4-25

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Name: Mary Oliphant (Please Print)

41 Address: _____ City: _____ Zip: _____

Signature: Mary Oliphant Date: 10/4/25

Name: Elizabeth Hauk (Please Print)

42 Address: 1019 Oxford City: Berkeley Zip: 94707

Signature: Elizabeth Hauk Date: 10/4/25

Name: Juliette Capra (JULIETTE CAPRA) (Please Print)

43 Address: 1019 OXFORD ST. City: BERKELEY Zip: 94707

Signature: Juliette Capra Date: 10/4/25

Name: Kandy Piper (Please Print)

44 Address: 5566 Vicente OAK City: Oakland Zip: 94609

Signature: Kandy Piper Date: OCT 6, 2025

Name: TRACY ANNE THOMPSON (Please Print)

45 Address: 1630 Alston Way City: Berkeley Zip: 94703

Signature: Tracy Anne Thompson Date: 10-6-25

Land Use Planning 2120 Milvia Street, Berkeley, CA 94704
Tel: 510.981.7410 TDD: 510.981.9603 Fax: 510.981.7420 Email: Planning@ci.berkeley.ca.us

Name of Property:	Elmwood Commercial District
Street Address(es) of Property:	2840-3000 College and 2629-2650 Ashby

We the undersigned residents of the City of Berkeley, petition the Landmarks Preservation Commission to designate the property identified above, for consideration as a Landmark, Structure of Merit or Historical District under the provisions of Section 3.24.120 of the Berkeley Landmarks Preservation Ordinance. We certify, under penalty of perjury, that we are residents of the City of Berkeley at the addresses indicated.

Name: Julie Posey (Please Print)
46 Address: 2724 Piedmont Ave. City: Berkeley Zip: 94705
Signature: Julie Posey Date: 8/25/2025

Name: ANNE Gordon (Please Print)
47 Address: 838 Indian Rock Ave City: Berkeley Zip: 94707
Signature: Anne Gordon Date: 8/26/25

Name: CHRISTOPHER WELLS (Please Print)
48 Address: 2763 GARBER, #3 City: Berkeley Zip: 94705
Signature: Christopher Wells Date: 8/26/2025

Name: ANDREW DETSCH (Please Print)
49 Address: 2815 CHERRY ST City: BERKELEY Zip: 94705
Signature: Date: 8/26/25

Name: Sabrina Kabella (Please Print)
50 Address: 2647 STUART ST. City: Berkeley Zip: 94705
Signature: Sabrina Kabella Date: 8/28/25

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Name: Bonnie Kraus (Please Print)

46 Address: 2409 College City: Berkeley Zip: 94704

Signature: Bonnie Kraus Date: 8-29-25

Name: Kathryn Hambly (Please Print)

47 Address: 2622 Benvenue Ave City: Berkeley CA Zip: 94704

Signature: Kathryn Hambly Date: 8-29-25

Name: Scott Hambly (Please Print)

48 Address: 2622 Benvenue Ave City: Berkeley Zip: 94704

Signature: Scott Hambly Date: 29 Aug '25

Name: Sam Frankel (Please Print)

49 Address: 1418 Blake St City: Berkeley Zip: 94702

Signature: Sam Frankel Date: 8/30/25

Name: Mary Lou Watson (Please Print)

50 Address: 1418 Blake St. City: Berkeley Zip: 94702

Signature: Mary Lou Watson Date: 8/30/25

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Name: SAMUEL Weissman
Please Print

46 Address: 2901 Benvenue Ave. City: Berkeley Zip: 94705

Signature: [signature] Date: 8/19/2025

Name: SARAH LEVIN
Please Print

47 Address: 2833 Benvenue Ave City: Berkeley Zip: 94705

Signature: [signature] Date: 8/19/2025

Name: Shirley Halperfeld
Please Print

48 Address: 2604 Woolsey City: Berkeley Zip: 94705

Signature: [signature] Date: 8-23-25

Name: Carole Burns
Please Print

49 Address: 2720 Piedmont Ave City: Berkeley Zip: 94705

Signature: Carole Burns Date: 8/23/25

Name: Susan Mickiewicz
Please Print

50 Address: 2225C Parker St City: Berkeley Zip: 94704

Signature: [signature] Date: 08/25/25

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Name: Lucky H. Thomas (Please Print)
46 Address: 2950 Stanton St. Apt. C City: Berkeley Zip: 94702
Signature: Lucky H. Thomas Date: 9/04/25

Name: CAIZK NABIN (Please Print)
47 Address: 1326 Josephine St. City: Berkeley Zip: 94703
Signature: Date: 9/03/25

Name: CHARLES DENSON (Please Print)
48 Address: 2215 DERBY ST City: BERK Zip: 94705
Signature: Date: 9-3-25

Name: Laura Michelle Leventer (Please Print)
49 Address: 2912 Pine Ave City: Berkeley Zip: 94705
Signature: Date: 9.3.25

Name: KATE NOONAN (Please Print)
50 Address: 2741 GARBER ST #2 City: BERKELEY Zip: 94705
Signature: Kate Noonan Date: 5 Sept 2025

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Name: Patricia NAVARRO (Please Print)

46 Address: 1426 Spruce St. #2 City: Berkeley Zip: 94709

Signature: Date: 8/16/25

Name: Cristina LEVERT (Please Print)

47 Address: 530 Ward St. City: Berk. Zip: 94703

Signature: Date: 8/16/25

Name: Moni T. Law (Please Print)

48 Address: 2325 McKinley Ave. #17 City: Berkeley Zip: 94703

Signature: Date: 8/19/25

Name: John Curl (Please Print)

49 Address: 1507 Curtis St City: Berkeley Zip: 94702

Signature: Date: 8/19/25

Name: GINO BARICHELLO (Please Print)

50 Address: 1245 Dwight Way City: Berkeley Zip: 94702

Signature: Date: 8/19/25

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	Name: Bonnie knight (Please Print)			
46	Address: 1733 Sonoma Ave	City: Berkeley	Zip: 94707	
	Signature: Bonnie knight		Date: 8/9/25	
	Name: Kayoko Kieffer (Please Print)			
47	Address: 2929 MLKing Jr. Way	City: Berkeley	Zip: 94703	
	Signature:		Date: 8/9/25	
	Name: Leslie Adler (Please Print)			
48	Address: 181 Hillcrest St.	City: Berkeley	Zip: 94705	
	Signature: Leslie Adler		Date: 8-9-2025	
	Name: Farah Bakrani (Please Print)			
49	Address: 3001 Derby St.	City: Berkeley	Zip: 94705	
	Signature:		Date: 8-9-2025	
	Name: Natalie Balfour (Please Print)			
50	Address: 621 Arlington Ave	City: Berkeley	Zip: 94707	
	Signature: Natalie Balfour		Date: 8-11-25	

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Name: Susan Louie (Please Print)
46 Address: P.O. Box 7605 City: Berkeley Zip: 94707
Signature: Susan Louie Date: Aug. 12, 2025

Name: DoReen Lee King (Please Print)
47 Address: P.O. Box 5062 City: Berkeley, CA Zip: 94705
Signature: DoReen Lee King Date:

Name: LauraFrances Mekin (Please Print)
48 Address: 906 Creston Road City: Berkeley Zip: 94708
Signature: Date: 8/16/25

Name: MARK SHIOZAKI (Please Print)
49 Address: 1014 - CEDAR ST City: BERKELEY CA Zip: 94718
Signature: Date:

Name: MAUREEN HANLON (Please Print)
50 Address: 1321 ARCH ST City: Berkeley Zip: 94709
Signature: Date: 8/23/25

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Name: David Siegfried (Please Print)
46 Address: 1335 Carleton St City: Berkeley Zip: 94702
Signature: Date: 8-19-25

Name: LIGE Little (Please Print)
47 Address: 2210 Virginia St #12 City: Berkeley Zip: 94709
Signature: Date: 8-19-25

Name: Maryann Sargent (Please Print)
48 Address: 2905 Deakin St. City: Berkeley Zip: 94705
Signature: Date: 8/22/25

Name: Luke Pavelchik (Please Print)
49 Address: 2126 Channing Way City: Berkeley Zip: 94074
Signature: Date: 8/23/25

Name: Aliya Schwartz (Please Print)
50 Address: 1811 Derby St City: Berkeley Zip: 94703
Signature: Date: 8/23/25

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	Name: Anna McPherson (Please Print)			
46	Address: 1811 Derby St	City: Berkeley	Zip: 94703	
	Signature: [signature]		Date: 8/23/25	
	Name: Harriet Sidwell Wood (Please Print)			
47	Address: 1811 Derby St	City: Berkeley	Zip: 94703	
	Signature: [signature]		Date: 8/23/25	
	Name: Suzanne Lundy (Please Print)			
48	Address: 3056 Hillegass Ave	City: Berkeley	Zip: 94705	
	Signature: [signature]		Date: 8/23/25	
	Name: Austen Schrab (Please Print)			
49	Address: 770 Ohlone Ave, Apt 755	City: Albany	Zip: 94706	
	Signature: [signature]		Date: 8/23/25	
	Name: Laurel Miller (Please Print)			
50	Address: 770 ohlone ave Apt 755	City: Albany	Zip: 94706	
	Signature: [signature]		Date: 8/23/25	

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Name: Julien Mercier (Please Print)
46 Address: 1719 McGee Ave City: Berkeley Zip: 94703
Signature: Julien Mercier Date: 8/25/25

Name: AMANDA MOODY (Please Print)
47 Address: 1723 Stuart St City: Berkely Zip: 94703
Signature: Date: 8-25-25

Name: KATHRYN RUIZ (Please Print)
48 Address: 2816 Wallace Street City: Berkeley Zip: 94702
Signature: Date: 8-25-25

Name: Robbin Everson (Please Print)
49 Address: 2477 Virginia St #205 City: Berkeley Zip: 94709
Signature: Robbin Lee Everson Date: 8-25-25

Name: Diana Godet (Please Print)
50 Address: 2477 Virginia #202 City: Berkeley Zip: 94709
Signature: Diana Godet Date: 8/25/25

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	Name: S. Lydia Shiozaki (Please Print)			
46	Address: 1014 Cedar St.	City: Berkeley	Zip: 94710	
	Signature: S. Lydia Shiozaki		Date: 9/9/25	
	Name: Susan Chasson (Please Print)			
47	Address: 2145 McGee Ave	City: Berkeley	Zip: CA 94703	
	Signature: Susan Chasson		Date: 9/9/25	
	Name: SHAHRAM AARABI (Please Print)			
48	Address: 2337 Ward St	City: Berkeley	Zip: 94705	
	Signature:		Date: 9/8/25	
	Name: Raymond Chovlett (Please Print)			
49	Address: 1821 Capistrano Ave	City: Berkeley	Zip: 94707	
	Signature:		Date: 9/9/25	
	Name: Casey Gaeta-Chovlett (Please Print)			
50	Address: 1569 Solano #230	City: Berkeley	Zip: 94707	
	Signature: C. Gaeta-Chovlett		Date: 9/9/25	

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Name: Ellen Katzman (Please Print)

46 Address: 1260 Hopkins St #28 City: Berkeley Zip: 94702

Signature: Ellen Katzman Date: 8/23/25

Name: Ryan Patrick Smith (Please Print)

47 Address: 2325 Vebster St City: Berkeley Zip: 94705

Signature: Date: 8/27/25

Name: JOAN BURLEIGH (Please Print)

48 Address: 2828 PRINCE ST. City: BERKELEY, CA Zip: 94705

Signature: Date: 9/2/2025

Name: MARY LYNN MORALES (Please Print)

49 Address: 1337 DERBY ST City: BERKELEY Zip: 94702

Signature: Mary L. Morales Date: 9/27/25

Name: Karen Rothblatt (Please Print)

50 Address: 1337 Derby St City: Berkeley Zip:

Signature: Date: 9/27/25

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Name: PATRICK ROGUES (Please Print)
46 Address: Pardee City: Berkeley Pardee Zip: 94710
Signature: Date: 7/9/2025

Name: Prudence Poliva (Please Print)
47 Address: 2227 Parker st City: Berkeley CA Zip: 94704
Signature: Prudence Poliva Date: 8/9/2025

Name: WILL LOFT (Please Print)
48 Address: 2227 PARKER ST City: BERKELEY Zip: 94704
Signature: Date: 8/9/25

Name: KRISHA NAIR (Please Print)
49 Address: 2444 Hillegass Ave City: Berkeley Zip: 94704
Signature: Date: 08/09/2025

Name: Ashalia Donovan (Please Print)
50 Address: 2840 Chemnut Blvd City: Berkeley Zip: 94705
Signature: Date: 8/9/2025

Jonathan Hilton
2221 Oregon St Berkeley 94705

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Name: WILLIAM BODELL (Please Print)
46 Address: 2950 LINDEN AVE City: Berkeley Zip: 94705
Signature: W F Bodell Date: 9/30/2025

Name: IDA MARTINAC (Please Print)
47 Address: 2840 MILVIA STREET City: BERKELEY Zip: 94703
Signature: Date: 10/4/25

Name: LYNN HAGER FRANCO (Please Print)
48 Address: 2935 Elmwood Ct City: Berkeley Zip: 94705
Signature: Date: 10/4/25

Name: Jesse Ickes (Please Print)
49 Address: 3074 Claremont Avenue City: Berkeley Zip: 94705
Signature: Date: 10/7/25

Name: Julie Searle (Please Print)
50 Address: 1705 Virginia St City: Berkeley Zip: 94703
Signature: Date: 10/7/25

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Name: Donna Mickleson (Please Print)
46 Address: 2926 Fulton St. City: Berkeley Zip: 94705
Signature: [signature] Date: 11/7/25

Name: Rebecca Egger (Please Print)
47 Address: 3126 College Ave #P City: Berkeley Zip: 94705
Signature: [signature] Date: 11/7/25

Name: Jeremy Castro & Family (Please Print)
48 Address: 1075 65th St City: Oakland Zip: 94608
Signature: [signature] Date: 11/8/25

Name: DENNIS MOK (Please Print)
49 Address: 1165 Solano Ave City: Albany Zip: 947
Signature: [signature] Date: 11/8/25

Name: Nashwa Kalil (Please Print) ENOUGH ENOUGH!
50 Address: 601 Spruce City: BERKELEY Zip: 94707
Signature: [signature] Date: 11.8.25

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Name: Martha Bracley
Please Print

46 Address: 2953 Hillegass Ave City: Berkeley Ca Zip: 94705

Signature: [signature] Date: 8/30/25

Name: G. GREIG CRYSLER
Please Print

47 Address: 2323 HOWE ST City: Berkeley Zip: 94705

Signature: [signature] Date: 8/30/05

Name: Ron McKinzie
Please Print

48 Address: 2937 Piedmont City: Berkeley Zip: 94705

Signature: [signature] Date: 8/30/25

Name: R Spencer
Please Print

49 Address: 2537 Woolsey Apt A City: Berkeley Zip: 94705

Signature: [signature] Date: Aug 30 2025

Name: MARION FREDMAN
Please Print

50 Address: 22 Tunnel Rd City: Berk Zip: 94705

Signature: [signature] Date: 8/30/25

Lois Yuen
1940 Yosemite Road
Berkeley, CA 94707-1651 9/2/25

Lois Yuen

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46
Name: MARVIN A. LARSEN (Please Print)
Address: 45 HAZEL RD City: BERKELEY Zip: 94705
Signature: Marvin A Larsen Date: 8-9-2025

47
Name: SUSAN LARSEN (Please Print)
Address: 45 HAZEL ROAD City: BERKELEY Zip: 94705
Signature: Susan C. Larsen Date: 8-9-2025

48
Name: Roan Kline (Please Print)
Address: 3009 Fulton street City: Berkeley Zip: 94705
Signature: Roan Kline Date: 8-9-25

49
Name: Gale Garcia (Please Print)
Address: 2538 Fulton St City: Berkely Zip: 94704
Signature: Date: 8/11/25

50
Name: Ann Overton (Please Print)
Address: 2407 Ward St. apt 1 City: Berkeley CA Zip: 94705
Signature: Ann Overton Date: 8/15/25

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46
Name: Gurcharan (Please Print)
Address: 2649 Russell St City: Berkeley Zip: 94705
Signature: Date: 8/8/25

47
Name: Abby Davis (Please Print)
Address: Berkeley City: Berkeley Zip: 94705
Signature: Abby Davis Date: 8/8/25

48
Name: Adrian Linares (Please Print)
Address: 2400 Durant Ave City: Berkeley Zip: 94720
Signature: Adrian Linares Date: 8/8/25

49
Name: KAREN KEMP (Please Print)
Address: 2615 Benvenue Av. #2 City: Berkeley Zip: 94704
Signature: Karen Kemp Date: 8/8/25

50
Name: Sharon Weintraub (Please Print)
Address: 2615 Stuart Apt #1 City: Zip: 94705
Signature: Date: 8/9/25

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Name: Carla Bell (Please Print)
46 Address: 1214 Rose St City: Berkeley Zip: 94702
Signature: Carla Bell Date: 8/3/25

Name: Peter Hoffman (Please Print)
47 Address: 1123 Harrison St City: Berkeley Zip: 94706
Signature: Date: 8/4/25

Name: CHRISTOPHER GRACE (Please Print)
48 Address: 1214 Rose St City: BERKELEY Zip: 94702
Signature: C Grace Date: 8/4/25

Name: BARBARA ANDERSON (Please Print)
49 Address: 2232 TENTH ST. City: BERKELEY Zip: 94710
Signature: Date: 8/4/25

Name: JOSEPH CRUZ (Please Print)
50 Address: 1503 CURTIS ST. City: BERKELEY Zip: 94702
Signature: Date: 8/4/2025

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Name: Alan Leeds Mcn (Please Print)
46 Address: 1777 Euclid Ave. City: Berkeley Zip: 94709
Signature: [signature] Date: 8-4-25

Name: Chien Lipscomb (Please Print)
47 Address: 1128 Cedar street City: Berkeley Zip: 94702
Signature: [signature] Date: 8/5/2025

Name: David Harp (Please Print)
48 Address: 1128 Cedar St, City: Berk Zip: 94702
Signature: David Harp Date: 8/5/25

Name: Mitali Ganguly (Please Print)
49 Address: 1512 Curtis St City: Berkeley Zip: 94702
Signature: [signature] Date: 8/5/25

Name: Doerthis K. Schaltz-Alley (Please Print)
50 Address: 1514 Curtis St. City: Berkely Zip: 94702
Signature: D. Schaltz Date: 8/5/20

Land Use Planning 2120 Milvia Street, Berkeley, CA 94704
Tel: 510.981.7410 TDD: 510.981.9603 Fax: 510.981.7420 Email: Planning@ci.berkeley.ca.us

Name of Property:	Elmwood Commercial District
Street Address(es) of Property:	2840-3000 College and 2629-2650 Ashby,

We the undersigned residents of the City of Berkeley, petition the Landmarks Preservation Commission to designate the property identified above, for consideration as a Landmark, Structure of Merit or Historical District under the provisions of Section 3.24.120 of the Berkeley Landmarks Preservation Ordinance. We certify, under penalty of perjury, that we are residents of the City of Berkeley at the addresses indicated.

Name: KAREN BIRD (Please Print)

46 Address: 2712 Garber St. City: Berkeley Zip: 94705

Signature: [signature] Date: 7/21/25

Name: Warren Bird (Please Print)

47 Address: 2712 Garber St. City: Berkeley Zip: 94705

Signature: Warren M. Bird Date: 7/21/25

Name: Elaine Jackson (Please Print)

48 Address: 2804 College Ave City: Berkeley Zip: 94705

Signature: [signature] Date: 7/21/2025

Name: DORIS NAMIRY (Please Print)

49 Address: 2746 WEBSTER ST. City: BERKELEY Zip: 94705

Signature: Doris N Date: 7/22/25

Name: Florence Kurt (Please Print)

50 Address: 2731 Benvenue City: Berkeley Zip: 94705

Signature: [signature] Date: 7/22/25

Land Use Planning 2120 Milvia Street, Berkeley, CA 94704
Tel: 510.981.7410 TDD: 510.981.9603 Fax: 510.981.7420 Email: Planning@ci.berkeley.ca.us

Name of Property:	Elmwood Commercial District
Street Address(es) of Property:	2840-3000 College and 2629-2650 Ashby

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Name: Jane SELBY (Please Print)
46 Address: 3101 Benvenue Ave City: Berkeley Zip: 94705
Signature: Jane Selby Date: 9/15/25

Name: JOANNE CARTER (Please Print)
47 Address: 3034 BENVENUE AVE City: BERKELEY Zip: 94705
Signature: Joanne Carter Date: 9/17/2025

Name: Olin Wong (Please Print)
48 Address: 2943 Magnolia St City: Berkeley Zip: 94705
Signature: Ow Date: 9/17/25

Name: Jim DiNapoli (Please Print)
49 Address: 2943 Magnolia City: Berkeley Zip: 94705
Signature: Jim DiNapoli Date: 9-17-25

Name: Angelina Kelly (Please Print)
50 Address: 1884 Harmon St. City: Berkeley Zip: 94703
Signature: Date: 9-18-25

Land Use Planning 2120 Milvia Street, Berkeley, CA 94704
Tel: 510.981.7410 TDD: 510.981.9603 Fax: 510.981.7420 Email: Planning@ci.berkeley.ca.us

Name of Property:	Elmwood Commercial District
Street Address(es) of Property:	2840-3000 College and 2629-2650 Ashby

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Name: Wendy Reid (Please Print)

46 Address: 1326 Shattuck Ave #2 City: Berkeley Zip: 94709

Signature: Wendy Reid Date: 9-15-25

Name: MARGARET L. ANDERSON (Please Print)

47 Address: 2742 BENVENUE AVE City: BERKELEY Zip: 94705

Signature: Margaret L Anderson Date: 9/15/2025

Name: JAMES SHEEHAN (Please Print)

48 Address: 2742 BENVENUE City: BERKELEY Zip: 94705

Signature: James J Sheehan Date: 9/15/2025

Name: Sally Smith (Please Print)

49 Address: 2844 Forest Ave City: Berkeley Zip: 94705

Signature: Sykes Date: 9 15 25

Name: CAROLYN PAONAD (Please Print)

50 Address: 2905 Pine Ave City: Berkeley Zip: 94705

Signature: Carolyn Paonad Date: 9-12-25

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Tel: 510.981.7410 TDD: 510.981.9603 Fax: 510.981.7420 Email: Planning@ci.berkeley.ca.us

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Name: Merielle Olson (Please Print)
46 Address: 2906 Ellis St. City: Berkeley Zip: 94703
Signature: Merielle Olson Date: 9-16-2025

Name: Alice Meyers (Please Print)
47 Address: 2933 Linden Ave City: Berkeley Zip: 94705
Signature: Alice L. Meyers Date: 9-16-25

Name: Donna Pitetti (Please Print)
48 Address: 2735 Regent St. #5 City: Berkeley, CA Zip: 94705
Signature: Donna Pitetti Date: 9/16/25

Name: Nancy Bartell (Please Print)
49 Address: 3112 Lawiston Ave City: Berkeley Zip: 94705
Signature: Nancy Bartell Date: 9-16-25

Name: Wendy Absher (Please Print)
50 Address: 6 Nogales St. City: Berkeley Zip: 94705
Signature: Wendy Absher Date: 9/17/2025

Land Use Planning 2120 Milvia Street, Berkeley, CA 94704
Tel: 510.981.7410 TDD: 510.981.9603 Fax: 510.981.7420 Email: Planning@ci.berkeley.ca.us

Name of Property:	Elmwood Commercial District
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	Name: Carrie Blake (Please Print)				
46	Address: 1634 Derby St	City: Berkeley	Zip: 94703		
	Signature: Carrie Blake		Date: 9/10/25		
	Name: Gail Stewart (Please Print)				
47	Address: 2369 Woolsey	City: Berkeley CA	Zip: 94705		
	Signature: Gail Stewart		Date: 9/11/25		
	Name: Marcia Falk (Please Print)				
48	Address: 2905 Benvenue Ave.	City: Berkeley	Zip: 94705		
	Signature: [illegible]		Date: 9/11/25		
	Name: Steven Rood (Please Print)				
49	Address: 2905 Benvenue Ave	City: Berkeley	Zip: 94705		
	Signature: [illegible]		Date: 9/11/25		
	Name: Jennifer Niles (Please Print)				
50	Address: 2615 Russell ST.	City: Berkeley	Zip: 94705		
	Signature: [illegible]		Date: 9/12/25		

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46
Name: WILLIAM D. TORCHIANA (Please Print)
Address: 2967 Avalon Ave City: Berkeley Zip: 94705
Signature: [signature] Date: 9/17/25

47
Name: Stephanie K. Thomas (Please Print)
Address: 1824 San Lorenzo Ave City: Berkeley Zip: 94707
Signature: Stephanie K. Thomas Date: 9/17/25

48
Name: Donna DeDiemar (Please Print)
Address: 1316 Albina Ave. City: Berk Zip: 94706
Signature: [signature] Date: 9/17/25

49
Name: Catharine Varnam (Please Print)
Address: 1826 Catalina Ave City: Berkeley Zip: 94707
Signature: Catharine B. Varnam Date: 9-17-2025

50
Name: Ruth "Kelly" Hammargren (Please Print)
Address: 1709 Bancroft City: Berkeley Zip: 94703
Signature: [signature] Date: 9-17-2025

Land Use Planning 2120 Milvia Street, Berkeley, CA 94704
Tel: 510.981.7410 TDD: 510.981.9603 Fax: 510.981.7420 Email: Planning@ci.berkeley.ca.us

Name of Property:	Elmwood Commercial District
Street Address(es) of Property:	2840-3000 College and 2600-2629 Ashby

We the undersigned residents of the City of Berkeley, petition the Landmarks Preservation Commission to designate the property identified above, for consideration as a Landmark, Structure of Merit or Historical District under the provisions of Section 3.24.120 of the Berkeley Landmarks Preservation Ordinance. We certify, under penalty of perjury, that we are residents of the City of Berkeley at the addresses indicated.

Name: Odette Landé (Please Print)
46 Address: 2738 Garber St City: Berkeley Zip: 94705
Signature: Odette Landé Date: 8/5/25

Name: Leonard Schwab (Please Print)
47 Address: 2728 GARBER ST. City: Berkeley Zip: 94705
Signature: Leonard C Schwab Date: 8/5/25

Name: Diane Meltzer (Please Print)
48 Address: 110 Brookside Dr. City: Berkeley Zip: 94705
Signature: Diane Meltzer Date: 8/5/25

Name: Selma Dansk in (Please Print)
49 Address: 2738 #1 Garber St City: Berkeley Zip: 94705
Signature: Selma Danskin Date: 8/5/25

Name: Jessica Tracy (Please Print)
50 Address: 2726 Garber St. City: Berkeley Zip: 94705
Signature: (GP) Date: 8/5/25

Land Use Planning 2120 Milvia Street, Berkeley, CA 94704
Tel: 510.981.7410 TDD: 510.981.9603 Fax: 510.981.7420 Email: Planning@ci.berkeley.ca.us

Name of Property:	Elmwood Commercial District
Street Address(es) of Property:	2840-3000 College and 2600-2629 Ashby 2632-2646 Ashby

We the undersigned residents of the City of Berkeley, petition the Landmarks Preservation Commission to designate the property identified above, for consideration as a Landmark, Structure of Merit or Historical District under the provisions of Section 3.24.120 of the Berkeley Landmarks Preservation Ordinance. We certify, under penalty of perjury, that we are residents of the City of Berkeley at the addresses indicated.

Name: Walter Scott (Please Print)
46 Address: 1810 9th Apt D City: Berkeley Zip: 94710
Signature: Walt Scott Date:

Name: MARIE PAPPAS (Please Print)
47 Address: 2667 Derby St. City: Berkeley Zip: 94705
Signature: Marie Pappas Date: 7/14/25

Name: Lauren Kayed (Please Print)
48 Address: 1923 Russell St. City: Berkeley Zip: 94703
Signature: Date: 7/15/25

Name: MARTINE KRAUS (Please Print)
49 Address: 1481 Greenwood Terrace City: Berkeley Zip: 94708
Signature: Martine Kraus Date: 7/15/25

Name: Deborah Dille (Please Print)
50 Address: 2619 Benvenue Ave #A City: Berkeley Zip: 94704
Signature: Deborah Dille Date: 7-16-25

Land Use Planning 2120 Milvia Street, Berkeley, CA 94704
Tel: 510.981.7410 TDD: 510.981.9603 Fax: 510.981.7420 Email: Planning@ci.berkeley.ca.us

Name of Property:	Elmwood Commercial District
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46
Name: KATHLEEN MCGUIRE (Please Print)
Address: 2708 Piedmont Ave City: Berkeley Zip: 94705
Signature: [signature] Date: 7/27/25

47
Name: MARCIA CAMPOS (Please Print)
Address: 2954 DERBY ST #127 City: Berkeley Zip: 94705
Signature: [signature] Date: 7/27/25

48
Name: PAUL VALENSTEIN (Please Print)
Address: 70 HAZEL ROAD City: BERKELEY Zip: 94705
Signature: [signature] Date: 7.27.2025

49
Name: ROBERT RITMER (Please Print)
Address: 3025 COLLEGE AVE City: BERKELEY CA Zip: 94705
Signature: [signature] Date: 7-27-25

50
Name: DEAN METZGER (Please Print)
Address: 1 HAZEL RD City: BERKELEY Zip: 94705
Signature: [signature] Date: 7/28/25

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46
Name: Elena Levin (Please Print)
Address: 2516 Piedmont Ave. City: Berkeley Zip: 94704
Signature: Elena Levin Date: 08/08/25

47
Name: Gianna Cavallo (Please Print)
Address: 3001 Dana St City: Berkeley Zip: 94705
Signature: Gianna Cavallo Date: 08/08/25

48
Name: Hannah Kaminker (Please Print)
Address: 2502 Hillegass Ave. City: Berkeley Zip: 94704
Signature: Hannah Kaminker Date: 08/16/25

49
Name: HOSSEIN ATTAC (Please Print)
Address: 2309 EUNICE ST. City: Berkeley Zip: 94708
Signature: H Date: 8/16/25

50
Name: JAN STRAWDER WEBSTER (Please Print)
Address: 2505 RUSSELL ST. City: Berkeley Zip: 94705
Signature: Jan Strawder Webster Date: 8/16/25

Land Use Planning 2120 Milvia Street, Berkeley, CA 94704
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46
Name: HARVEY E. LEVINE
Please Print
Address: 2522 Piedmont Ave (Apt 6) City: Berkeley Zip: 94704
Signature: Harvey Levine Date: 8/16/25

47
Name: MIKE & DARA POND
Please Print
Address: 2824 COLLEGE City: BERKELEY Zip: 94705
Signature: Date: 8/17/25

48
Name: Mary Shafer
Please Print
Address: 277 Alvarado Rd City: Berkely Zip: 94705
Signature: Mary Y Shafer Date:

49
Name: Claudine Ozzello
Please Print
Address: 1626 Berkeley Way City: Berkeley Zip: 94703
Signature: Claudine Ozzello Date: 8/18/25

50
Name: Julie A. Nachtwey
Please Print
Address: 136 Alvarado Road City: Berkeley Zip: 94705
Signature: julie a. nachtwey Date: 8.19.25

Land Use Planning 2120 Milvia Street, Berkeley, CA 94704
Tel: 510.981.7410 TDD: 510.981.9603 Fax: 510.981.7420 Email: Planning@ci.berkeley.ca.us

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	Name: Gianna Lunetta (Please Print)			
46	Address: 3109 Telegraph Ave	City: Berkeley	Zip: 94709	
	Signature: Gianna Lunetta		Date: 8/9/25	
	Name: Jonathan Hilton (Please Print)			
47	Address: 2221 Oregon St	City: Berkeley	Zip: 94705	
	Signature: Jonathan Hilton		Date: 8/3/25	
	Name: ~~Heather Tucker~~ Jordan Franke (Please Print)			
48	Address: 1735 Highland Place	City: Berkeley	Zip: 94704	
	Signature:		Date: 08/09/25	
	Name: Charis Gruber (Please Print)			
49	Address: 2600 Ridge Rd	City: Berkeley	Zip: 94709	
	Signature:		Date: 08/10/25	
	Name: Jason Marsh (Please Print)			
50	Address: 2360 Warsey St., Apt. B	City: Berkeley	Zip: 94705	
	Signature:		Date: 8/16/25	

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	Name: Stephanie Sehsler (Please Print)			
46	Address: 2726 Dwight Way #4	City: Berkeley	Zip: 94704	
	Signature:		Date: 8/10/25	
	Name: Brooke Fennych (Please Print)			
47	Address: 2600 Piedmont Avenue	City: Berkeley	Zip: 94704	
	Signature:		Date: 8/10/25	
	Name: RAWDA CLINTON (Please Print)			
48	Address: 2914 Lorina St	City: Berkeley	Zip: 94705	
	Signature:		Date: 08/10/25	
	Name: Day DiMichele (Please Print)			
49	Address: 2833 Bancroft Steps	City: Berkeley	Zip: 94704	
	Signature:		Date: 8/10/2025	
	Name: Alayna Gilliland (Please Print)			
50	Address: 2667 Parker St	City: Berkeley	Zip: 94704	
	Signature:		Date: 08/10/25	

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Name: Nathan Stahlut (Please Print)
46 Address: 2946 Webster St. City: Berkeley Zip: 94705
Signature: Date: 9/6/25

Name: Heather Wood (Please Print)
47 Address: 46 El Camino Real City: Berk Zip: 94705
Signature: Date: 9/17/25

Name: David Sdoff (Please Print)
48 Address: 46 Camino Real City: Berk Zip: 94705
Signature: Date: 9/17/25

Name: JONAH KUMIS (Please Print)
49 Address: 2719 WEBSTER STREET City: BERKELEY Zip: 94705
Signature: Date: 9/18/25

Name: Joe Samberg (Please Print)
50 Address: 221 The Uplands City: Berk. Zip: 94705
Signature: Date: 9/22/25

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	Name: EVA LIEBERMANN (Please Print)			
46	Address: 2740 RUSSELL ST.	City: Berkeley	Zip: 94705	
	Signature: Eva Lieberm		Date: 8.26.2025	
	Name: Lewis Dolinsky (Please Print)			
47	Address: 2434 Woolsey St.	City: Berkeley	Zip: 94705	
	Signature: Lewis Dolinsky		Date: August 26	
	Name: LARRY Hartsough (Please Print)			
48	Address: 3007 Benvenue	City: Berk	Zip: 94705	
	Signature: L Hartsough		Date: 8/26	
	Name: Nancy Ebbert (Please Print)			
49	Address: 2721 Webster St.	City: Berkeley	Zip: 94705	
	Signature: Nancy E Ebbert		Date: 8/26/25	
	Name: Laura West (Please Print)			
50	Address: 2218 Russell St	City: Berkeley	Zip: 94705	
	Signature: Laura West		Date: 8/26/25	

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46	Name: Isaac Davis (Please Print)			
	Address: 2327 Warring Street	City: Berkeley	Zip: 94704	
	Signature:		Date: 8/29/25	
47	Name: Katherine Scheuer (Please Print)			
	Address: 3132 Lewiston Ave	City: Berkeley	Zip: 94705	
	Signature:		Date:	
48	Name: Nathan Pettyjohn (Please Print)			
	Address: 1926 Prince St	City: Berkeley	Zip: 94703	
	Signature:		Date: 09/06/2025	
49	Name: Genevieve LaBarbera (Please Print)			
	Address: 2400 Durant Ave	City: Berkeley	Zip: 94726	
	Signature:		Date: 09/06/2025	
50	Name: Mira Walker-Welch (Please Print)			
	Address: 3056 Hillegass Ave.	City: Berkeley	Zip: 94705	
	Signature:		Date: 09/07/25	

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Name: Ann Kirkpatrick (Please Print)

46 Address: 2919 Wheeler St City: Berkeley Zip: 94705

Signature: E. Ann Kirkpatrick Date: 9/17/25

Name: Nancy Rader (Please Print)

47 Address: 1198 Keith Ave. City: Berkeley Zip: 94708

Signature: Nancy Rader Date: 9-17-25

Name: Rose Frigo (Please Print)

48 Address: 2308 Carleton St City: Berkeley Zip: 94704

Signature: Rose Frigo Date: 9/19/2025

Name: Iliana Montauk (Please Print)

49 Address: 2729 Stuart St. City: Berkeley Zip: 94705

Signature: Date: 9/18/2025

Name: John Brogan (Please Print)

50 Address: 2804 OAK KNOLL TERRACE City: Berkeley Zip: 94705

Signature: John Brogan Date: 9/19/25

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Tel: 510.981.7410 TDD: 510.981.9603 Fax: 510.981.7420 Email: Planning@ci.berkeley.ca.us

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Name: Lena Ostroy Harp (Please Print)
46 Address: 942 Shattuck Ave City: Berkeley Zip: 94707
Signature: Lena Ostroy Harp Date: 9/12/25

Name: Evan Doster (Please Print)
47 Address: 2712 Derby St City: Berkeley Zip: 94705
Signature: ED Date: 9/13/25

Name: Alexandra Evrard (Please Print)
48 Address: 2712 Derby St City: Berkeley Zip: 94705
Signature: Date: 9/13/25

Name: MONTAUK KRYSTYNA (Please Print)
49 Address: 3033 Bateman St City: Berkeley Zip: 94705
Signature: Krystyna Montauk Date: 09/13/2025

Name: Emma Binns (Please Print)
50 Address: 2112 Sixth St. City: Berkeley Zip: 94710
Signature: E Binns Date: 09/13/25

Land Use Planning 2120 Milvia Street, Berkeley, CA 94704
Tel: 510.981.7410 TDD: 510.981.9603 Fax: 510.981.7420 Email: Planning@ci.berkeley.ca.us

Name of Property:	Elmwood Commercial District
Street Address(es) of Property:	2890-3006 College and 2600-2629 Ashby

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Name: Nathaniel Segal (Please Print)
41 Address: 2940 Shasta Rd City: Berkeley Zip: 94708
Signature: [signature] Date: 10/28/21

Name: MARTINA BACCARI (Please Print)
42 Address: 2596 College Ave. City: Berkeley Zip: 94704
Signature: Martina Baccari Date: 1/28/26

Name: Selena Schira (Please Print)
43 Address: 2596 college ave City: Berkeley Zip: 94704
Signature: [signature] Date: 1/28/26

Name: RAYMOND CHAULETT (Please Print)
44 Address: 1821 CAPISTRANO City: BERKELEY Zip: 94707
Signature: [signature] Date: 1/29/26

Name: Diane WeberShapiro (Please Print)
45 Address: 2596 Ridge Rd #6 City: Berkeley Zip: 94709
Signature: [signature] Date: 1/31/25

Land Use Planning 2120 Milvia Street, Berkeley, CA 94704
Tel: 510.981.7410 TDD: 510.981.9603 Fax: 510.981.7420 Email: Planning@ci.berkeley.ca.us

Name of Property:	Elmwood Commercial District
Street Address(es) of Property:	2840-3000 College and 2629-2650 Ashby

We the undersigned residents of the City of Berkeley, petition the Landmarks Preservation Commission to designate the property identified above, for consideration as a Landmark, Structure of Merit or Historical District under the provisions of Section 3.24.120 of the Berkeley Landmarks Preservation Ordinance. We certify, under penalty of perjury, that we are residents of the City of Berkeley at the addresses indicated.

	Name: Margie Samberg (Please Print)			
46	Address: 221 The Upland	City: Berk.	Zip: 94705	
	Signature: Margie Samberg		Date: 9/22/25	
	Name: Joe Samberg (Please Print)			
47	Address: 221 The Uplands	City: Berk.	Zip: 94705	
	Signature: Joe Samberg		Date: 9/22/25	
	Name: Andrea Yankowski (Please Print)			
48	Address: 2927 Wheeler St	City: Berkeley	Zip: 94705	
	Signature: Andrea Yankowski		Date: 12/10/25	
	Name: IAN HART (Please Print)			
49	Address: 1614 TYLER ST	City: BERKELEY	Zip: 94703	
	Signature: Ian Hart		Date: 12/10/25	
	Name: Suzanna Cortes (Please Print)			
50	Address: 2907 Fulton St.	City: Berkeley	Zip: 94705	
	Signature: Suzanna A Cortes		Date: 12/13/25	

Land Use Planning 2120 Milvia Street, Berkeley, CA 94704
Tel: 510.981.7410 TDD: 510.981.9603 Fax: 510.981.7420 Email: Planning@ci.berkeley.ca.us

Name of Property:	Elmwood Commercial District
Street Address(es) of Property:	2840-3000 College + 2629-2650 Ashby

We the undersigned residents of the City of Berkeley, petition the Landmarks Preservation Commission to designate the property identified above, for consideration as a Landmark, Structure of Merit or Historical District under the provisions of Section 3.24.120 of the Berkeley Landmarks Preservation Ordinance. We certify, under penalty of perjury, that we are residents of the City of Berkeley at the addresses indicated.

Name: KATHRYN VANBUSKIRK (Please Print)

46 Address: 2600 ASHBY AVE #2 City: BERKELEY Zip: 94705

Signature: [signature] Date: 7/27/2025

Name: Lesley Emmington Jones (Please Print)

47 Address: 195 The Uplands City: Berkeley Zip: 94705

Signature: Lesley Emmington Jones. Date: 7/27/2025

Name: DAN LINDHEIM (Please Print)

48 Address: 103 EL CAMINO REAL City: BERKELEY Zip: 94705

Signature: [signature] Date: 7/28/25

Name: Joel Rutenzahl (Please Print)

49 Address: 3159 Lewiston Ave City: Berkeley Zip: 94705

Signature: [signature] Date: 7/28/2025

Name: NOELLE DUNCAN (Please Print)

50 Address: 2918 Hillegass Apt D City: Berkeley Zip: 94705

Signature: [signature] Date: 8/5/25

Land Use Planning 2120 Milvia Street, Berkeley, CA 94704
Tel: 510.981.7410 TDD: 510.981.9603 Fax: 510.981.7420 Email: Planning@ci.berkeley.ca.us

Name of Property:	Elmwood Commercial District
Street Address(es) of Property:	2840-3000 College and 2629-2650 Ashby,

We the undersigned residents of the City of Berkeley, petition the Landmarks Preservation Commission to designate the property identified above, for consideration as a Landmark, Structure of Merit or Historical District under the provisions of Section 3.24.120 of the Berkeley Landmarks Preservation Ordinance. We certify, under penalty of perjury, that we are residents of the City of Berkeley at the addresses indicated.

Name: Phillip Bokovoy (Please Print)
46 Address: 2601 Piedmont Ave City: Berkeley Zip: 94704
Signature: [signature] Date: 28 July 25

Name: Patricia Matoxey (Please Print)
47 Address: 2716 Alcatraz Ave City: Berkeley Zip: 94705
Signature: [signature] Date: 7/28/25

Name: Irene Elmer (Please Print)
48 Address: 2806 Cherry St City: Berkeley Zip: 94705
Signature: Irene Elmer Date: 8/2/25

Name: ARUN NEVADER (Please Print)
49 Address: 1065 SIERRA St City: BERKELEY Zip: 94707
Signature: [signature] Date: 08/03/25

Name: Susan L. Sharp (Please Print)
50 Address: 1065 Sierra St. City: Berk Zip: 94707
Signature: [signature] Date: 8/3/25

Land Use Planning 2120 Milvia Street, Berkeley, CA 94704
Tel: 510.981.7410 TDD: 510.981.9603 Fax: 510.981.7420 Email: Planning@ci.berkeley.ca.us

Name of Property:	Elmwood Commercial District
Street Address(es) of Property:	2840-3000 College and 2639-2650 Ashby

We the undersigned residents of the City of Berkeley, petition the Landmarks Preservation Commission to designate the property identified above, for consideration as a Landmark, Structure of Merit or Historical District under the provisions of Section 3.24.120 of the Berkeley Landmarks Preservation Ordinance. We certify, under penalty of perjury, that we are residents of the City of Berkeley at the addresses indicated.

46	Name: Monique Buffler (Please Print)			
	Address: 85 El Camino Real	City: Berkeley	Zip: 94705	
	Signature: Monique Buffler		Date: 8/9/2025	
47	Name: Sam Visick (Please Print)			
	Address: 1324 Josephine st	City: Berkeley	Zip: 94703	
	Signature: Sam Visick		Date: 8/9/2025	
48	Name: DAVID VISICK (Please Print)			
	Address: 1324 JOSEPHINE	City: BERKELEY	Zip: 94703	
	Signature: [illegible]		Date: 9 AUG 2025	
49	Name: Barbara Fird (Please Print)			
	Address: 2615 Russell St.	City: Berkeley	Zip: 94705	
	Signature: Barbara Fird		Date: 8/9/25	
50	Name: DHIAN PINC (Please Print)			
	Address: 2649 Russell St	City: BERKELY	Zip: 94705	
	Signature: Dhian Pinc		Date: 8/8/2025	

Land Use Planning 2120 Milvia Street, Berkeley, CA 94704
Tel: 510.981.7410 TDD: 510.981.9603 Fax: 510.981.7420 Email: Planning@ci.berkeley.ca.us

Name of Property:	Elmwood Commercial District
Street Address(es) of Property:	2836-3000 College Ave - 2629-2650 Ashby Avenue

We the undersigned residents of the City of Berkeley, petition the Landmarks Preservation Commission to designate the property identified above, for consideration as a Landmark, Structure of Merit or Historical District under the provisions of Section 3.24.120 of the Berkeley Landmarks Preservation Ordinance. We certify, under penalty of perjury, that we are residents of the City of Berkeley at the addresses indicated.

16	Name: Mollie Carlene St. John (Please Print)			
	Address: 2930 Russell St	City: Berkeley	Zip: 94705	
	Signature: M. Carlene St. John		Date: July 23, 2025	
17	Name: Sas Colby (Please Print)			
	Address: 2817 Ellsworth St	City: Berkeley	Zip: 94705	
	Signature: Sas Colby		Date: 8/5/25	
18	Name: HELGA TSACONAS (Please Print)			
	Address: 1625 Scenic Ave	City: Berk	Zip: 94709	
	Signature:		Date: 8/6/2025	
19	Name: Samuela Evans (Please Print)			
	Address: 2934 Magnolia	City: Berkeley	Zip: 94705	
	Signature: Samuela Evans		Date: 8/7/25	
20	Name: James Clardy (Please Print)			
	Address: 2540 Benvenue AP#308 AVE	City: Berkeley	Zip: 94704	
	Signature: James Clardy		Date: 8/9/25	

Land Use Planning 2120 Milvia Street, Berkeley, CA 94704
Tel: 510.981.7410 TDD: 510.981.9603 Fax: 510.981.7420 Email: Planning@ci.berkeley.ca.us

Name of Property:	Elmwood Commercial District
Street Address(es) of Property:	2840-3000 College + 2629 - 2650 Ashby Avenue

We the undersigned residents of the City of Berkeley, petition the Landmarks Preservation Commission to designate the property identified above, for consideration as a Landmark, Structure of Merit or Historical District under the provisions of Section 3.24.120 of the Berkeley Landmarks Preservation Ordinance. We certify, under penalty of perjury, that we are residents of the City of Berkeley at the addresses indicated.

	Name: David Anderson (Please Print)			
46	Address: 1760 Walnut St. #306	City: Berkeley	Zip: 94709	
	Signature: [signature]		Date: 8-6-25	
	Name: NED GETLINE (Please Print)			
47	Address: 1206 ROSE	City: BERKELEY	Zip: 94702	
	Signature: Ned Getline		Date: 8/7/2025	
	Name: Diana Lee G. Keena (Please Print)			
48	Address: 1508 Curtis st.	City: Berkeley	Zip: 94702	
	Signature: Diana Lee Keena		Date: 8/7/2025	
	Name: LUPE SARABIA (Please Print)			
49	Address: 1503 CURTIS	City: Berkeley	Zip: 94702	
	Signature: Lupe Sarabia		Date: 8/7/25	
	Name: Andrew Dejarlais (Please Print)			
50	Address: 1511 Curtis ST	City: Berkeley	Zip: 94702	
	Signature: Andrew		Date: 8/7/25	

Land Use Planning 2120 Milvia Street, Berkeley, CA 94704
Tel: 510.981.7410 TDD: 510.981.9603 Fax: 510.981.7420 Email: Planning@ci.berkeley.ca.us

Name of Property:	Elmwood Commercial District
Street Address(es) of Property:	2840-3000 College and 2629-2650 Ashby

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	Name: Yvonne Donnelley (Please Print)			
46	Address: 2835 Benvenue	City: Berkeley	Zip: 94705	
	Signature: Yvonne Donnelley		Date: 8/8/25	
	Name: Ava Chamberlin (Please Print)			
47	Address: 2019 Emerson St	City: Berkeley	Zip: 94703	
	Signature: Ava Chamberlin		Date: 8/08/25	
	Name: Aida Arms (Please Print)			
48	Address: 104 Hill Rd	City: Berkeley	Zip: 94708	
	Signature:		Date: 08/08	
	Name: Martin Bernasconi (Please Print)			
49	Address: 2246 Carleton	City: Berkeley	Zip: 94704	
	Signature:		Date: 8/8/25	
	Name: Naima Masia (Please Print)			
50	Address: 1521 Hawthorne Ter	City: Berkeley	Zip: 94708	
	Signature:		Date: 8/8/25	

Land Use Planning 2120 Milvia Street, Berkeley, CA 94704
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Name of Property:	Elmwood Commercial District
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46
Name: Navara Buxton (Please Print)
Address: 3640 Butters Dr. City: Oakland Zip: 94602
Signature: Date: 9/13/25

47
Name: Hoan Ton-That (Please Print)
Address: 3640 Butters Dr. City: Oakland Zip: 94602
Signature: Date: 9/15/25

48
Name: Phoenix Ton-That (Please Print)
Address: 3640 Butters Dr City: Oakland Zip: 94602
Signature: Date: 94602

49
Name: Woody [illegible] (Please Print)
Address: [illegible] City: MPLS Zip: 55406
Signature: Date: 9-12-05

50
Name: Rebecca Dahmani (Please Print)
Address: 2432 9th St City: Berkeley Zip: 94709
Signature: Date: 9/15/25

Land Use Planning 2120 Milvia Street, Berkeley, CA 94704
Tel: 510.981.7410 TDD: 510.981.9603 Fax: 510.981.7420 Email: Planning@ci.berkeley.ca.us

Name of Property:	Elmwood Commercial District
Street Address(es) of Property:	2840-3000 College and 2629-2650 Ashby

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46	Name: Sally Lapper (Please Print) Address: 1449 Oxford St Signature: Sally Lapper	City: Berkeley	Zip: 94709	Date: 9-12-25
47	Name: LISA ALVAREZ-COHEN (Please Print) Address: 53 PLAZA DR Signature:	City: Berkeley	Zip: 94705	Date: 9/10/25
48	Name: Michael Cohen (Please Print) Address: 53 Plaza Dr. Signature:	City: Berkeley	Zip: 94705	Date: 2025 Sept 13
49	Name: [illegible] Burton (Please Print) Address: 3640 Buttes Drive Signature:	City:	Zip: 94602	Date: 9/13/25
50	Name: Mark Burton (Please Print) Address: 3640 Buttes Dr. Signature:	City: Oakland	Zip: 94602	Date: 9/13/25

Land Use Planning 2120 Milvia Street, Berkeley, CA 94704
Tel: 510.981.7410 TDD: 510.981.9603 Fax: 510.981.7420 Email: Planning@ci.berkeley.ca.us

Name of Property:	Elmwood Commercial District
Street Address(es) of Property:	2890-3006 College and 2600-2629 Ashby

We the undersigned residents of the City of Berkeley, petition the Landmarks Preservation Commission to designate the property identified above, for consideration as a Landmark, Structure of Merit or Historical District under the provisions of Section 3.24.120 of the Berkeley Landmarks Preservation Ordinance. We certify, under penalty of perjury, that we are residents of the City of Berkeley at the addresses indicated.

Name: Stephen Born
Please Print

41 Address: 2708 Benvenue Ave City: Berkeley Zip: 94705

Signature: SBorn Date: 1/31/26

Name: NAOMI H BORN
Please Print

42 Address: 2708 Benvenue Ave City: Berkeley Zip: 94705

Signature: NHB Date: 1/31/2026

Name: Susan Sharp
Please Print

43 Address: 1065 Sierra St. City: Berk Zip: 94707

Signature: Susan Sharp Date: 2/1/26

Name: ARUN NEVADER
Please Print

44 Address: 1065 SIERRA ST City: Berkeley Zip: 94707

Signature: A Shah Date: 2/1/26

Name: ANNE-MARIE MILLER
Please Print

45 Address: 1305 LINCOLN ST City: Berkeley Zip: 94702

Signature: Anne-Marie Miller Date: 2/2/26

Land Use Planning 2120 Milvia Street, Berkeley, CA 94704
Tel: 510.981.7410 TDD: 510.981.9603 Fax: 510.981.7420 Email: Planning@ci.berkeley.ca.us

Name of Property:	Elmwood Commercial District
Street Address(es) of Property:	2890-3006 College and 2600-2629 Ashby

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Name: Lynn Eudey (Please Print)

41 Address: 185 Hillcrest Road City: Berkeley Zip: 94705

Signature: Lynn Eudey Date: 7 Feb 2026

Name: Sabrina Maras (Please Print)

42 Address: 1830 Wolsey St City: Berkeley Zip: 94703

Signature: Sabrina Date: 2/13/26

Name: NICOLE BOCHÉ (Please Print)

43 Address: 2449 California st City: Berkeley Zip: 94703

Signature: Nicole Boché Date: 2/15/26

Name: JOSEPH GREEN (Please Print)

44 Address: 2944 PINE ARCOVE City: BERKELEY Zip: 94705

Signature: Joseph Green Date: 2/16/2026

Name: Kayla Feder (Please Print)

45 Address: 3030 Hillegass City: Berkeley Zip: 94705

Signature: Kayla Date: 2/18/26

Land Use Planning 2120 Milvia Street, Berkeley, CA 94704
Tel: 510.981.7410 TDD: 510.981.9603 Fax: 510.981.7420 Email: Planning@ci.berkeley.ca.us

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Name: Erica Wandner (Please Print)

41 Address: 1135 Ward St City: Berkeley Zip: 94702

Signature: Date: 12/29/25

Name: MARIAN BRADLEY-KOHR (Please Print)

42 Address: 1817 62nd Street City: Berkeley Zip: 94703

Signature: Marian Bradley-Kohr Date: 12/29/25

Name: Christine McArthur (Please Print)

43 Address: 2745 Stuart St. #2 City: Berkeley Zip: 94705

Signature: Date: 12/30/25

Name: Conrad Aller (Please Print)

44 Address: 2904 AVALON City: BERK Zip: 94705

Signature: C. Aller Date:

Name: James Lloyd Linford (Please Print)

45 Address: 2751 Buena Vista City: Berkeley Zip: 94708

Signature: Date: 1/7/26

Land Use Planning 2120 Milvia Street, Berkeley, CA 94704
Tel: 510.981.7410 TDD: 510.981.9603 Fax: 510.981.7420 Email: Planning@ci.berkeley.ca.us

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Name: Shannon McCune (Please Print)

41 Address: 2725 Claremont Blvd City: Berkeley Zip: 94705

Signature: [signature] Date: 1/10/2026

Name: Kathy McVey-Olmsted (Please Print)

42 Address: 9 Plaza Drive City: Berkeley Zip: 94705

Signature: Kathy McVey Olmsted Date: 1/16/26

Name: Daniel Olmsted (Please Print)

43 Address: 9 Plaza Dr. City: Berkeley Zip: 94705

Signature: Dan O Date: 1-16-26

Name: [illegible] (Please Print)

44 Address: [illegible] City: Zip:

Signature: Date:

Name: RICHARD W SPRAUL (Please Print)

45 Address: 2550 ELLSWORTH City: BERKELEY Zip: 94704

Signature: Richard W Spraul Date: 1-17-26

Land Use Planning 2120 Milvia Street, Berkeley, CA 94704
Tel: 510.981.7410 TDD: 510.981.9603 Fax: 510.981.7420 Email: Planning@ci.berkeley.ca.us

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Name: Sitara Carrico (Please Print)

41 Address: 1499 Alcatraz Ave #11 City: Berkeley Zip: 94702

Signature: Sitara Carrico Date:

Name: Linda Carrera (Please Print)

42 Address: 1402 Fairview St #B City: Berkeley Zip: 94702

Signature: Linda Carrera Date: 1/14/26

Name: HEATHER WOOD (Please Print)

43 Address: 1615 CURTIS ST City: Berkeley Zip: 94702

Signature: Heather Wood Date: 1/14/26

Name: DIANNA JACOBS (Please Print)

44 Address: 40 ARDEN RD City: Berkely Zip: 94704

Signature: diana jacobs Date: 1/14/26

Name: JAMES SYMONS (Please Print)

45 Address: 40 ARDEN ROAD City: BERKELEY Zip: 94704

Signature: JS Date:

Land Use Planning 2120 Milvia Street, Berkeley, CA 94704
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Name of Property:	Elmwood Commercial District
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Name: David W. Clark (Please Print)

41 Address: 2804 Stuart St. City: Berkeley Zip: 94705

Signature: David W. Clark Date: Jan. 19, 2026

Name: Susan Bluestone (Please Print)

42 Address: 2125 Russell St. City: Berkely CA Zip: 94705

Signature: [signature] Date: 1/20/2026

Name: DAVID LEE (Please Print)

43 Address: 2641 St City: BERKELY Zip: 94705

Signature: [signature] Date: 01/20/26

Name: Lauren Mezey (Please Print)

44 Address: 2305 Derby Street City: Berkeley Zip: 94705

Signature: Lauren Mezey Date: 1/21/2026

Name: PEGGY DATZ (Please Print)

45 Address: 2432 Russell City: Berkeley CA Zip: 94705

Signature: Margaret (Peggy) Datz Date: Jan 22, 2026

Land Use Planning 2120 Milvia Street, Berkeley, CA 94704
Tel: 510.981.7410 TDD: 510.981.9603 Fax: 510.981.7420 Email: Planning@ci.berkeley.ca.us

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Name: SUSAN RUNYAN (Please Print)

41 Address: 2951 Derby St City: Berkeley Zip: 94705

Signature: SRunyan Date: 12/27/25

Name: Anita L Runyan (Please Print)

42 Address: 2951 Derby #251 City: Berkeley Zip: 94705

Signature: Anita L Runyan Date: 12/27/25

Name: ESTHER DAVIS (Please Print)

43 Address: 2746 COLLEGE AVE City: BERKELEY Zip: 94705

Signature: Esther Davis Date: 12-28-25

Name: DAVID B HASSALL (Please Print)

44 Address: 1240 DWIGHT WAY City: BERKELEY Zip: 94702

Signature: Dan Nassall Date: 12/28/25

Name: Jill McCoy (Please Print)

45 Address: 1240 Dwight Way City: Berkeley Zip: 94702

Signature: Jill McCoy Date: 12-28-25

Land Use Planning 2120 Milvia Street, Berkeley, CA 94704
Tel: 510.981.7410 TDD: 510.981.9603 Fax: 510.981.7420 Email: Planning@ci.berkeley.ca.us

Planning and Development Department
Land Use Planning Division
1947 Center Street, 2nd Floor
Berkeley, CA 94704

LANDMARKS PRESERVATION COMMISSION
NOTICE OF PUBLIC HEARING

SUBJECT: Elmwood Commercial Historic District
#LMIN2026-0001

WHEN: Thursday, May 7, 2026.
Meeting starts at 6:30 pm.

WHERE: North Berkeley Senior Center
1901 Hearst Avenue
Berkeley, CA 94709

«NAME1»
«NAME2»
«ADDRESS1» «ADDRESS2»

Planning and Development Department
Land Use Planning Division
1947 Center Street, 2nd Floor
Berkeley, CA 94704

LANDMARKS PRESERVATION COMMISSION
NOTICE OF PUBLIC HEARING

SUBJECT: Elmwood Commercial Historic District
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Meeting starts at 6:30 pm.

WHERE: North Berkeley Senior Center
1901 Hearst Avenue
Berkeley, CA 94709

«Next Record»«NAME1»
«NAME2»
«ADDRESS1» «ADDRESS2»

SUBJECT: Elmwood Commercial Historic District
Landmark Initiation Application (#LMIN2026-0001) designation of a group of properties on College Avenue, between Russell and Webster Street.

CEQA Status: Pending.

NOTICE CONCERNING YOUR LEGAL RIGHTS:
If you challenge the decision of the City in court, you may be limited to raising only those issues you or someone else raised at the public hearing or in written correspondence delivered to the Commission at, or prior to, the public hearing.

All persons are welcome to attend the hearing and will be given an opportunity to address the Commission. Comments may be made verbally at the public hearing and/or in writing before the hearing. The Commission may limit the time granted to each speaker.

Send written comments to the Landmarks Preservation Commission Secretary,City of Berkeley Permit Service Center, 1947 Center Street, Berkeley, CA 94704, or e-mal to: LPC@berkeleyca.gov, or fax (510) 981-7420. To ensure inclusion in the packet, submit correspondence **seven (7)** days before the hearing. For any correspondence submitted less than sevetedn days before the meeting, submit 11 copies which staff will deliver to the Commission at its meeting.

Persons with disabilities may request accommodation (via agendas in Large print or Braille, assistive listening devices or a sign language interpreter) by contacting the City Clerks Department at (510) 981-6900, or (510) 981-6903 (TTY)

PLEASE NOTE: email addresses, names, street addresses, and other contact information are not required, but if included in any communication to a City board, commission or committee, it will become part of the public record, and will become accessible on the City Website.

The agenda and project files for this meeting will be available online 3 days prior to this meeting at:
https://berkeleyca.gov/your-government/boards-commissions/landmarks-preservation-commission

Mail and Post Date: April 27, 2026

SUBJECT: Elmwood Commercial Historic District
Landmark Initiation Application (#LMIN2026-0001) designation of a group of properties on College Avenue, between Russell and Webster Street.

CEQA Status: Pending.

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Mail and Post Date: April 27, 2026

NAME1	NAME2	ADDRESS1	ADDRESS2
COOKE MAI T TRS & COOKE JACQUELINE	10 OAK TREE PL	HILLSBOROUGH CA	94010
COMMON AREA TRACT 5147	1035 CARLETON ST	BERKELEY CA	94710
GALLARDO BROTHERS LLC &	1060 LONGRIDGE RD	OAKLAND CA	94610
LENWORTH PROPERTIES	1160 HANNA GROVE TRL	WALNUT CREEK CA	94598
BURASTERO STEPHEN R	117 ANNE GLASS RD	WINCHESTER VA	22602
MOORE AMY E	1203 HUMBOLDT ST	SANTA ROSA CA	95404
LUDWIG ALISON F TR	123 CRESCENT AVE	SAUSALITO CA	94965
COMMON AREA OF TR 6736 75 THRU 84	123 LANGTON ST	SAN FRANCISCO CA	94103
JOSEPH CATHERINE TR	14 LORITA AVE	PIEDMONT CA	94611
BERKOWITZ MICHAEL TR	143 TUNNEL RD	BERKELEY CA	94705
PACOE TRAVIS & JUSON JUSTINE TRS	1432 WILLARD ST	SAN FRANCISCO CA	94117
COMMON AREA OF PM 7160 45 & 46	14414 SEAGATE DR	SAN LEANDRO CA	94577
HIBBARD LISBETH A TR	1498 WESTVIEW DR	BERKELEY CA	94705
BENNETT SUSAN L TR	15 MORAGA VIA	ORINDA CA	94563
WEINTRAUB GERALD D TR	1519 OXFORD ST D	BERKELEY CA	94709
TULANIAN ORIENTAL RUGS INC	1573 SOLANO AVE	BERKELEY CA	94707
COLLEGE AVENUE BUILDING LLC	16 MARIPOSA LN	ORINDA CA	94563
HUNKA CLAUDIA	1750 MANZANITA DR	OAKLAND CA	94611
ELMWOOD THEATRE FOUNDATION	1891 SOLANO AVE	BERKELEY CA	94707
COMMON AREA OF P M 3948	19 MALLORCA WAY	SAN FRANCISCO CA	94123
HAMDILLAH LLC	1901 HARRISON ST #1100	OAKLAND CA	94612
2900 COLLEGE ASSOCIATES LLC	1933 FRANCISOC ST	BERKELEY CA	94709
LIN JANICE TR	19890 SCOTTS FLAT RD	NEVADA CITY CA	95959
KIDSON JEREMY M ETAL	2 S PARK ST	SAN FRANCISCO CA	94107
WHIDDEN GREGORY S	2008 ASILOMAR DR	OAKLAND CA	94611
JORGENSEN JEAN M TR & MCNAB LUANNE D TR ETAL	2015 BAYO CLAROS CIR	MORGAN HILL CA	95037
GORDON JOHN K & MITCHELL JANIS L TRS & GORDON ETAL	2091 ROSE ST	BERKELEY CA	94709
KONG CONRAD & KAN LILI TRS	21088 LAVINA CT	CUPERTINO CA	95014
LEE PETER Y TR	21122 KNUPPE PL	CASTRO VALLEY CA	94552
MMP CHESTNUT LLC	215 PACIFIC AVE	OAKLAND CA	94611
FORTUNATO PARTNERS LLC	216 CHURCH RD	ELKINS PARK PA	19027
TULEJA BARBARA M & PAUL A TRS	22 PURCELL DR	ALAMEDA CA	94502
JCJ9 PROPERTY MANAGEMENT LLC	2207 KRUEGER DR	CONCORD CA	94520
K & N ESTATE LLC	2278 SHATTUCK AVE	BERKELEY CA	94704
BAVAFA HOSEIN S	24 SPYGLASS HL	OAKLAND CA	94618
SRUE CORPORATION & MAR/DAN CORPORATION	2437 DURANT AVE	BERKELEY CA	94704
2817 COLLEGE AVENUE LLC & ETAL	244 ALVARADO RD	BERKELEY CA	94705
VOELKER ROCHELLE TR	2494 BENCHMARK AVE	FREMONT CA	94536
SENSLEY DIANNA R TR	2497 TAYLOR WAY	ANTIOCH CA	94531
BERNSTEIN ANNIKA B	2528 PIEDMONT AVE	BERKELEY CA	94704

YAMATO BRIAN Y & MAKIBA FUMIKO TRS	26 VIA BELLAGIO	AMERICAN CANYON CA	94503
COMMON AREA OF PM 7622 92 THRU 95	2605 BAROLA LN	MODESTO CA	95356
LEVEEN EDWARD P & DEBORAH B TRS	2607 WEBSTER ST	BERKELEY CA	94705
WESCHLER RAYMOND & LO YING M	2608 ASHBY AVE	BERKELEY CA	94705
TAIRA THOMAS H & LACROSSE STEPHANIE ETAL	2609 WEBSTER ST	BERKELEY CA	94705
GRANDISON JAMES A III & CARINA TRS	2611 ASHBY AVE	BERKELEY CA	94705
GLAESER MARY K & ANDREAS M TRS	2611 WEBSTER ST	BERKELEY CA	94705
SANCHEZ REBECCA TR	2612 ASHBY AVE	BERKELEY CA	94705
MOSKOWITZ DORIS J & WILLIAMS JOHN P	2619 ASHBY AVE	BERKELEY CA	94705
JCJ9 PROPERTY MANAGEMENT LLC & MARCH EARL J TR	26191 N LOWER SACRAMENTO	ACAMPO CA	95220
CONBOY KEVIN & TITUSCONBOY LINDA M	2623 ASHBY AVE	BERKELEY CA	94705
HENRY JEAN E TR	2630 WINCH HILL RD	NORTHFIELD VT	5663
COBB JAMES B JR & IVY O TRS	2631 WEBSTER ST	BERKELEY CA	94705
JACKSON DAVID B & BABETTE TRS & JACKSON ANTHONY	2633 ELLSWORTH ST	BERKELEY CA	94704
SULLIVAN MARK & BARBARA TRS	2635 RUSSELL ST	BERKELEY CA	94705
SLACK MICHELE W TR	2635 WEBSTER ST	BERKELEY CA	94705
ORMEROD LISA A	2638 RUSSELL ST 2	BERKELEY CA	94705
CHOU CHRISTINE	2638 RUSSELL ST 3	BERKELEY CA	94705
CHING GREGORY M ETAL	2638 RUSSELL ST 4	BERKELEY CA	94705
OCHS LAWRENCE M TR & OCHS LAWRENCE M TR	2639 RUSSELL ST	BERKELEY CA	94705
COMMON AREA OF PM 6823 108 THRU 111	2641 WEBSTER ST	BERKELEY CA	94705
HEATH BRANDON & ASHLEY	2641 WEBSTER ST 1	BERKELEY CA	94705
RANDALL JACOB	2641 WEBSTER ST 4	BERKELEY CA	94705
VIRK DHIAN & GURCHARN	2649 RUSSELL ST	BERKELEY CA	94705
TRIANTOPOULOS CHRISTOS TR & HAMERLER HANS J & ETAL	27 STARVIEW DR	OAKLAND CA	94618
YEE DARREN A & DEREK	2704 WEBSTER ST	BERKELEY CA	94705
WONG FREDA J	2706 ASHBY AVE 1	BERKELEY CA	94705
BAJWA AYESHA R	2706 ASHBY AVE 2	BERKELEY CA	94705
ELKIN ERIC P	2706 ASHBY AVE 4	BERKELEY CA	94705
READ DANIEL W	2706 STUART ST	BERKELEY CA	94705
MORELLO DORIAN & ARTHUR P	2707 PRINCE ST	BERKELEY CA	94705
JACOBS THOMAS TR	2708 WEBSTER ST 2	BERKELEY CA	94705
2828 COLLEGE LLC	2709 DWIGHT WAY 1	BERKELEY CA	94704
CHINESE FOR CHRIST BERKELEY CHURCH	2715 PRINCE ST	BERKELEY CA	94705
LEENSON ERIC D & MONICA M TRS	2716 RUSSELL ST	BERKELEY CA	94705
GRUNWALD DAVID S TRUST & GRUNWALD BRYAN E & J ETAL	2717 RUSSELL ST	BERKELEY CA	94705
SWEET BRET A	2717 WEBSTER ST	BERKELEY CA	94705
STRAIN LAWRENCE & ELIZABETH M TRS	2718 RUSSELL ST	BERKELEY CA	94705
BERNOU JACQUES F & ELEA A TRS	2718 WEBSTER ST	BERKELEY CA	94705
KUNIS WILLIAM J & GOLDBERGKUNIS LINDSAY R TRS	2719 WEBSTER ST	BERKELEY CA	94705
ROCHMES ADAM & EBBERT NANCY E TRS	2721 WEBSTER ST	BERKELEY CA	94705

BEH BUILDING LLC	2722 WEBSTER ST	BERKELEY CA	94705
COMMON AREA OF TR 3872	2723 ASHBY PL	BERKELEY CA	94705
DAVIDMAN AARON TR	2723 ASHBY PL A	BERKELEY CA	94705
FUKUMORI NOREEN R	2723 ASHBY PL C	BERKELEY CA	94705
WARWICK MAL TR	2723 ASHBY PL E	BERKELEY CA	94705
JOHNSTON RAYMOND J & MUNENO SHARON K TRS	2723 ASHBY PL F	BERKELEY CA	94705
CHARNAS NATHANIEL T & SHARMA SHRUTI TRS & CHA ETAL	2723 WEBSTER ST	BERKELEY CA	94705
HAESLOOP ERIC & MARIANNE TRS	2725 ELMWOOD AVE	BERKELEY CA	94705
WU ALBERT TR	2725 PRINCE ST	BERKELEY CA	94705
LUCERO OASII TR	2725 PRINCE ST 1	BERKELEY CA	94705
SCHORR DAVID A & MICHELLE K	2726 ELMWOOD AVE	BERKELEY CA	94705
GUTRIDE ADAM J & RAYBEE DELILAH C TRS	2727 RUSSELL ST	BERKELEY CA	94705
ZILBERMAN DAVID & ABOUAVZILBERMAN LEORAH TRS	2728 ELMWOOD AVE	BERKELEY CA	94705
QUANDT CATHLEEN & SCHEAHAN PATRICK TRS	2728 RUSSELL ST	BERKELEY CA	94705
WONG HENRY K TR	2728 WEBSTER ST	BERKELEY CA	94705
HOVERMAN MICHAEL & HSIAKIUNG VANESSA	2729 ELMWOOD AVE	BERKELEY CA	94705
SOMAN LAURIE A	2731 ASHBY PL	BERKELEY CA	94705
KELLY RONALD A & VOLZKELLY JAN M TRS & KELLY ETAL	2731 WEBSTER ST	BERKELEY CA	94705
JARVIS ZACHARY W & SARAH O TRS	2732 ELMWOOD AVE	BERKELEY CA	94705
CASSIDY EDWARD R JR & GIMIAN JIANNE TRS	2733 ASHBY PL	BERKELEY CA	94705
WINANS GEORGE R & HIDEKO TRS	2734 ASHBY PL	BERKELEY CA	94705
MEZAN ADAM C & SIDEBOTHAM STEPHANIE C	2735 ELMWOOD AVE	BERKELEY CA	94705
REINGOLD BRUCE & RONY	2736 ELMWOOD AVE	BERKELEY CA	94705
NYHOFF CAROL L TR	2737 ELMWOOD AVE	BERKELEY CA	94705
SOMMER LAUREN & WARNER TOBIAS	2737 WEBSTER ST	BERKELEY CA	94705
GIBSON ELIZABETH K & LOWE ANA ETAL	2739 1/2 ASHBY PL	BERKELEY CA	94705
ELMER IRENE TR	2806 CHERRY ST	BERKELEY CA	94705
MENTZER MOLLY E	2810 CHERRY ST	BERKELEY CA	94705
KELLER GREGORY G & IVANCOVICH ALICIA A TRS	2810 COLLEGE AVE	BERKELEY CA	94705
GAGE JOHN B & SCHACHT LINDA J TRS & GAGE KATH ETAL	2811 BENVENUE AVE	BERKELEY CA	94705
MACY JOANNA R TR & MACY MARGARET E ETAL	2812 CHERRY ST	BERKELEY CA	94705
GRUNSTEIN SARA TR	2815 BENVENUE AVE	BERKELEY CA	94705
DETSCH ANDREW J & STOLLER TIA D	2815 CHERRY ST	BERKELEY CA	94705
COMMON AREA OF PM 7475 31 & 32	2816 COLLEGE AVE	BERKELEY CA	94705
DORSETT ROBERT H & LORETTA S TRS	2817 CHERRY ST	BERKELEY CA	94705
HSU PIJUNG	2818 COLLEGE AVE	BERKELEY CA	94705
FELLER FRED M & ALICE S TRS	2819 BENVENUE AVE	BERKELEY CA	94705
COMMON AREA OF PARCEL MAP 9813	2820 CHERRY ST	BERKELEY CA	94705
CARROLL ELLEN TR	2820 COLLEGE AVE	BERKELEY CA	94705
FORREST TORRE	2821 CHERRY ST	BERKELEY CA	94705
POND JOHN M & DARA M TRS	2821 COLLEGE AVE	BERKELEY CA	94705

HARRISON VIRGINIA TR	2823 BENVENUE AVE	BERKELEY CA	94705
DARLING NATHAN & ALEXANDRA B TRS	2823 CHERRY ST	BERKELEY CA	94705
MONTGOMERY PETER G & DENISE H TRS	2824 CHERRY ST	BERKELEY CA	94705
JONES JO A TR	2824 COLLEGE AVE	BERKELEY CA	94705
STEVENS JOSEPH B & DIANE S TRS	2827 CHERRY ST	BERKELEY CA	94705
SCHREIBMAN ENID TR	2828 CHERRY ST	BERKELEY CA	94705
YAMPANIS MARK J	2828 KELSEY ST	BERKELEY CA	94705
BORTON ROBERT E TR	2829 BENVENUE AVE	BERKELEY CA	94705
KUMAI CHRISTOPHER S	2831 BENVENUE AVE	BERKELEY CA	94705
LEVIN SARAH F	2833 BENVENUE AVE	BERKELEY CA	94705
DONNELLEY JAMES E & YVONNE M TRS	2835 BENVENUE AVE	BERKELEY CA	94705
WEISSMAN SHMUEL L TR	2901 BENVENUE AVE	BERKELEY CA	94705
ROOD STEVEN J & FALK MARCIA L	2905 BENVENUE AVE	BERKELEY CA	94705
KAHN CHARLES F & LAURA B TRS	2911 BENVENUE AVE	BERKELEY CA	94705
SIMON CYNTHIA & DONALD S	2912 BENVENUE AVE	BERKELEY CA	94705
BRUNING PATRICIA TR	2915 BENVENUE AVE A	BERKELEY CA	94705
HARANO JOANNE K	2915 BENVENUE AVE B	BERKELEY CA	94705
COMMON AREA OF PM 7212 41 THRU 43	2915 BENVENUE AVE C	BERKELEY CA	94705
HENDERSON NAJUMA I	2920 BENVENUE AVE	BERKELEY CA	94705
BARCELLOSHOFF MARY H TR	2924 BENVENUE AVE	BERKELEY CA	94705
KAZEROONI HOMAYOON & SHOJI AUDREY J	2924 RUSSELL ST	BERKELEY CA	94705
COMMON AREA OF CONDOMINIUM	2925 BENVENUE AVE	BERKELEY CA	94705
COMMON AREA OF PM 8202 34 & 35	2926 BENVENUE AVE	BERKELEY CA	94705
KELEKIAN JAMES J & MATZA KAREN	2927 BENVENUE AVE	BERKELEY CA	94705
CULLY KRISTIN	2928 BENVENUE AVE	BERKELEY CA	94705
DURST MOSE & ESTHER O TRS	2929 AVALON AVE	BERKELEY CA	94705
FITZPATRICK TIMOTHY P & PARK SUE S	2929 BENVENUE AVE	BERKELEY CA	94705
HESSE CARLA & LAQUEUR THOMAS W	2933 BENVENUE AVE	BERKELEY CA	94705
LEVINSON SALLY O TR & LEVINSON JOHN W TR ETAL	2941 TELEGRAPH AVE	BERKELEY CA	94705
DINAPOLI WILLIAM W & HARRIS MARC	2943 MAGNOLIA ST	BERKELEY CA	94705
HOY GORDON G & MICHA TRS	2953 BENVENUE AVE	BERKELEY CA	94705
BARCLAY MARTHA J & BIGLER KURT K	2953 HILLEGASS AVE	BERKELEY CA	94705
DIETZ JULIA	2954 BENVENUE AVE	BERKELEY CA	94705
WHITE MATTHEW & STEFANI JULIA	2957 BENVENUE AVE	BERKELEY CA	94705
ESCUDERO EMILIO A & FERNANDEZ CONCHITA TRS	2957 HILLEGASS AVE	BERKELEY CA	94705
LANGSDORF ANDREW J & JOANNE H	2960 BENVENUE AVE	BERKELEY CA	94705
MCDONALD MARY L TR	2961 BENVENUE AVE	BERKELEY CA	94705
COMMON AREA OF PM 5483 86 THRU 90	2991 COLLEGE AVE	BERKELEY CA	94705
JLTSOU LLC	2995 COLLEGE AVE	BERKELEY CA	94705
DAVISSON EDWIN S & DOBKIN SARAH E	3001 BENVENUE AVE	BERKELEY CA	94705
WALKER BRYAN L & ODISA	3005 BENVENUE AVE	BERKELEY CA	94705

HARTSOUGH LARRY D TR	3007 BENVENUE AVE	BERKELEY CA	94705
STRAIT ROGER	3011 BENVENUE AVE	BERKELEY CA	94705
CHU GEORGE & LU YUMING	3011 COLLEGE AVE	BERKELEY CA	94705
KAZEROONI HOMAYOON & SHOJI AUDREY J	3012 COLLEGE AVE	BERKELEY CA	94705
SEQUOIA EAST LLC	3014 COLLEGE AVE	BERKELEY CA	94705
KARABEL JEROME & LUKER KRISTIN C TRS	3015 BENVENUE AVE	BERKELEY CA	94705
COMMON AREA OF PM 6740 70 THRU 73	3017 COLLEGE AVE	BERKELEY CA	94705
DAVIDSON JAMES W	3017 COLLEGE AVE 1	BERKELEY CA	94705
DREW MICHAEL	3017 COLLEGE AVE 2	BERKELEY CA	94705
SNYDER HILARY	3017 COLLEGE AVE 3	BERKELEY CA	94705
ESLER DAVID P TR	3017 COLLEGE AVE 4	BERKELEY CA	94705
FOSTER HILARY S & GECKELER WALTER C TRS	3018 COLLEGE AVE	BERKELEY CA	94705
LIM INVESTMENT MANAGEMENT LLC	3019 PINE ST	SN FRANCISCO CA	94115
NISHIMURA JODI M	3025 REGENT ST	BERKELEY CA	94705
ROIKHEN LLC	3117 ELLIS ST C	BERKELEY CA	94703
COWLES JEREMY & AIMEE S	3131 MABEL ST	BERKELEY CA	94702
GIORDANO RICHARD J TR	427 WESTERN DR	POINT RICHMOND CA	94801
LOMBARDI GERALD H & NORRIS HELEN L TRS	43 ELLSWORTH ST	SAN FRANCISCO CA	94110
TANNIRAT DARLENE	4311 BROOKSIDE ST	IRVINE CA	92604
COMMON AREA OF TR 7453 48 THRU 55	455 NORTH POINT ST	SAN FRANCISCO CA	94133
2811 PAM LLC	4750 DUCKHORN DR	SACRAMENTO CA	95834
FENDEL CRAIG C & VIVIAN C TRS & FENDEL JOHN B ETAL	551 GRIZZLY PEAK BLVD	BERKELEY CA	94708
CITY OF BERKELEY	555 CALIFORNIA ST #5000	SAN FRANCISCO CA	94104
CHUN MARIE & DUNCAN PAUL B TRS	5815 AYALA AVE	OAKLAND CA	94609
WU SHU F TR BYPASS TRUST & WU SHU F TR SURVIV ETAL	609 CORNELL AVE	ALBANY CA	94706
KUGA ROY M & RUEGER KATHLEEN M TRS	658 PALOMA AVE	OAKLAND CA	94610
KHOO KIM B & KANG UNHEI TRS	6814 ESTATES DR	PIEDMONT CA	94611
SMITH MALCOLM TR	71 ROBLE RD	BERKELEY CA	94705
NOBLE WILLIAM F TR	7305 ROXANNE LN	ROHNERT PARK CA	94928
PENDYALA SRIKANTH & DEVENDER SANGEETHA TRS	7326 BALMORAL WAY	SAN RAMON CA	94582
ALDERS MICHAEL	7380 CLAREMONT AVE	BERKELEY CA	94705
BAGHDASSARIAN GARBIS & SILVA TRS	8 CANDLESTICK RD	ORINDA CA	94563
CHIU EDMUND S & BONNETTE S TRS	815 BIG BEND DR	PACIFICA CA	94044
CORDI THOMAS	821 WILMON CT	TALLAHASSEE FL	32308
SPROUL RICHARD O	8356 KENT DR	EL CERRITO CA	94530
KHAZZOOM AZIZA S	919 E HUNTER AVE	BLOOMINGTON IN	47401
GALLARDO JAMES F, VIOLETTE P, & GREGORY F TRS	9220 CARIBBEAN SOUL WAY	PANAMA CITY BEACH FL	32413
BARRETT WILLIAM S & THATCHER ELLEN ETAL	936 FRESNO AVE	BERKELEY CA	94707
UNIQUE HOUSING LLC	P O BOX 5453	BERKELEY CA	94705
MILLAR BRUCE G TR	P O BOX 704	DIABLO CA	94528
COMMON AREA FOR PARCEL MAP 8506	P.O. BOX 1440	SANTA CRUZ CA	95061

MARTINOVICH DAVID & LISA TRS	P.O. BOX 1713	EL GRANADA CA	94018
ATC BUILDING COMPANY	P.O. BOX 2609	CARLSBAD CA	92018
MIOTTEL WARD J JR TRUSTEE	PO BOX 3450	BERKELEY CA	94703
UNIQUE HOUSING LLC & ETAL	PO BOX 5453	BERKELEY CA	94705
OCCUPANTS	2609 WEBSTER ST A	BERKELEY CA	94705
OCCUPANTS	2609 WEBSTER ST B	BERKELEY CA	94705
OCCUPANTS	2611 ASHBY AV A	BERKELEY CA	94705
OCCUPANTS	2612 WEBSTER ST	BERKELEY CA	94705
OCCUPANTS	2612 WEBSTER ST 1	BERKELEY CA	94705
OCCUPANTS	2612 WEBSTER ST 10	BERKELEY CA	94705
OCCUPANTS	2612 WEBSTER ST 11	BERKELEY CA	94705
OCCUPANTS	2612 WEBSTER ST 12	BERKELEY CA	94705
OCCUPANTS	2612 WEBSTER ST 13	BERKELEY CA	94705
OCCUPANTS	2612 WEBSTER ST 14	BERKELEY CA	94705
OCCUPANTS	2612 WEBSTER ST 15	BERKELEY CA	94705
OCCUPANTS	2612 WEBSTER ST 16	BERKELEY CA	94705
OCCUPANTS	2612 WEBSTER ST 2	BERKELEY CA	94705
OCCUPANTS	2612 WEBSTER ST 3	BERKELEY CA	94705
OCCUPANTS	2612 WEBSTER ST 4	BERKELEY CA	94705
OCCUPANTS	2612 WEBSTER ST 5	BERKELEY CA	94705
OCCUPANTS	2612 WEBSTER ST 6	BERKELEY CA	94705
OCCUPANTS	2612 WEBSTER ST 7	BERKELEY CA	94705
OCCUPANTS	2612 WEBSTER ST 8	BERKELEY CA	94705
OCCUPANTS	2612 WEBSTER ST 9	BERKELEY CA	94705
OCCUPANTS	2613 ASHBY AV	BERKELEY CA	94705
OCCUPANTS	2615 ASHBY AV	BERKELEY CA	94705
OCCUPANTS	2615 ASHBY AV 1	BERKELEY CA	94705
OCCUPANTS	2615 ASHBY AV 2	BERKELEY CA	94705
OCCUPANTS	2615 ASHBY AV 3	BERKELEY CA	94705
OCCUPANTS	2615 ASHBY AV 4	BERKELEY CA	94705
OCCUPANTS	2615 ASHBY AV 5	BERKELEY CA	94705
OCCUPANTS	2616 ASHBY AV	BERKELEY CA	94705
OCCUPANTS	2616 ASHBY AV A	BERKELEY CA	94705
OCCUPANTS	2616 ASHBY AV B	BERKELEY CA	94705
OCCUPANTS	2620 ASHBY AV	BERKELEY CA	94705
OCCUPANTS	2620 ASHBY AV 201	BERKELEY CA	94705
OCCUPANTS	2623 ASHBY AV 2	BERKELEY CA	94705
OCCUPANTS	2623 ASHBY AV A	BERKELEY CA	94705
OCCUPANTS	2623 ASHBY AV B	BERKELEY CA	94705
OCCUPANTS	2626 ASHBY AV	BERKELEY CA	94705
OCCUPANTS	2626 ASHBY AV 1	BERKELEY CA	94705

OCCUPANTS	2626 ASHBY AV 10	BERKELEY CA	94705
OCCUPANTS	2626 ASHBY AV 11	BERKELEY CA	94705
OCCUPANTS	2626 ASHBY AV 12	BERKELEY CA	94705
OCCUPANTS	2626 ASHBY AV 2	BERKELEY CA	94705
OCCUPANTS	2626 ASHBY AV 3	BERKELEY CA	94705
OCCUPANTS	2626 ASHBY AV 4	BERKELEY CA	94705
OCCUPANTS	2626 ASHBY AV 5	BERKELEY CA	94705
OCCUPANTS	2626 ASHBY AV 6	BERKELEY CA	94705
OCCUPANTS	2626 ASHBY AV 7	BERKELEY CA	94705
OCCUPANTS	2626 ASHBY AV 8	BERKELEY CA	94705
OCCUPANTS	2626 ASHBY AV 9	BERKELEY CA	94705
OCCUPANTS	2627 ASHBY AV	BERKELEY CA	94705
OCCUPANTS	2627 ASHBY AV 1	BERKELEY CA	94705
OCCUPANTS	2627 ASHBY AV 2	BERKELEY CA	94705
OCCUPANTS	2627 ASHBY AV 3	BERKELEY CA	94705
OCCUPANTS	2629 ASHBY AV	BERKELEY CA	94705
OCCUPANTS	2630 WEBSTER ST	BERKELEY CA	94705
OCCUPANTS	2630 WEBSTER ST 1	BERKELEY CA	94705
OCCUPANTS	2630 WEBSTER ST A	BERKELEY CA	94705
OCCUPANTS	2630 WEBSTER ST B	BERKELEY CA	94705
OCCUPANTS	2632 ASHBY AV	BERKELEY CA	94705
OCCUPANTS	2633 ASHBY AV	BERKELEY CA	94705
OCCUPANTS	2633 ASHBY AV A	BERKELEY CA	94705
OCCUPANTS	2633 ASHBY AV B	BERKELEY CA	94705
OCCUPANTS	2634 ASHBY AV	BERKELEY CA	94705
OCCUPANTS	2634 WEBSTER ST	BERKELEY CA	94705
OCCUPANTS	2635 ASHBY AV	BERKELEY CA	94705
OCCUPANTS	2636 ASHBY AV	BERKELEY CA	94705
OCCUPANTS	2637 ASHBY AV	BERKELEY CA	94705
OCCUPANTS	2638 ASHBY AV	BERKELEY CA	94705
OCCUPANTS	2638 RUSSELL ST	BERKELEY CA	94705
OCCUPANTS	2638 RUSSELL ST 1	BERKELEY CA	94705
OCCUPANTS	2641 WEBSTER ST 2	BERKELEY CA	94705
OCCUPANTS	2641 WEBSTER ST 3	BERKELEY CA	94705
OCCUPANTS	2642 ASHBY AV	BERKELEY CA	94705
OCCUPANTS	2642 RUSSELL ST	BERKELEY CA	94705
OCCUPANTS	2644 ASHBY AV	BERKELEY CA	94705
OCCUPANTS	2646 ASHBY AV	BERKELEY CA	94705
OCCUPANTS	2648 ASHBY AV	BERKELEY CA	94705
OCCUPANTS	2649 RUSSELL ST 1	BERKELEY CA	94705
OCCUPANTS	2649 RUSSELL ST 2	BERKELEY CA	94705

OCCUPANTS	2649 RUSSELL ST 3	BERKELEY CA	94705
OCCUPANTS	2649 RUSSELL ST 4	BERKELEY CA	94705
OCCUPANTS	2650 RUSSELL ST	BERKELEY CA	94705
OCCUPANTS	2654 RUSSELL ST	BERKELEY CA	94705
OCCUPANTS	2658 RUSSELL ST	BERKELEY CA	94705
OCCUPANTS	2662 RUSSELL ST	BERKELEY CA	94705
OCCUPANTS	2700 WEBSTER ST	BERKELEY CA	94705
OCCUPANTS	2700 WEBSTER ST 1	BERKELEY CA	94705
OCCUPANTS	2700 WEBSTER ST 2	BERKELEY CA	94705
OCCUPANTS	2700 WEBSTER ST 3	BERKELEY CA	94705
OCCUPANTS	2700 WEBSTER ST 4	BERKELEY CA	94705
OCCUPANTS	2701 PRINCE ST	BERKELEY CA	94705
OCCUPANTS	2701 PRINCE ST 1	BERKELEY CA	94705
OCCUPANTS	2701 PRINCE ST 2	BERKELEY CA	94705
OCCUPANTS	2701 PRINCE ST 3	BERKELEY CA	94705
OCCUPANTS	2701 PRINCE ST 4	BERKELEY CA	94705
OCCUPANTS	2704 WEBSTER ST 1	BERKELEY CA	94705
OCCUPANTS	2704 WEBSTER ST 2	BERKELEY CA	94705
OCCUPANTS	2704 WEBSTER ST A	BERKELEY CA	94705
OCCUPANTS	2705 WEBSTER ST	BERKELEY CA	94705
OCCUPANTS	2706 ASHBY AV	BERKELEY CA	94705
OCCUPANTS	2706 ASHBY AV 3	BERKELEY CA	94705
OCCUPANTS	2706 RUSSELL ST	BERKELEY CA	94705
OCCUPANTS	2708 WEBSTER ST	BERKELEY CA	94705
OCCUPANTS	2708 WEBSTER ST 1	BERKELEY CA	94705
OCCUPANTS	2708 WEBSTER ST 3	BERKELEY CA	94705
OCCUPANTS	2708 WEBSTER ST 4	BERKELEY CA	94705
OCCUPANTS	2709 WEBSTER ST	BERKELEY CA	94705
OCCUPANTS	2710 ASHBY AV	BERKELEY CA	94705
OCCUPANTS	2710 ASHBY AV 1	BERKELEY CA	94705
OCCUPANTS	2710 ASHBY AV 2	BERKELEY CA	94705
OCCUPANTS	2710 ASHBY AV 3	BERKELEY CA	94705
OCCUPANTS	2710 ASHBY AV 4	BERKELEY CA	94705
OCCUPANTS	2710 ASHBY AV 5	BERKELEY CA	94705
OCCUPANTS	2710 RUSSELL ST	BERKELEY CA	94705
OCCUPANTS	2710 RUSSELL ST FS#3	BERKELEY CA	94705
OCCUPANTS	2711 ASHBY PL	BERKELEY CA	94705
OCCUPANTS	2712 RUSSELL ST	BERKELEY CA	94705
OCCUPANTS	2716 RUSSELL ST 1A	BERKELEY CA	94705
OCCUPANTS	2716 WEBSTER ST	BERKELEY CA	94705
OCCUPANTS	2716 WEBSTER ST 1	BERKELEY CA	94705

OCCUPANTS	2716 WEBSTER ST 2	BERKELEY CA	94705
OCCUPANTS	2716 WEBSTER ST 3	BERKELEY CA	94705
OCCUPANTS	2716 WEBSTER ST 4	BERKELEY CA	94705
OCCUPANTS	2716 WEBSTER ST 5	BERKELEY CA	94705
OCCUPANTS	2717 WEBSTER ST A	BERKELEY CA	94705
OCCUPANTS	2717 WEBSTER ST BACK	BERKELEY CA	94705
OCCUPANTS	2717 WEBSTER ST LOWR	BERKELEY CA	94705
OCCUPANTS	2718 WEBSTER ST 1	BERKELEY CA	94705
OCCUPANTS	2718 WEBSTER ST 2	BERKELEY CA	94705
OCCUPANTS	2720 ELMWOOD AV	BERKELEY CA	94705
OCCUPANTS	2720 ELMWOOD AV 2S	BERKELEY CA	94705
OCCUPANTS	2720 ELMWOOD AV HSE	BERKELEY CA	94705
OCCUPANTS	2720 ELMWOOD AV LOWR	BERKELEY CA	94705
OCCUPANTS	2720 ELMWOOD AV UPPR	BERKELEY CA	94705
OCCUPANTS	2720 RUSSELL ST	BERKELEY CA	94705
OCCUPANTS	2721 ASHBY PL	BERKELEY CA	94705
OCCUPANTS	2721 WEBSTER ST A	BERKELEY CA	94705
OCCUPANTS	2721 WEBSTER ST B	BERKELEY CA	94705
OCCUPANTS	2722 ELMWOOD AV	BERKELEY CA	94705
OCCUPANTS	2722 RUSSELL ST	BERKELEY CA	94705
OCCUPANTS	2723 ASHBY PL B	BERKELEY CA	94705
OCCUPANTS	2723 ASHBY PL D	BERKELEY CA	94705
OCCUPANTS	2724 ELMWOOD AV	BERKELEY CA	94705
OCCUPANTS	2725 PRINCE ST 10	BERKELEY CA	94705
OCCUPANTS	2725 PRINCE ST 2	BERKELEY CA	94705
OCCUPANTS	2725 PRINCE ST 3	BERKELEY CA	94705
OCCUPANTS	2725 PRINCE ST 4	BERKELEY CA	94705
OCCUPANTS	2725 PRINCE ST 5	BERKELEY CA	94705
OCCUPANTS	2725 PRINCE ST 6	BERKELEY CA	94705
OCCUPANTS	2725 PRINCE ST 7	BERKELEY CA	94705
OCCUPANTS	2725 PRINCE ST 8	BERKELEY CA	94705
OCCUPANTS	2725 PRINCE ST 9	BERKELEY CA	94705
OCCUPANTS	2725 PRINCE ST B	BERKELEY CA	94705
OCCUPANTS	2726 RUSSELL ST	BERKELEY CA	94705
OCCUPANTS	2727 ASHBY PL	BERKELEY CA	94705
OCCUPANTS	2727 ASHBY PL A	BERKELEY CA	94705
OCCUPANTS	2727 ASHBY PL B	BERKELEY CA	94705
OCCUPANTS	2727 ASHBY PL C	BERKELEY CA	94705
OCCUPANTS	2727 ASHBY PL D	BERKELEY CA	94705
OCCUPANTS	2728 ELMWOOD AV	BERKELEY CA	94705
OCCUPANTS	2730 RUSSELL ST	BERKELEY CA	94705

OCCUPANTS	2731 ASHBY PL 1	BERKELEY CA	94705
OCCUPANTS	2731 ASHBY PL 2	BERKELEY CA	94705
OCCUPANTS	2731 ASHBY PL 3	BERKELEY CA	94705
OCCUPANTS	2732 RUSSELL ST	BERKELEY CA	94705
OCCUPANTS	2737 ASHBY PL	BERKELEY CA	94705
OCCUPANTS	2737 ASHBY PL 1	BERKELEY CA	94705
OCCUPANTS	2737 ASHBY PL 2	BERKELEY CA	94705
OCCUPANTS	2737 ASHBY PL 3	BERKELEY CA	94705
OCCUPANTS	2737 ASHBY PL 4	BERKELEY CA	94705
OCCUPANTS	2737 ASHBY PL C	BERKELEY CA	94705
OCCUPANTS	2737 ASHBY PL FRNT	BERKELEY CA	94705
OCCUPANTS	2807 COLLEGE AV	BERKELEY CA	94705
OCCUPANTS	2809 COLLEGE AV	BERKELEY CA	94705
OCCUPANTS	2809 COLLEGE AV A	BERKELEY CA	94705
OCCUPANTS	2809 COLLEGE AV B	BERKELEY CA	94705
OCCUPANTS	2810 CHERRY ST 1	BERKELEY CA	94705
OCCUPANTS	2810 CHERRY ST 2	BERKELEY CA	94705
OCCUPANTS	2810 CHERRY ST 3	BERKELEY CA	94705
OCCUPANTS	2810 CHERRY ST 4	BERKELEY CA	94705
OCCUPANTS	2810 CHERRY ST 5	BERKELEY CA	94705
OCCUPANTS	2811 COLLEGE AV	BERKELEY CA	94705
OCCUPANTS	2811 COLLEGE AV 3035	BERKELEY CA	94705
OCCUPANTS	2814 CHERRY ST	BERKELEY CA	94705
OCCUPANTS	2814 COLLEGE AV	BERKELEY CA	94705
OCCUPANTS	2814 COLLEGE AV 1	BERKELEY CA	94705
OCCUPANTS	2814 COLLEGE AV 2	BERKELEY CA	94705
OCCUPANTS	2814 COLLEGE AV 3	BERKELEY CA	94705
OCCUPANTS	2814 COLLEGE AV 4	BERKELEY CA	94705
OCCUPANTS	2814 COLLEGE AV 6	BERKELEY CA	94705
OCCUPANTS	2814 COLLEGE AV 7	BERKELEY CA	94705
OCCUPANTS	2815 COLLEGE AV	BERKELEY CA	94705
OCCUPANTS	2815 COLLEGE AV A	BERKELEY CA	94705
OCCUPANTS	2815 COLLEGE AV B	BERKELEY CA	94705
OCCUPANTS	2815 COLLEGE AV C	BERKELEY CA	94705
OCCUPANTS	2815 COLLEGE AV D	BERKELEY CA	94705
OCCUPANTS	2817 COLLEGE AV	BERKELEY CA	94705
OCCUPANTS	2817 COLLEGE AV 1	BERKELEY CA	94705
OCCUPANTS	2817 COLLEGE AV 2	BERKELEY CA	94705
OCCUPANTS	2817 COLLEGE AV 3	BERKELEY CA	94705
OCCUPANTS	2817 COLLEGE AV 4	BERKELEY CA	94705
OCCUPANTS	2817 COLLEGE AV 5	BERKELEY CA	94705

OCCUPANTS	2817 COLLEGE AV 6	BERKELEY CA	94705
OCCUPANTS	2817 COLLEGE AV 7	BERKELEY CA	94705
OCCUPANTS	2817 COLLEGE AV 8	BERKELEY CA	94705
OCCUPANTS	2818 CHERRY ST	BERKELEY CA	94705
OCCUPANTS	2819 COLLEGE AV	BERKELEY CA	94705
OCCUPANTS	2820 COLLEGE AV 1	BERKELEY CA	94705
OCCUPANTS	2820 COLLEGE AV 2	BERKELEY CA	94705
OCCUPANTS	2820 COLLEGE AV 3	BERKELEY CA	94705
OCCUPANTS	2821 COLLEGE AV	BERKELEY CA	94705
OCCUPANTS	2821 COLLEGE AV A	BERKELEY CA	94705
OCCUPANTS	2822 COLLEGE AV	BERKELEY CA	94705
OCCUPANTS	2822 COLLEGE AV 2	BERKELEY CA	94705
OCCUPANTS	2823 BENVENUE AV A	BERKELEY CA	94705
OCCUPANTS	2824 COLLEGE AV	BERKELEY CA	94705
OCCUPANTS	2826 COLLEGE AV	BERKELEY CA	94705
OCCUPANTS	2828 BENVENUE AV	BERKELEY CA	94705
OCCUPANTS	2828 COLLEGE AV	BERKELEY CA	94705
OCCUPANTS	2828 COLLEGE AV 1	BERKELEY CA	94705
OCCUPANTS	2828 COLLEGE AV 10	BERKELEY CA	94705
OCCUPANTS	2828 COLLEGE AV 11	BERKELEY CA	94705
OCCUPANTS	2828 COLLEGE AV 12	BERKELEY CA	94705
OCCUPANTS	2828 COLLEGE AV 13	BERKELEY CA	94705
OCCUPANTS	2828 COLLEGE AV 14	BERKELEY CA	94705
OCCUPANTS	2828 COLLEGE AV 15	BERKELEY CA	94705
OCCUPANTS	2828 COLLEGE AV 16	BERKELEY CA	94705
OCCUPANTS	2828 COLLEGE AV 17	BERKELEY CA	94705
OCCUPANTS	2828 COLLEGE AV 18	BERKELEY CA	94705
OCCUPANTS	2828 COLLEGE AV 19	BERKELEY CA	94705
OCCUPANTS	2828 COLLEGE AV 2	BERKELEY CA	94705
OCCUPANTS	2828 COLLEGE AV 3	BERKELEY CA	94705
OCCUPANTS	2828 COLLEGE AV 4	BERKELEY CA	94705
OCCUPANTS	2828 COLLEGE AV 5	BERKELEY CA	94705
OCCUPANTS	2828 COLLEGE AV 6	BERKELEY CA	94705
OCCUPANTS	2828 COLLEGE AV 7	BERKELEY CA	94705
OCCUPANTS	2828 COLLEGE AV 8	BERKELEY CA	94705
OCCUPANTS	2828 COLLEGE AV 9	BERKELEY CA	94705
OCCUPANTS	2829 BENVENUE AV 2	BERKELEY CA	94705
OCCUPANTS	2830 BENVENUE AV	BERKELEY CA	94705
OCCUPANTS	2830 BENVENUE AV A	BERKELEY CA	94705
OCCUPANTS	2830 CHERRY ST	BERKELEY CA	94705
OCCUPANTS	2831 CHERRY ST	BERKELEY CA	94705

OCCUPANTS	2832 CHERRY ST	BERKELEY CA	94705
OCCUPANTS	2832 COLLEGE AV	BERKELEY CA	94705
OCCUPANTS	2834 COLLEGE AV	BERKELEY CA	94705
OCCUPANTS	2835 BENVENUE AV	BERKELEY CA	94705
OCCUPANTS	2835 BENVENUE AV A	BERKELEY CA	94705
OCCUPANTS	2836 COLLEGE AV	BERKELEY CA	94705
OCCUPANTS	2838 COLLEGE AV	BERKELEY CA	94705
OCCUPANTS	2840 COLLEGE AV	BERKELEY CA	94705
OCCUPANTS	2840 COLLEGE AV A	BERKELEY CA	94705
OCCUPANTS	2840 COLLEGE AV APT	BERKELEY CA	94705
OCCUPANTS	2840 COLLEGE AV B	BERKELEY CA	94705
OCCUPANTS	2840 COLLEGE AV F	BERKELEY CA	94705
OCCUPANTS	2840 COLLEGE AV H	BERKELEY CA	94705
OCCUPANTS	2840 COLLEGE AV J	BERKELEY CA	94705
OCCUPANTS	2840 COLLEGE AV K	BERKELEY CA	94705
OCCUPANTS	2840 COLLEGE AV L	BERKELEY CA	94705
OCCUPANTS	2840 COLLEGE AV M	BERKELEY CA	94705
OCCUPANTS	2842 COLLEGE AV	BERKELEY CA	94705
OCCUPANTS	2883 COLLEGE AV	BERKELEY CA	94705
OCCUPANTS	2887 COLLEGE AV	BERKELEY CA	94705
OCCUPANTS	2887 COLLEGE AV 1	BERKELEY CA	94705
OCCUPANTS	2887 COLLEGE AV 2	BERKELEY CA	94705
OCCUPANTS	2887 COLLEGE AV 3	BERKELEY CA	94705
OCCUPANTS	2887 COLLEGE AV 4	BERKELEY CA	94705
OCCUPANTS	2887 COLLEGE AV 5	BERKELEY CA	94705
OCCUPANTS	2900 COLLEGE AV	BERKELEY CA	94705
OCCUPANTS	2901 COLLEGE AV	BERKELEY CA	94705
OCCUPANTS	2903 COLLEGE AV	BERKELEY CA	94705
OCCUPANTS	2904 COLLEGE AV	BERKELEY CA	94705
OCCUPANTS	2905 BENVENUE AV 2	BERKELEY CA	94705
OCCUPANTS	2905 BENVENUE AV 3	BERKELEY CA	94705
OCCUPANTS	2905 BENVENUE AV 4	BERKELEY CA	94705
OCCUPANTS	2905 COLLEGE AV	BERKELEY CA	94705
OCCUPANTS	2906 COLLEGE AV	BERKELEY CA	94705
OCCUPANTS	2907 COLLEGE AV	BERKELEY CA	94705
OCCUPANTS	2908 COLLEGE AV	BERKELEY CA	94705
OCCUPANTS	2910 COLLEGE AV	BERKELEY CA	94705
OCCUPANTS	2911 COLLEGE AV	BERKELEY CA	94705
OCCUPANTS	2914 COLLEGE AV	BERKELEY CA	94705
OCCUPANTS	2915 BENVENUE AV 1	BERKELEY CA	94705
OCCUPANTS	2915 BENVENUE AV 2	BERKELEY CA	94705

OCCUPANTS	2915 BENVENUE AV 3	BERKELEY CA	94705
OCCUPANTS	2915 COLLEGE AV	BERKELEY CA	94705
OCCUPANTS	2917 BENVENUE AV	BERKELEY CA	94705
OCCUPANTS	2917 COLLEGE AV	BERKELEY CA	94705
OCCUPANTS	2919 BENVENUE AV	BERKELEY CA	94705
OCCUPANTS	2919 BENVENUE AV A	BERKELEY CA	94705
OCCUPANTS	2919 BENVENUE AV B	BERKELEY CA	94705
OCCUPANTS	2920 BENVENUE AV 1	BERKELEY CA	94705
OCCUPANTS	2920 BENVENUE AV A	BERKELEY CA	94705
OCCUPANTS	2921 COLLEGE AV	BERKELEY CA	94705
OCCUPANTS	2924 BENVENUE AV A	BERKELEY CA	94705
OCCUPANTS	2924 COLLEGE AV	BERKELEY CA	94705
OCCUPANTS	2925 COLLEGE AV	BERKELEY CA	94705
OCCUPANTS	2926 COLLEGE AV	BERKELEY CA	94705
OCCUPANTS	2928 COLLEGE AV	BERKELEY CA	94705
OCCUPANTS	2930 BENVENUE AV	BERKELEY CA	94705
OCCUPANTS	2930 COLLEGE AV	BERKELEY CA	94705
OCCUPANTS	2935 COLLEGE AV	BERKELEY CA	94705
OCCUPANTS	2936 COLLEGE AV	BERKELEY CA	94705
OCCUPANTS	2937 COLLEGE AV	BERKELEY CA	94705
OCCUPANTS	2940 BENVENUE AV	BERKELEY CA	94705
OCCUPANTS	2940 COLLEGE AV	BERKELEY CA	94705
OCCUPANTS	2941 COLLEGE AV	BERKELEY CA	94705
OCCUPANTS	2942 COLLEGE AV	BERKELEY CA	94705
OCCUPANTS	2944 COLLEGE AV	BERKELEY CA	94705
OCCUPANTS	2945 COLLEGE AV	BERKELEY CA	94705
OCCUPANTS	2946 COLLEGE AV	BERKELEY CA	94705
OCCUPANTS	2947 COLLEGE AV	BERKELEY CA	94705
OCCUPANTS	2948 COLLEGE AV	BERKELEY CA	94705
OCCUPANTS	2950 BENVENUE AV	BERKELEY CA	94705
OCCUPANTS	2950 COLLEGE AV	BERKELEY CA	94705
OCCUPANTS	2951 BENVENUE AV	BERKELEY CA	94705
OCCUPANTS	2951 COLLEGE AV	BERKELEY CA	94705
OCCUPANTS	2952 COLLEGE AV	BERKELEY CA	94705
OCCUPANTS	2952 COLLEGE AV 1	BERKELEY CA	94705
OCCUPANTS	2952 COLLEGE AV 2	BERKELEY CA	94705
OCCUPANTS	2952 COLLEGE AV 3	BERKELEY CA	94705
OCCUPANTS	2952 COLLEGE AV 4	BERKELEY CA	94705
OCCUPANTS	2952 COLLEGE AV 5	BERKELEY CA	94705
OCCUPANTS	2953 BENVENUE AV	BERKELEY CA	94705
OCCUPANTS	2953 COLLEGE AV	BERKELEY CA	94705

OCCUPANTS	2953 HILLEGASS AV	BERKELEY CA	94705
OCCUPANTS	2954 BENVENUE AV	BERKELEY CA	94705
OCCUPANTS	2955 HILLEGASS AV	BERKELEY CA	94705
OCCUPANTS	2956 COLLEGE AV	BERKELEY CA	94705
OCCUPANTS	2958 BENVENUE AV	BERKELEY CA	94705
OCCUPANTS	2959 COLLEGE AV	BERKELEY CA	94705
OCCUPANTS	2960 COLLEGE AV	BERKELEY CA	94705
OCCUPANTS	2961 BENVENUE AV 1	BERKELEY CA	94705
OCCUPANTS	2961 COLLEGE AV	BERKELEY CA	94705
OCCUPANTS	2963 COLLEGE AV	BERKELEY CA	94705
OCCUPANTS	2965 COLLEGE AV	BERKELEY CA	94705
OCCUPANTS	2966 COLLEGE AV	BERKELEY CA	94705
OCCUPANTS	2967 COLLEGE AV	BERKELEY CA	94705
OCCUPANTS	2969 COLLEGE AV	BERKELEY CA	94705
OCCUPANTS	2973 COLLEGE AV	BERKELEY CA	94705
OCCUPANTS	2974 COLLEGE AV	BERKELEY CA	94705
OCCUPANTS	2975 COLLEGE AV	BERKELEY CA	94705
OCCUPANTS	2977 COLLEGE AV	BERKELEY CA	94705
OCCUPANTS	2979 COLLEGE AV	BERKELEY CA	94705
OCCUPANTS	2979 COLLEGE AV A	BERKELEY CA	94705
OCCUPANTS	2979 COLLEGE AV B	BERKELEY CA	94705
OCCUPANTS	2980 COLLEGE AV	BERKELEY CA	94705
OCCUPANTS	2980 COLLEGE AV 1	BERKELEY CA	94705
OCCUPANTS	2980 COLLEGE AV 10	BERKELEY CA	94705
OCCUPANTS	2980 COLLEGE AV 11	BERKELEY CA	94705
OCCUPANTS	2980 COLLEGE AV 2	BERKELEY CA	94705
OCCUPANTS	2980 COLLEGE AV 2-A	BERKELEY CA	94705
OCCUPANTS	2980 COLLEGE AV 3	BERKELEY CA	94705
OCCUPANTS	2980 COLLEGE AV 4	BERKELEY CA	94705
OCCUPANTS	2980 COLLEGE AV 5	BERKELEY CA	94705
OCCUPANTS	2980 COLLEGE AV 6	BERKELEY CA	94705
OCCUPANTS	2980 COLLEGE AV 7	BERKELEY CA	94705
OCCUPANTS	2980 COLLEGE AV 8	BERKELEY CA	94705
OCCUPANTS	2980 COLLEGE AV 9	BERKELEY CA	94705
OCCUPANTS	2980 COLLEGE AV SHARE	BERKELEY CA	94705
OCCUPANTS	2981 COLLEGE AV	BERKELEY CA	94705
OCCUPANTS	2982 COLLEGE AV	BERKELEY CA	94705
OCCUPANTS	2983 COLLEGE AV	BERKELEY CA	94705
OCCUPANTS	2984 COLLEGE AV	BERKELEY CA	94705
OCCUPANTS	2985 COLLEGE AV	BERKELEY CA	94705
OCCUPANTS	2986 COLLEGE AV	BERKELEY CA	94705

OCCUPANTS	2987 COLLEGE AV	BERKELEY CA	94705
OCCUPANTS	2988 COLLEGE AV	BERKELEY CA	94705
OCCUPANTS	2989 COLLEGE AV	BERKELEY CA	94705
OCCUPANTS	2992 COLLEGE AV	BERKELEY CA	94705
OCCUPANTS	2993 COLLEGE AV	BERKELEY CA	94705
OCCUPANTS	2997 COLLEGE AV	BERKELEY CA	94705
OCCUPANTS	2998 COLLEGE AV	BERKELEY CA	94705
OCCUPANTS	2999 COLLEGE AV A	BERKELEY CA	94705
OCCUPANTS	2999 COLLEGE AV B	BERKELEY CA	94705
OCCUPANTS	3000 COLLEGE AV	BERKELEY CA	94705
OCCUPANTS	3000 COLLEGE AV 1	BERKELEY CA	94705
OCCUPANTS	3000 COLLEGE AV 2	BERKELEY CA	94705
OCCUPANTS	3000 COLLEGE AV 3	BERKELEY CA	94705
OCCUPANTS	3000 COLLEGE AV 4	BERKELEY CA	94705
OCCUPANTS	3000 COLLEGE AV 5	BERKELEY CA	94705
OCCUPANTS	3001 COLLEGE AV	BERKELEY CA	94705
OCCUPANTS	3001 COLLEGE AV A	BERKELEY CA	94705
OCCUPANTS	3001 COLLEGE AV B	BERKELEY CA	94705
OCCUPANTS	3001 COLLEGE AV C	BERKELEY CA	94705
OCCUPANTS	3001 COLLEGE AV D	BERKELEY CA	94705
OCCUPANTS	3001 COLLEGE AV E	BERKELEY CA	94705
OCCUPANTS	3001 COLLEGE AV F	BERKELEY CA	94705
OCCUPANTS	3001 COLLEGE AV G	BERKELEY CA	94705
OCCUPANTS	3001 COLLEGE AV H	BERKELEY CA	94705
OCCUPANTS	3001 COLLEGE AV I	BERKELEY CA	94705
OCCUPANTS	3001 COLLEGE AV J	BERKELEY CA	94705
OCCUPANTS	3004 COLLEGE AV	BERKELEY CA	94705
OCCUPANTS	3004 COLLEGE AV 1	BERKELEY CA	94705
OCCUPANTS	3004 COLLEGE AV 2	BERKELEY CA	94705
OCCUPANTS	3004 COLLEGE AV 3	BERKELEY CA	94705
OCCUPANTS	3006 BENVENUE AV	BERKELEY CA	94705
OCCUPANTS	3006 COLLEGE AV	BERKELEY CA	94705
OCCUPANTS	3006 COLLEGE AV 1	BERKELEY CA	94705
OCCUPANTS	3006 COLLEGE AV 2	BERKELEY CA	94705
OCCUPANTS	3008 BENVENUE AV	BERKELEY CA	94705
OCCUPANTS	3008 COLLEGE AV	BERKELEY CA	94705
OCCUPANTS	3008 COLLEGE AV A	BERKELEY CA	94705
OCCUPANTS	3008 COLLEGE AV B	BERKELEY CA	94705
OCCUPANTS	3011 COLLEGE AV A	BERKELEY CA	94705
OCCUPANTS	3011 COLLEGE AV B	BERKELEY CA	94705
OCCUPANTS	3014 COLLEGE AV 4	BERKELEY CA	94705

OCCUPANTS	3014 COLLEGE AV A	BERKELEY CA	94705
OCCUPANTS	3014 COLLEGE AV B	BERKELEY CA	94705
OCCUPANTS	3016 COLLEGE AV	BERKELEY CA	94705
OCCUPANTS	3019 BENVENUE AV	BERKELEY CA	94705
OCCUPANTS	3020 COLLEGE AV	BERKELEY CA	94705
OCCUPANTS	3020 COLLEGE AV 1	BERKELEY CA	94705
OCCUPANTS	3020 COLLEGE AV 2	BERKELEY CA	94705
OCCUPANTS	3020 COLLEGE AV 3	BERKELEY CA	94705
OCCUPANTS	3020 COLLEGE AV 4	BERKELEY CA	94705
OCCUPANTS	3020 COLLEGE AV 5	BERKELEY CA	94705
Claremont Elmwood Neighborhood Group	P.O. BOX 5108	BERKELEY CA 94705	
Willard Neighborhood Group	2440 STUART ST	BERKELEY CA 94705	
South Shattuck Neighbors	2133 DERBY ST	BERKELEY CA 94705	
Benvenue Neighbors Association	2501 BENVENUE AVE APT 21	BERKELEY CA 94704	
University of California, Facilities Services	A&E Building, Room 300 University of California Berkeley	Berkeley, CA 94720-1382	
Urban Creeks Council	861 REGAL RD	BERKELEY CA 94708	
Willard Neighborhood Association	2617 DERBY ST	BERKELEY CA 94705	
Bananas Inc.	5232 CLAREMONT AVE	OAKLAND CA 94618	
Elmwood Merchants Assoc.	2910 College Ave	BERKELEY CA 94705	
Berkeley Central Library	2090 KITTREDGE STREET	BERKELEY CA 94704	
Adams Broadwell Joseph & Cardoza	601 GATEWAY BLVD. Su 1000	SOUTH SAN FRANCISCO CA 94080	
Bateman Neighborhood Association	3029 HILLEGASS AVE, BERKELEY CA 94705	BERKELEY CA 94705	

Planning and Development Department
Land Use Planning Division
1947 Center Street, 2nd Floor
Berkeley, CA 94704-1113

LANDMARKS PRESERVATION COMMISSION
NOTICE OF PUBLIC HEARING

WHEN: **Thursday, May 7, 2026**
Meeting starts at 6:30 p.m.

WHERE: **North Berkeley Senior Center**
1901 Hearst Avenue
Berkeley, CA 94709

SUBJECT: **Elmwood Commercial Historic District**
City Historic District (#LMIN2026-0001) designation of a group of properties on College Avenue, between Russell and Webster Street.

All persons are welcome to attend the hearing and will be given an opportunity to address the Commission. Comments maybe made verbally at the public hearing and/or in writing before the hearing. The Commission may limit the time granted to each speaker.

Send written comments to:
Landmarks Preservation Commission Secretary
City of Berkeley Land Use Planning Division
1947 Center Street, 2nd Fl. / Berkeley, CA 94704
or emal to: LPC@berkeleyca.gov.

To ensure inclusion in the packet, submit correspondence **seven (7)** days prior to the hearing. For any correspondence submitted less than seven days before the meeting, submit 11 copies which staff will deliver to the Commission at its meeting.

PLEASE NOTE: Email addresses, names, street addresses, and other contact information are not required, but if included in any communication to a City board, commission or committee, it will become part of the public record, and will become accessible on the City Website.

To request a disability-related accommodation(s) to participate in the meeting, including auxiliary aids or services, please contact the Disability Services Specialist at 981-6418 (V) or 981-6347 (TDD) at least three business days before the meeting date.

NOTICE CONCERNING YOUR LEGAL RIGHTS:
If you challenge the decision of the City in court, you may be limited to raising only those issues you or someone else raised at the public hearing or in written correspondence delivered to the Commission at or prior to, the public hearing.

The agenda and project files for this meeting will be available online 3 days prior to this meeting at:
https://berkeleyca.gov/your-government/boards-commissions/landmarks-preservation-commission

Post Date: April 24, 2026

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May 7, 2026

PR0POSED AMENDMENTS TO POSSIBLE DESIGNATION LANGUAGE FOR ELMWOOD HISTORIC COMMERCIAL DISTRICT

From Steven Finacom, member, Landmarks Preservation Commission

ADD statement that the Commission adopts by reference the lists of Features to be Preserved in the individual building / property descriptions provided in the Landmark Application, with the following additions / deletions / revisions>

Property #7: Claremont Garage.

ADD to Features to be preserved: *"Three original shopfront spaces (one on the west, two on the east) that flanked the automobile service bay, including unpainted brick piers on the facade."*

Property # 8: Koerber Building 5

ADD to features to be preserved. *"any original transoms or other facade features that might be extant behind the remodeled upper facade."*

Property # 10: Scott Building

Features to be preserved. **Delete** ~~"The tower, courtyard entries, windows, iced awnings, and stucco exterior of the corner two fifths of the building."~~

Property # 13. Sparhawk Building

ADD material in boldface below to features to be preserved:

"The Moorish arches, both hidden and uncovered, **including clerestory windows from the original design**."

"A symmetrical streetfront facade containing four matching bays".

(Delete) ~~"All remnants of the Roger Lee alterations from the 1950s"~~.

Property #14: Wilson Tulanian Building

ADD to Features to Be Preserved section this statement:

"A lighted commercial billboard added to the southern facade covers some original architectural elements and is <u>not</u> a contributing feature of the building."

Property #20: Dray Building.

ADD to Features to be preserved *"A rhythm of three storefront bays separated by piers."*

Property #21. Romie Building.

ADD to Features to be preserved: *"Should a future remodel provide the opportunity, lost elements of the original Gothic ornamentation of the facades could be recreated."*

Property #22. Pillars and park strips.

In Features to be preserved REPLACE *"the lawns"* with *"a planted area between sidewalk and adjacent private buildings."*

Property #23: Mercantile Trust Building.

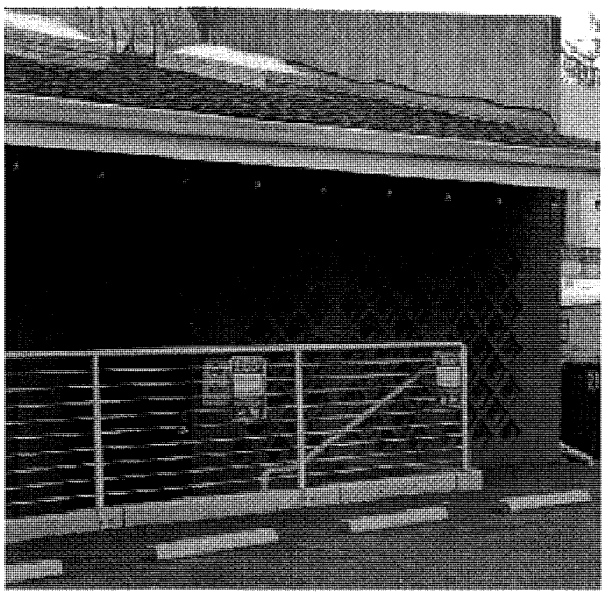
ADD to Features to Be Preserved: *"the building has three public facing facades on west, south, and east. All are largely intact and are significant contributing aspects of the building."*

Property # 24: Wells Fargo Bank Parking Lot.

DELETE "the lawn" from Features to be Preserved and replaced with *"a perimeter landscape setback which visually connects to the adjacent City owned park strip (Property #22)."*

Property #25: Stover Building:

ADD to Features to be Preserved: *"Concrete grid form wall / glass block panel on the rear (east) elevation of the current structure if further research can determine that this panel dates to the early to mid-20th century era when several Concrete Grid Form structures were constructed in Berkeley. Panel not necessarily to be preserved in situ."*



POSSIBLE REVISIONS / ADDITIONS FOR STATEMENT OF SIGNIFICANCE.

2. Statement of Significance

The district is significant under Berkeley's Landmarks Preservation Ordinance and National Register Criteria A and C (California Criteria 1 and 3) as a rare and highly intact example of a streetcar-era neighborhood commercial district. It embodies the patterns of early 20th-century suburban development and neighborhood-serving commerce, while also representing a cohesive body of commercial architecture distinguished by 1920s storefront design, decorative tilework, and pedestrian-oriented scale.

The Elmwood Commercial Historic District is not simply a collection of older buildings—it is a remarkably intact and continuously functioning artifact of early 20th-century urban planning, transit-oriented development, and neighborhood life. As one of the best-preserved examples of a streetcar-suburb commercial district in California, it meets landmark criteria at the local, state, and national level.

Remarkably it has retained not only retail establishments but several of the key features that once identified many older neighborhood-serving commercial districts throughout the Bay Area and California: its own branch Post Office; a neighborhood bank branch; its own theater.

The district is also culturally and historically significant as the locus of several successful, community based, efforts to respond to economic conditions and other changes that, in the second half of the 20th century, threatened to obliterate much neighborhood commercial throughout California's urban areas.

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These efforts included:

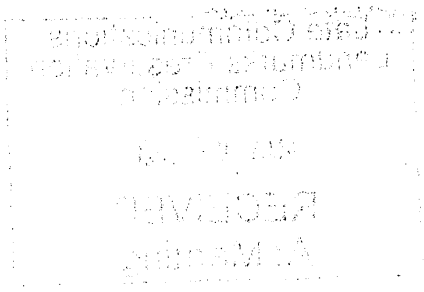
- successful opposition in the1960s, to a State proposal to construct a freeway through South Berkeley, which would have demolished much of the commercial and residential district (as was the case with the construction of Highway 24 through Oakland's Rockridge neighborhood.).
- successful opposition in the early 1980s to a pattern of rapidly rising retail rents that threatened to displace many locally owned, neighborhood-serving businesses. Activism resulted in Berkeley's adoption of a Commercial Rent Control ordinance, which, although later overturned by the State Legislature, did contribute during its existence to the retention of key shops and opportunities for merchants to purchase buildings that contained their shops.

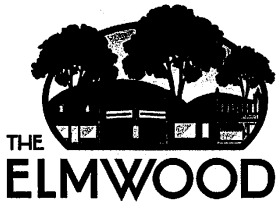
Establishment in the later 20th century of:

- a commercial quota system that endeavored to balance types and varieties of retail establishments within the commercial district.

- one of Berkeley's first Business Improvement Districts (BID), established in 1991.

- The Elmwood Theater Foundation, organized to save the Elmwood Theater after closure due to an adjacent building fire in 1988.





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Sarah Price-Secretary
Landmarks Preservation Commission
Land Use Planning Division

5/7/2026

Ref: Application for Elmwood Commercial Historic District

Dear Commissioners,

The Elmwood Business Association (EBA) Board of Directors discussed the application for landmark designation of the Elmwood Commercial Historic District on College Ave. at our board meeting on April 28, 2026.

The Elmwood is one of Berkeley's best preserved neighborhood commercial districts. It is defined by locally serving businesses and strong community identity. It is the heart of a local neighborhood where architecture, history, and community life still come together. After discussion of the application, the directors present voted unanimously to ask you to approve the application.

Thank you for your consideration

Claudia Hunka
Co-president Elmwood Business Association

Eric Green
Co-president Elmwood Business Association

EBA Board: Andrew Han, Monique Rodriguez, Tarah Ornelas, Trevor Ledergerber, Jesus Chavez, Robert McCourt

RE upzoning letter written by Peter Calthorpe, emailed May 5, 2026:

Forty years ago, I wrote a book called *Sustainable Communities* which launched a legion of movements to rethink the way we shape cities. Ten years later I authored *The Next American Metropolis* which helped create the Congress for New Urbanism and idea of Transit Oriented Development.

Over the years I worked for HUD developing the HOPE VI program to build over 160,000 units of the nation's decaying affordable housing and for the State of California as principal author of *Vision California 2050*. This plan was the first statewide land-use study to identify polices to create affordable and environmentally sustainable forms of infill growth. I also developed the University Ave Plan for Berkeley, the first time the idea of infill housing on moribund strip commercial land was tested at scale. It took time but it was a success.

Over these years, I think I have learned a few things about sustainable development, housing, and equity.

Recently I helped conceive, analyze, and shape state legislation to address the workforce housing crisis in California -- AB 2011. Adopted in 2022 this bill rezones 'by right' all strip commercial lands in the state to mixed-use, mixed-income multifamily housing. It mandates that such mixed-income infill be located in developments on roads of at least 4 lanes.

Regarding the rezoning of the Elmwood, I think one has to look at it from two perspectives — urban design and social equity. From an urban design perspective, it is inappropriate to build mid-rise buildings on two lane streets. Not only is it functionally difficult, but it doesn't respect the context of the street or meet any urban design standard that I've ever come across. AB 2011 establishes height limits based on street width, starting at 4 lanes. It is completely consistent with the vision for Shattuck and Solano -- but not Elmwood.

The second issue is social equity in areas that consist of largely wealthy housing. Elmwood offers little opportunity to address that with mid-rise development given the small parcel sizes. If up-zoned it would result in high end, big-view condos -- not diverse housing. Even though the city has an affordable inclusionary element, the in-lieu fee will allow developers to sift the affordable units away from Elmwood. Adding high-end housing to Elwood doesn't increase equity. In fact, the small parcels on College will cost a lot to build, further frustrating the goal of affordability.

For decades I have designed places that try to replicate the sensitive and rare local retail chemistry that exists in Elmwood. The place has so much history, human scale, and life -- a rare place in America today. It should be preserved and nurtured.

Finally. the potential development is trivial in the context of real needs. My conclusion is that from an urban design and functional standpoint the rezoning is inappropriate. From an equity standpoint it is at best symbolic and at worst counterproductive. It seems more like an act of retribution, not intelligent problem solving. I support the focused option if it only includes 7-11 and Post Office sites. And the height limit is 4 stories.

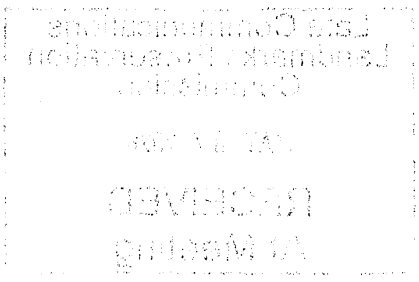
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Peter Calthorpe

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Berkeley, CA 94709 USA
D +1.510.898.7710 **M** +1.510.332.9685
Peter.Calthorpe@hdrinc.com

calthorpe.com

Peter Calthorpe



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Statement in Support of Elmwood Historic District Designation

Introduction

"Good evening, Chair and Commissioners. My name is Carole Burns and I am a resident of District 8 in Elmwood for 32 years. I am speaking tonight in strong support of the application to designate the Elmwood commercial district as a historic district.

The Significance of the 1907 Fabric

As you know the Elmwood is far more than just a cluster of storefronts; it is one of the most remarkably intact examples of an early 20th-century 'streetcar suburb' in the East Bay. Since its inception in 1907, this district has served as a physical timeline of Berkeley's evolution. Its significance lies in its **architectural continuity**. Unlike other areas that have seen fragmented development, the Elmwood retains a cohesive 'sense of place' defined by Edwardian-era craftsmanship, shingle-style textures, and classic Craftsman detailing.

The Merit of the District as a Whole

While individual buildings like the Elmwood Theatre are iconic, the true historical value here is the **district-wide integrity**. The relationship between these structures —their shared human scale, the recessed entryways, and the original clear story windows and detailed title work—creates an outdoor museum of early California retail architecture. This visual harmony is a finite cultural resource. Once these original materials and proportions are altered or lost, the historical 'legibility' of the neighborhood is gone forever.

Preservation as Essential Oversight

By granting landmark status, this Commission provides the necessary framework for **responsible stewardship**. It ensures that any future alterations or construction are held to the Secretary of the Interior's Standards, requiring that new work be compatible with the old. This is not about freezing the Elmwood in amber, but about ensuring that any evolution of these blocks respects the craftsmanship and historical narrative that have defined this community for over 115 years.

Closing

I urge you to support the landmark designation for the Elmwood commercial district. Its historical significance lies in its visual and physical cohesion—a quality that is increasingly rare in our region, one that creates a "Main-Street small-town atmosphere. By granting this status, the LPC ensures that this district remains a legible piece of Berkeley's history, where any future changes must respect the architectural language and craftsmanship that have defined College Avenue for over a century."

May 7, 2026

City of Berkeley
2180 Milvia St,
Berkeley, CA 94704

Re: Proposed Elmwood Historic District

By email: planninglpc@berkeleyca.gov

Cc: planning@berkeleyca.gov; clerk@cityofberkeley.info; attorney@berkeleyca.gov; CManager@berkeleyca.gov

Dear Berkeley Landmarks Preservation Commission,

The California Housing Defense Fund ("CalHDF") submits this letter as a public comment regarding item 8a on the agenda for the Landmarks Preservation Commission meeting of May 7, 2026. Specifically, we write to remind the City of its obligation to abide by all relevant state and federal laws when evaluating the proposed Elmwood Historic District. These laws include the Housing Element Law as well as state and federal fair housing laws.

In short, the proposed landmark designation of this area, undertaken to stop multifamily development, would continue the pattern of racial segregation in the Elmwood neighborhood that began more than a hundred years ago. This action would violate the City's legal duty to affirmatively further fair housing.

Adoption of this Historic District Would Create a New Constraint on Housing Development

Historic districts effectively freeze the built environment in place and make it highly challenging to develop multifamily housing. They represent a major new constraint on housing production.

Housing Element Law requires local governments to analyze governmental constraints on housing production. (Gov. Code, § 65583, subd. (a)(5).) The results of this analysis then inform the policies and programs in the housing element. (See *id.*; *id.* at subd. (c)(3); *Californians for Homeownership, Inc. v. City of Beverly Hills* (2023) Los Angeles County Superior Court, Case No. 23STCP00143, at p. 6, [finding planned rezonings for housing element site inventory

must consider constraints identified by the housing element's constraints analysis] [opinion attached to this letter].)

However, because this proposed historic district was not analyzed in the City's housing element, the City cannot rely on its housing element programs to fulfill its portion of the Regional Housing Needs Allocation unless it analyzes these new constraints and offsets their impact on housing production.

Furthermore, as discussed *infra*, adoption of this historic district would violate the City's obligation to affirmatively further fair housing in the preparation of its Housing Element. (See Gov. Code, § 65583, subd. (a)(3), (b)(1).)

Adoption of this Historic District Would Enshrine a Legacy of Segregation

The Elmwood neighborhood has a remarkably shameful history of segregation. As is well known in Berkeley, developer Duncan McDuffie placed racial covenants on his developments in the area in order to ensure that only whites would be able to live there. He also spearheaded the invention of single-family zoning to ensure that Black-owned dancehalls and Chinese-owned laundromats would not be allowed to open in his Elmwood developments.[1]

Furthermore, federal policies ensured that the neighborhood would remain segregated. The Federal Housing Administration (FHA) only insured developments in the area that would be whites-only, a policy that continued throughout the 1950s, with the result that Elmwood is now one of the whitest areas in the East Bay.[2]

Single-family zoning, along with the segregationist policies of the FHA, ensured that across the country, single-family zoning was tantamount to declaring an area "whites-only." Elmwood was the origin point for this practice.

The nominating report whitewashes this shameful history. Instead, McDuffie is portrayed as a civic visionary. From page 11 of the nominating report:

> Duncan McDuffie, developer of the Claremont district, whose abiding interests were nature conservation and city planning, was appointed president of the commission. McDuffie had introduced building restrictions in Claremont, knowing that this was the only way to ensure a neighborhood of homogeneous use.

---

[1] https://www.berkeleyside.org/2024/07/23/berkeley-zoning-has-served-for-many-decades-to-separate-the-poor-from-the-rich-and-whites-from-people-of-color-2

[2] https://eastbayexpress.com/elmwood-scene-neighborhoods-past-is-not-its-future/

When the report mentions people of color at all, it is to highlight their presence in the commercial area. The report makes no mention of their segregation from the surrounding residential community.

Furthermore, it is clearly the intent of this nomination to prevent multifamily development in the area. From page 8:

> The City Council would like to up-zone the blocks of College Avenue between Dwight Way and the Oakland border in order to allow much taller buildings. Of course, up-zoning would destroy the historic character of the entire length of College ...

This nomination is clearly seeking to prevent the development of lower-cost housing options, such as multifamily buildings, in the Elmwood area. This would continue the legacy of segregation in the community.

Local governments have an obligation under California to refrain from any actions that would discriminate against protected classes, or against the "intended occupancy of any residential development by persons or families of very low, low, moderate, or middle income." (Gov. Code, § 65008, subs. (a)(3), (b)(1)(C), and (b)(2)(B).) In addition, both local governments and California state agencies are tasked with affirmatively further fair housing (AFFH), requiring "meaningful actions, in addition to combating discrimination, that overcome patterns of segregation and foster inclusive communities free from barriers that restrict access to opportunity based on protected characteristics." (Gov. Code, § 8899.50, subd. (a)(1).) The obligation to AFFH works in conjunction with, and independently of, local governments' housing element obligations. Local governments are required to include a plan to AFFH as part of a compliant housing element, and are required to carry out this plan and other policies consistent with their obligation to affirmatively further fair housing. (*Id.*, § 65583, subd. (a)(3), (b)(1).)

The proposed historic district, undertaken to stop multifamily development in a historically segregated neighborhood, is wildly inconsistent with the City's obligation to take "meaningful actions . . . to overcome patterns of segregation and foster inclusive communities free from barriers that restrict access to opportunity based on protected characteristics." (Gov. Code, § 8899.50, subd. (a)(1).)

♦ ♦ ♦

We urge the City to reject the proposed historic district, in keeping with its obligations under state and federal fair housing law and the Housing Element Law.

CalHDF is a 501(c)(3) non-profit corporation whose mission includes advocating for increased access to housing for Californians at all income levels, including low-income households. You may learn more about CalHDF at www.calhdf.org.

Sincerely,

Dylan Casey
CalHDF Executive Director

James M. Lloyd
CalHDF Director of Planning and Investigations

Riemer, Allison

From: James Lloyd <james@calhdf.org>
Sent: Thursday, May 7, 2026 5:52 PM
To: Landmarks Preservation Commission
Cc: City Clerk; City Attorney's Office; Manager, C; Planning Dept. Mailbox
Subject: Re: public comment re item 8a for tonight's LPC meeting
Attachments: Californians for Homeownership v. City of Beverly Hills (2).pdf

WARNING: This is not a City of Berkeley email. Do not click links or attachments unless you trust the sender and know the content is safe.

Please see attached the court case referenced by our public comment for tonight's LPC meeting.

James M. Lloyd
Director of Planning and Investigations
California Housing Defense Fund
james@calhdf.org
CalHDF is grant & donation funded
Donate today - https://calhdf.org/donate/

On Thu, May 7, 2026 at 5:14 PM James Lloyd <james@calhdf.org> wrote:

> Dear Berkeley Landmarks Preservation Commission,
>
> The California Housing Defense Fund ("CalHDF") submits the attached public comment regarding item 8a on the agenda for the Landmarks Preservation Commission meeting of May 7, 2026, the proposed Elmwood Historic District.
>
> Sincerely,
>
> James M. Lloyd
> Director of Planning and Investigations
> California Housing Defense Fund
> james@calhdf.org
> CalHDF is grant & donation funded
> Donate today - https://calhdf.org/donate/

FILED
Superior Court of California
County of Los Angeles
SEP 12 2023
David W. Slayton, Executive Officer/Clerk of Court
By: M. Mort, Deputy

Superior Court of California
County of Los Angeles

CALIFORNIANS FOR HOMEOWNERSHIP, INC., Petitioner, vs. CITY OF BEVERLY HILLS, Respondent.	Case No. 23STCP00143 **RULING ON VERIFIED FIRST AMENDED PETITION FOR WRIT OF MANDATE** Dept. 82 (Hon. Curtis A. Kin)

Petitioner Californians for Homeownership, Inc. petitions for a writ of mandate directing respondent City of Beverly Hills to adopt a revised housing element pursuant to Government Code § 65754.

I. Factual Background

The State of California requires each city to have a "comprehensive, long-term general plan for the physical development" of the city. (Gov. Code § 65300.)[1] Each general plan must have a housing element. (§ 65302(c).) The housing element consists of 'standards and plans for housing sites in the municipality that 'shall endeavor to make adequate provision for the housing needs of all economic segments of the community.' [Citations.]" (*California Building Industry Assn. v. City of San Jose* (2015) 61 Cal.4th 435, 444; *see also* § 65580 [legislative findings concerning housing element law].)

"A municipality must review its housing element for the appropriateness of its housing goals, objectives, and policies and must revise the housing element in accordance with a statutory schedule." (*Martinez v. City of Clovis* (2023) 90 Cal.App.5th 193, 222, citing § 65588(a), (b).) "The interval between the due dates for

[1] All statutory references are to the Government Code, unless otherwise specified.

the revised housing element is referred to as a planning period or cycle, which usually is eight years." (*Martinez,* 90 Cal.App.5th at 222, citing § 65588(e)(3), (f)(1).)

"A revised housing element's assessment of needs must quantify the locality's existing and projected housing needs for all income levels, which includes the locality's proportionate share of regional housing needs for each income level." (*Martinez,* 90 Cal.App.5th at 223, citing § 65583(a)(1).) "The projected regional housing needs for a planning period are determined by the HCD [Department of Housing and Community Development] in consultation with regional 'councils of government.'" (*Martinez,* 90 Cal.App.5th at 223, citing §§ 65584(a) & (b), 65584.01, 65588(e)(3).) "Based on the HCD's regional housing needs determination, each regional council of governments adopts a 'final regional housing need plan that allocates a share of the regional housing need' among the cities and counties within its region." (*Martinez,* 90 Cal.App.5th at 223, citing § 65584(b).)

For the 2021-2029 planning period, the City Council of respondent City of Beverly Hills ("City") adopted a housing element on October 12, 2021 and submitted it for review to HCD. (JR 776.) On January 14, 2022, HCD determined that the housing element did not fully comply with the housing element law and provided necessary revisions. (JR 1309-16.)

On September 28, 2022, the City submitted a revised housing element to HCD. (JR 776.) On November 28, 2022, HCD determined that the revised housing element did not fully comply with the housing element law and provided necessary revisions. (JR 1318-24.)

On February 21, 2023, after having revised the September 2022 housing element, the City adopted the revision. (JR 5.) On February 21, 2023, petitioner Californians for Homeownership, Inc., who monitors local compliance with the housing element law, sent a letter to the City asserting that the revised housing element was inadequate for reasons identified by HCD and petitioner. (JR 1584-85.) On May 12, 2023, HCD determined that the housing element does not substantially comply with housing element law. (RJN Ex. B.)

II. Procedural History

On January 18, 2023, petitioner filed a verified petition for writ of mandate. On May 24, 2023, pursuant to stipulation, petitioner filed a verified first amended petitioner for writ of mandate.

On June 22, 2023, during the trial setting conference, the Court set the hearing on the instant petition for September 12, 2023.

On July 14, 2023, petitioner filed an opening brief. On August 15, 2023, respondent filed an opposition. On August 31, 2023, petitioner filed a reply.

III. Request for Judicial Notice

Petitioner's requests for judicial notice are ruled on as follows:

- Exhibit A (September 15, 2017 Assembly Floor Analysis of AB 1397 (2017-2018 Session)) – GRANTED (Evid. Code § 452(c); *Wood v. Kaiser Foundation Hospitals* (2023) 88 Cal.App.5th 742, 751, fn. 4)

- Exhibit B (May 12, 2023 Letter from HCD to City) – GRANTED (Evid. Code § 452(c))

- Exhibit C (Staff Report for June 22, 2023 Meeting of Beverly Hills Planning Commission) – DENIED

- Exhibit D (Minutes of June 22, 2023 Meeting of Beverly Hills Planning Commission) – DENIED

- Exhibit E (Resolution No. 1907 of Beverly Hills Planning Commission) – DENIED

- Exhibit F (2022 Form 10-K for Creative Media & Community Trust Corporation (Excerpts)) – DENIED

- Exhibit G (June 10, 2020 Memorandum of the California Department of Housing and Community Development, Entitled "Housing Element Site Inventory Guidebook") – GRANTED (Evid. Code § 452(c))

- Exhibit H (City of Gardena's 2021-2029 Housing Element, Table C-1) – GRANTED (Evid. Code § 452(c))

With respect to denying the request for judicial notice of Exhibits C, D, E, and F, the Court notes these exhibits are extra-record evidence petitioner presents to demonstrate that certain sites listed in the sites inventory of the housing element are improperly included. For the reason stated in section V.C below, this is improper. The exhibits are accordingly irrelevant. (*Mangini v. R.J. Reynolds Tobacco Co.* (1994) 7 Cal.4th 1057, 1063 ["Although a court may judicially notice a variety of matters (Evid. Code, § 450 *et seq.*), only relevant material may be noticed"].)

IV. Standard of Review

CCP § 1085(a) provides: "A writ of mandate may be issued by any court to any inferior tribunal, corporation, board, or person, to compel the performance of an act which the law specially enjoins, as a duty resulting from an office, trust, or station, or to compel the admission of a party to the use and enjoyment of a right or office to

23STCP01759

which the party is entitled, and from which the party is unlawfully precluded by that inferior tribunal, corporation, board, or person."

"Any action brought by any interested party to review the conformity with the provisions of this article of any housing element or portion thereof or revision thereto shall be brought pursuant to Section 1085 of the Code of Civil Procedure; the court's review of compliance with the provisions of this article shall extend to whether the housing element or portion thereof or revision thereto substantially complies with the requirements of this article." (§ 65587(b); *see also* § 65751.) Substantial compliance means "actual compliance in respect to the substance essential to every reasonable objective of the statute, as distinguished from mere technical imperfections of form." (*Martinez,* 90 Cal.App.5th at 237, internal citations omitted.)

"[A] city's adoption of a housing element is a legislative enactment, something which is generally entitled to some deference." (*Fonseca v. City of Gilroy* (2007) 148 Cal.App.4th 1174, 1191.) "If the municipality has substantially complied with statutory requirements, we will not interfere with its legislative action, unless that action was arbitrary, capricious, or entirely lacking in evidentiary support." (*Ibid.*) The challenging party has the burden to demonstrate that the housing element is inadequate. (*Ibid.*)

V. Analysis

A. This Dispute is Not Moot

As a preliminary matter, respondent asserts that the City anticipates adopting a revised housing element in November of this year to address concerns about the current housing element. (Wiener Decl. ¶ 2.) However, there is no guarantee that a revision will be completed by November or that the City will adopt a revision at that time, or at any time thereafter. The Court can only rule based on the current housing element. The instant petition is entitled to preference. (§ 65752.) Further, if the Court were to enter judgment in favor of petitioner, the housing element law provides deadlines for the City to address the deficiencies in the housing element and to submit the revision to HCD. (§ 65754(a).) If respondent were to appeal, the appeal would be given preference also. (§ 65752.) Accordingly, there is no reason to delay ruling on the merits of the operative first amended petition.

B. Whether Sites Inventory Meets Statutory Requirements

1. Realistic Development Capacity

The inventory in a housing element must "specify for each site the number of units that can realistically be accommodated on that site and whether the site is adequate to accommodate lower income housing, moderate-income housing, or above moderate-income housing." (§ 65583.2(c).) For a city that does not require a

minimum residential density,[2] the city "shall demonstrate how the number of units determined for [each] site...will be accommodated." (§ 65583.2(c)(1).) As part of the calculation, " [t]he number of units calculated...shall be adjusted as necessary, based on the land use controls and site improvements requirement identified in paragraph (5) of subdivision (a) of Section 65583, the realistic development capacity for the site, typical densities of existing or approved residential developments at a similar affordability level in that jurisdiction, and on the current or planned availability and accessibility of sufficient water, sewer, and dry utilities." (§ 65583.2(c)(2).)

An "assessment of housing needs and an inventory of resources and constraints relevant to the meeting of these needs" shall include an "analysis of potential and actual governmental constraints upon the maintenance, improvement, or development of housing for all income levels...including land use controls, building codes and their enforcement, site improvements, fees and other exactions required of developers, local processing and permit procedures, and any locally adopted ordinances that directly impact the cost and supply of residential development." (§ 65583(a)(5).)

To demonstrate that its inventory is adequate, respondent relies on a Mixed Use Overlay Zone ("Overlay Zone") adopted by ordinance on November 17, 2020, where the maximum residential density within the zone was increased from 0 in commercial areas to 79.2 units/acre. (JR 200, 209.) The Overlay Zone spans the length of the City from east to west and partially north to south, along its largest commercial corridors, including Wilshire Boulevard, Robertson Boulevard, Olympic Boulevard, South Doheny Drive, and South Beverly Drive. (JR 125; *see also* JR 213 [map of Overlay Zone].) In the housing element, the City describes the purported benefits of the Overlay Zone: "This wide-scale rezoning allows for the creation or conversion of non-residential space into residential units, and therefore will create all net new housing, since it does not involve the displacement of any existing occupied housing/residents." (JR 125.)

Respondent argues that the maximum residential density exceeds the minimum 30 units per acre that is statutorily deemed appropriate to accommodate housing for lower income individuals. (§ 65583.2(c)(3)(B)(iv).) Respondent also argues that existing commercial buildings in the Overlay Zone may obtain a permit to convert to a mixed-use building and obtain relief from having to comply with standards concerning parking requirements, loading facilities, outdoor living space, commercial-residential transitional setbacks, or height limits if compliance is physically infeasible. (JR 1636; *see also* Chen Decl. Ex. G [Beverly Hills Municipal Code ("BMMC") § 10-3-1888].) The vacancy rates for commercial buildings also purportedly create an incentive for commercial building owners to convert their buildings to mixed-use projects. (JR 201.)

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[2] It is undisputed Beverly Hills does not mandate a minimum residential density.

For commercial properties listed in the sites inventory of the housing element that were designated for conversion or indicated as having conversion potential (JR 229-34), to calculate the total number of units on the site, the City multiplied the total parcel size by the maximum allowable residential density.[3] However, the total parcel size listed in the sites inventory refers to land area, not the square footage of the existing building that can accommodate residential units. Contrary to respondent's contention, the sites inventory does not account for floor area capacity; the sites inventory lists the height limit of the building, not the number of stories to be converted to residential use. (*See, e.g.,* JR 229 [column name is "Height Limit (stories)," 233 [8500 Wilshire Blvd. described as "8 story building – conversion," but height limit is 3 stories].) As a result, for buildings to be converted to mixed use, the housing element does not demonstrate how the number of units indicated in the sites inventory will be accommodated, as required by section 65583.2(c)(1).

Moreover, as petitioner points out in the reply, most of the sites in the City's sites inventory are not designated as conversions or potential conversions. (JR 229-34.) For sites not indicated as conversions, any construction of residential units is subject to land use and building controls. For example, multi-family developments are subject to height limits from three to five stories. (JR 153-54.) Any building in the Overlay Zone must include commercial uses on the ground floor, and residential uses on the first floor within the first 40 feet from the street are prohibited. (BMMC §§ 10-3-1877(C), 10-3-1879.) Moreover, each multi-family development must have at least 200 square feet for each dwelling unit, excluding front yards, balconies, and pedestrian accessways. (BHMC §§ 10-3-1886, 10-3-2803.)

The sites inventory contains no adjustment based on land use controls for new construction, as required by section 65583.2(c)(2). Rather, like the sites designated as conversions, the number of units for each site is calculated based on the land area multiplied by the maximum residential density. Moreover, the housing element contains no meaningful consideration and analysis of the governmental constraints on the development of housing, as required by § 65583(a)(5). Rather, the City relies on prior approved and proposed developments in arguing in conclusory fashion that "the current standards are not inhibiting development of housing." (JR 158-159, 203-04.) Accordingly, the housing element, including the sites inventory, fails to account for the realistic development capacity for the sites listed in the inventory.

With respect to respondent's contention that the maximum residential density exceeds the density set forth in section 65583.2(c)(3)(B)(iv), this only means that the

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[3] For example, for 8730 Wilshire Blvd., the parcel size is 11,863 square feet. (JR 233.) There are 1/43,560 acres in one square foot. (*See* https://www.britannica.com/science/acre-unit-of-measurement [43,560 square feet in 1 acre].) 11,863 square feet multiplied by 1/43,560 acre per square foot is 0.27 acres. 0.27 acres multiplied by 79.2 units per acre is approximately 21 units.

City does not have to provide an analysis demonstrating how its adopted density accommodates its share of the regional housing need for lower income households. (§ 65583.2(c)(3)(A-B).) However, the City still must adjust the number of units for each site based on the realistic development capacity of the site under section 65583.2(c)(1) and (c)(2) and provide an "analysis of potential and actual governmental constraints upon the...development of housing for all income levels" under section 65583(a)(5).

Petitioner also argues that the City designated the majority of the sites on the sites inventory as 100% low-income or 100% moderate-income housing without explaining the basis for such designation. (OB at 10:6-7.) Petitioner further argues that the City did not adjust the unit counts based on "typical densities of existing or approved residential developments at a similar affordability level in that jurisdiction," as required by section 65583.2(c)(2). (OB 10:7-8.)

Petitioner, however, does not reference any statute that requires an explanation for the basis for the low-income or moderate-income housing designation. The housing element law only requires that the City specify "the number of units that can realistically be accommodated on that site and whether the site is adequate to accommodate lower income housing, moderate-income housing, or above moderate-income housing" and demonstrate "how the number of units determined for that site...will be accommodated." (§ 65583.2(c), (c)(1).) The sites inventory indicates the total number of units for each site. (JR 229 ["Total Units" column].) By indicating the number of units that are designated as low-income or moderate-income housing, the City also indicates "whether the site is adequate to accommodate lower income housing [or] moderate-income housing." (JR 229 ["Lower" and "Mod" columns].) While the City did not explain how the total number of units will be accommodated for the reasons stated above, the designation of housing as low-income or moderate-income is not deficient.

Nevertheless, it is not apparent from the sites inventory whether the City adjusted the numbers for low-income and moderate-income housing based on "typical densities of existing or approved residential developments at a similar affordability level in that jurisdiction." (§ 65583.2(c)(2).) By multiplying the land area by the maximum residential density of 79.2 units per acre and designating all housing as low- or moderate-income housing, the City assumes that all units built on the site will be low-income or moderate-income housing. The City does not account for the possibility that only a certain percentage of the housing on the site will be designated for residents with low- or moderate-income. A revised housing element would need to contain an adjustment based on typical densities at similar affordability levels.

In sum, with respect to realistic development capacity, the housing element is deficient for the following reasons: (1) for conversions, the sites inventory calculates the total number of units based on a product of land area and the maximum residential density without accounting for the floor area of the building; (2) the sites

inventory does not contain any adjustments based on land use controls for new construction; (3) the housing element contains no analysis of the governmental constraints on the development of housing; and (4) the sites inventory does not contain any adjustments based on typical densities of existing or approved residential developments at similar affordability levels in the City.

2. Nonvacant Sites

For nonvacant sites, the housing element law imposes the following additional requirement:

> [T]he city or county shall specify the additional development potential for each site within the planning period and shall provide an explanation of the methodology used to determine the development potential. The methodology shall consider factors including the extent to which existing uses may constitute an impediment to additional residential development, the city's or county's past experience with converting existing uses to higher density residential development, the current market demand for the existing use, an analysis of any existing leases or other contracts that would perpetuate the existing use or prevent redevelopment of the site for additional residential development, development trends, market conditions, and regulatory or other incentives or standards to encourage additional residential development on these sites.

(§ 65583.2(g)(1).)

Petitioner argues that the City does not explain how its methodology relates to the sites it has included or excluded in the sites inventory. For underutilized nonvacant sites, respondent explains that it selected sites that were more likely to be redeveloped or converted based on evidence of a lack of investment in the property, such as a lack of maintenance or lack of recent upgrades and improvements; parcels with underutilized improvements; and parcels with existing commercial buildings that are higher than 3 stories but whose floor plan is conducive to residential conversion. (JR 202-03, 210-11.) Respondent also explains that existing uses do not constitute an impediment to additional residential development because the creation of the Overlay Zone creates opportunities for residential development; conversion from non-residential to residential use costs less than new construction; and high residential property values in the City create financial incentives for residential development. (JR 209-10.) However, respondent discusses its methodology for determining development potential generally, without engaging in any site-specific analysis.

Respondent contends that it need not engage in an analysis of the methodology of the development potential for each site. The Court disagrees. Section

65583.2(g)(1) states that, for nonvacant sites, "the city or county shall specify the additional development potential for each site within the planning period and shall provide an explanation of the methodology used to determine the development potential." Reading the subdivision as a whole, the City is required to provide an explanation of the methodology for each site in the sites inventory. Among the factors that the methodology must consider are "the current market demand for the existing use" and "an analysis of any existing leases or other contracts that would perpetuate the existing use or prevent redevelopment of the site for additional residential development." (§ 65583.2(g)(1).) These factors necessarily relate to specific sites and cannot be discussed generally. Because the Legislature included these factors, the Legislature surely intended that the City provide "an explanation of the methodology used to determine the development potential" for each site.

Without a site-specific analysis, it is unclear how the methodology was applied. For example, as petitioner points out in the opening brief, the City purports to have excluded commercial buildings that contained medical uses and car dealerships from the sites inventory. (JR 210.) However, the sites inventory includes medical buildings and car dealerships. (*See, e.g.,* JR 229-30 [153 S. Doheny Dr., 239 S. La Cienega Blvd., 8833 W. Olympic Blvd., 8845 W. Olympic Blvd., 9134 W. Olympic Blvd.].) The City does not explain how the existing use does not serve as an impediment to residential development.

For the foregoing reasons, with respect to section 65583.2(g)(1), the housing element is deficient because the City did not provide an explanation of the methodology used to determine the development potential for each site, including a discussion of the factors probative of likelihood of redevelopment set forth in section 65583.2(g)(1).

Further, the sites inventory shows that the City is meeting all of its share of the need for lower-income housing through nonvacant sites. Accordingly, section 65583.2(g)(2), quoted below, is implicated:

> In addition to the analysis required in paragraph (1), when a city or county is relying on nonvacant sites described in paragraph (3) of subdivision (b) to accommodate 50 percent or more of its housing need for lower income households, the methodology used to determine additional development potential shall demonstrate that the existing use identified pursuant to paragraph (3) of subdivision (b) does not constitute an impediment to additional residential development during the period covered by the housing element. An existing use shall be presumed to impede additional residential development, absent findings based on substantial evidence that the use is likely to be discontinued during the planning period.

(§ 65583.2(g)(2).)

For nonvacant sites, the "Field Notes/Existing Conditions & Analysis for Keeping/Removing" column in the sites inventory only indicates the existing use of the site and whether the site is designated for conversion or has conversion potential. (JR 229-34.) The City does not engage in any discussion of occupancy rates, lease terms, viability of the business operating at the sites. Nor does the City present any other discussion demonstrating that the existing use for each site "does not constitute an impediment to additional residential development during the period covered by the housing element." (§ 65583.2(g)(2).) Without any evidence concerning the existing use of each site, the existing use is presumed to impede additional residential development. (*Ibid.*)

Respondent maintains that Culver City and Gardena obtained HCD approval based on a chart similar to its sites inventory. However, unlike Beverly Hills, Gardena's sites inventory sets forth the existing use of each site and why the existing use is likely to be discontinued during the planning period. (Reply RJN Ex. B; cf. Chen Decl. Ex. B at 71 [listing criteria used in selection of sites].) With respect to Culver City, the sites inventory does not set forth the reason why the existing use is likely to be discontinued. (Chen Decl. Ex. A at Appendix B.) However, elsewhere in the housing element, Culver City discusses sites that present opportunities for development based on positive responses from property owners and developers. (Chen Decl. Ex. A at B-9 to B-10.) Unlike Beverly Hills, Culver City discussed how the existing use at certain sites would not impede residential development. Beverly Hills did not engage in any site-specific analysis concerning how the existing use would not impede additional residential development.

Respondent contends that the Court of Appeal in *Martinez v. City of Clovis* (2023) 90 Cal.App.5th 193 determined that no site-specific analysis concerning the methodology used to determine development potential and additional development factors is required. This is not quite accurate. In *Martinez*, the Court of Appeal found that section 65583.2(g)(1) "does not mandate the City 'specify the additional development potential for each [nonvacant] site within the planning period and ... provide an explanation of the methodology used to determine the development potential' *in the housing element itself*." (*Martinez*, 90 Cal.App.5th at 248-49, emphasis added.) While specification of the additional development potential for each site does not have to be part of the housing element, the City still must demonstrate the additional development potential for each site. In *Martinez*, for example, the City of Clovis provided evidence outside of the housing element to demonstrate the development potential of a nonvacant site. (*Id.* at 249-51.)

Here, there is no analysis of the additional development potential for each site listed in the sites inventory in the housing element or elsewhere. Further, the housing element does not contain findings based on substantial evidence that the existing uses of nonvacant sites are likely to be discontinued, as required by section 65583.2(g)(2).

In sum, with respect to nonvacant sites, the housing element is deficient for the following reasons: (1) the City did not provide an explanation of the methodology used to determine the development potential for each site in the sites inventory, including a discussion of the factors probative of likelihood of redevelopment set forth in section 65583.2(g)(1); and (2) the City fails to demonstrate with substantial evidence that the existing use for each site in the sites inventory does not constitute an impediment to additional residential development during the period covered by the housing element.

C. Specific Sites

Petitioner also contends that certain sites were improperly included in the sites inventory. (OB at 15:6-17:1.) Petitioner maintains that the City did not make the findings based on substantial evidence that are required to rebut the presumption under section 65583.2(g)(2) that the existing use will impede additional residential development. (Reply at 4:13-14.)

However, in contending that additional residential development is not possible on certain sites, petitioner relies on extra-record evidence. For example, for 55 North La Cienega, the sites inventory indicates that the property will have 70 low-income units. (JR 229.) However, petitioner presents a Planning Commission Report and meeting minutes to assert that the City's Planning Commission approved development on the site with only 11 units of very low-income housing. (Gelfand Decl. Exs. C at 1, D at 3-4.)

"[W]here the scope of review of factual findings is substantial evidence, review limited to the administrative record is appropriate because extra-record evidence is irrelevant to whether the agency's decision is supported by substantial evidence." (*Cinema West, LLC v. Baker* (2017) 13 Cal.App.5th 194, 208.) Petitioner cannot challenge the inclusion of sites in the inventory based on extra-record evidence. Ironically, petitioner would have the Court consider the propriety of certain sites based on extra-record evidence, but then bar respondent from presenting extra-record evidence to rebut petitioner's argument. (Reply at 4:18-5:13.)

With respect to sites which petitioner contends are unlikely to disappear based on their existing use (OB at 16:21-17:2; JR 1557-58), the Court already finds that respondent did not make findings based on substantial evidence that the existing use for each nonvacant site in the sites inventory is likely to be discontinued. The City must make such findings in revising the housing element.

VI. Conclusion

The petition is GRANTED. Pursuant to Local Rule 3.231(n), petitioner shall prepare, serve, and ultimately file a proposed judgment and proposed writ of mandate.

Date: September 12, 2023

HON. CURTIS A. KIN

Riemer, Allison

From: Sheila Schwartzburg <sheilaschwa@gmail.com>
Sent: Thursday, May 7, 2026 5:36 PM
To: Landmarks Preservation Commission
Subject: Preservation please

WARNING: This is not a City of Berkeley email. Do not click links or attachments unless you trust the sender and know the content is safe.

Hello,
We are 53 year residents of the Elmwood and hope the Elmwood will be preserved and landmarked. It is a joy to visit all the high points of the Elmwood with our grandchildren and we wish that for future generations. The library feeds our minds, the restaurants feed us and the stores clothe us and supply us with everything one could possibly want in these few blocks. Thank you for making a wise decision.
Sheila and Toby Schwartzburg

Riemer, Allison

From: Jan Volz-Kelly <jvk4peace@gmail.com>
Sent: Thursday, May 7, 2026 6:12 PM
To: Landmarks Preservation Commission
Subject: Landmarking of the Elmwood District

WARNING: This is not a City of Berkeley email. Do not click links or attachments unless you trust the sender and know the content is safe.

Dear Commission members,

My name is Jan Volz-Kelly.
I have been a resident of Berkeley for more that 40 years.
I support the Landmarking of the Elmwood District.

Regards,
Jan Volz-Kelly

Riemer, Allison

From: Andrew Hess <andrewclaytonhess@gmail.com>
Sent: Wednesday, May 13, 2026 5:33 PM
To: Landmarks Preservation Commission
Cc: Humbert, Mark
Subject: Elmwood Historic District

WARNING: This is not a City of Berkeley email. Do not click links or attachments unless you trust the sender and know the content is safe.

Hello,

I read the Berkeleyside article and I'd like to voice my objection to the proposal for Elmwood to be made into a historic district.

While there could be some merits, the current proposal is far too broad and comes across as NIMBY blocking tactics. It lost all credibility with its arguments for both the parking lot and the 7eleven strip mall.

Could you please forward this note to those voting on the matter? I couldn't figure that out from your website.

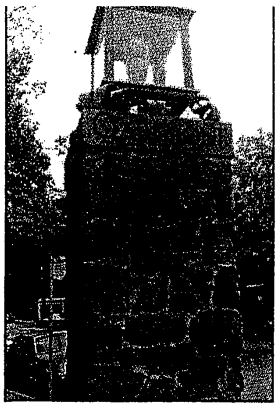
Thanks,

Andrew Hess
(and I live in Elmwood)

Hello, allison,
Here's a copy of the summary article about the Pillar at the south east corner of Ashby and College. Important history + confirms that although this Pillar looks "original" with visible "cracks" at the top, etc., it has a very stable inside design — NOT the original "rubble core" — part of the important Elmwood history —

All this is just one example of the importance of "Landmark" & history and integrity of the Elmwood Business District.
Be well.
Doris Nassing

Pillars of the Community



Chester King Vega

'You can't save the whole world, but you do what you can ... and see it through.'
DORIS NASSIRY

Neighbors unite to preserve historic stone entry pillars around the city.

By Sheila Holderness

Sometimes we humans don't even notice things that are part of our everyday personal vision plan — until they've gone missing.

For example, would many denizens of the Claremont-Elmwood district — or any of the many drivers and pedestrians who trek through the popular area daily — notice if the city of Berkeley dismantled and took away the two decaying stone pillars at the northeast and southeast corners of College and Ashby avenues? Heck, has anyone even noticed the pillars are in a state of decay?

Don't jump into the car and drive to the intersection with intent to shackle yourself to one of these beautiful portals to the past: thanks to the fundraising and sweat equity of a small group of folks called "Pillars of Our Community," no one — not even Public Works, EBMUD or CalTrans — is going to snatch away this bit of history. In a short time the 1905 sandstone structures — one next to Wells Fargo Bank and the other across the street next to Mission National Bank — will be in a fine state of repair.

"Pillars" is the brainchild of Doris Nassiry and a couple of other people who noticed that the stone pillars installed by Duncan McDuffie (a founder of the Sierra Club,

See PILLARS, page C-13



Noah Berger

Doris Nassiry

Pillars

Continued from front page

and of Mason McDuffie) in 1905, to define and landmark their Elmwood Park residential development, were cracked (dangerously so), atilt, and generally rundown. At the same time — about two years ago — the group was aware that PERS money (City pension fund rebates) was being earmarked for projects to improve parks and open spaces in Berkeley via mini-grants to qualified (demonstrable community support and volunteer sweat equity) community groups in amounts up to $3,500.

Doris Nassiry thought, "Why not?" The definition of "parks and public spaces" has been widened to include such things as benches, creeks, stairways, balustrades, fountains, pathways, walls, traffic bollards, urns — anything that makes the urban cacophony of our environment more tranquil. Why not pillars?

Gail Keleman, who is active in Partners for Parks, points out, "A lot of the 'street architecture' in Berkeley is what makes walking in this town so wonderful. It should be included in the definition of open space resources. A lot of our structures are WPA — and many use stone quarried from La Loma Park here in Berkeley. Did you know that 36 of the stone pillars in Berkeley have landmark status?"

With that kind of in-house enthusiasm, the small Pillars group set about garnering the moral and monetary support of Elmwood merchants and residents: $3,500 wasn't going to do the job, not even the bare bones job.

"I like the idea. I'm glad there is a move to save that connection with the past and happy to support it," says Peggy Casey, a contributor and proprietor of Bill's Trading Post on College Avenue for the past 30 years. "Kids climb on those pillars and they don't look safe. We even had one character who used to climb up and sit on the ball on top of a pillar every evening to watch the sun set. Think if he had injured himself!"

Nassiry got together with Joan Collignon, another Claremont-Elmwood resident; Mary Hardy, an architectural conservator; and Gail Keleman, a knowledgeable-about-mini-grants-and-pillars North Berkeleyan; and planned a long walk with a photographer. They surveyed all the pillars in the Elmwood, and included those on Hillcrest, the Uplands, Russell, Derby, Pine and Claremont at Avalon. (The dream of the group is to restore the most needy pillars in all of the areas of Berkeley.)

Interestingly, many of the pillars in the Claremont-Elmwood area were designed by the noted architect John Galen Howard, although it is not known whether he was responsible for the Ashby/College structures (At one time, there were actually four pillars — two on each side — at the Ashby/College intersection.)

The Elmwood Park pillars are made from gray-green to golden sandstone — possibly Colusa sandstone — and appear to be the same stone as used in the wall surrounding the School for the Deaf and Blind, salvaged from the demolished original stone building. The stone also appears in the chimney of the Anna Head School, according to Mary Hardy, the conservator.

Hardy chronicled the varying levels of decay of the pillars — stuff we mortals tend to overlook when we are ooh-ing and aah-ing over antiquities: intrusion of plant growth, structures slipping off their bases, pillars needing point work, areas needing cleaning and refilling with mortar, sloughing off of the surface, underground tilt problems from water and root damage.

Nassiry and her group decided to focus on a mini-grant application to restore the two pillars at College and Ashby avenues for starters. They consulted with a principal from Sullivan Masonry, a noted stonemason from Walnut Creek: he decided that some of the scut work could be taught to volunteers, fulfilling the sweat equity condition of a PERS mini-grant. Berkeley Partners for Parks, a nonprofit corporation, agreed to act as the fiscal agent for Pillars and acknowledged the group as an "adopt-a-park" group, another condition.

Now things started cooking: fund-raising appeals went out to residents and Elmwood Merchants, checks starting coming in. Finally, the $3,500 PERS mini-grant application came through.

Is Doris Nassiry sitting on her laurels? Nope. More money is still needed for the Elmwood Park pillars and there are other pillars and architectural landmarks in the area that need restoration. Brad Ricards, a landscape architect for the Parks and Waterfront Department and program manager for PERS mini-grants says that small-scope efforts, such as Nassiry's group, " ... are increasingly successful in expanding the city's resources — getting done what the city's maintenance staff can't do. Our parks and open spaces — including architectural treatments such as pillars — are for the public enjoyment. They need ongoing maintenance and restoration."

Nassiry is a petite, Botticelli-pretty and seemingly strong-as-steel woman. She appears to have inherited the good neighborhood-activist bones of her late mother, Gerda Fulder, a German immigrant, noted photographer, longtime East Bay resident and self-proclaimed "rabble rouser." Gerda told her daughter: "You've got to be part of the solu-

tion (in your own community). Its your turn now to be an activist."

Nassiry has lived in her modest craftsman-style home on Webster Street east of College Avenue with her husband for 25 years (after living on Woolsey for seven). They raised two children there. She has always been active in her neighborhood — it was through her efforts the post office at Webster and College got spruced up and landscaped. She's Webster Street's block captain. It would be easy for a cynic to dismiss her to the ranks of "women-with-time-on-their-hands," but Doris worked outside her home up until a few years ago, with AFDC recipients in WIN, a State of California work incentive program. As Doris puts it: "The people I taught were basically demoralized when they came into the program. But within two to three weeks I saw them bloom because they found goals of the program 'doable' — a thing worth doing."

She expresses the same reaction to problems and projects she comes across in her community: "You can't save the whole world, but you do what you can — a small part — and see it through."

To support Pillars of Our Community, contact Berkeley Partners for Parks at 849-4356.

To learn how your group can apply for a PERS mini-grant, a meeting will be held on May 14, 1998, 7 PM, at the City of Berkeley Public Room, Corporation Assembly Building, 1326 Allston Way at Action Street.

PILLARS OF OUR COMMUNITY

Have you noticed how sad and neglected the stone pillars at the corner of Ashby and College Avenues look? Well, luckily these historic 1905 pillars which demarcate the Elmwood District may soon be restored. "The Pillars of Our Community" is a small group of volunteers whose aim is to see this project completed this summer. Since 1996 we've been accepting contributions, many from interested neighbors all around Berkeley as well as from the following Elmwood Merchants:

Better Homes & Gardens/ERI Realty
Bill's Trading Post
College Avenue Architects
King Yen Restaurant
La Mediteranée
Mission National Bank
Supercuts

We are now within $1200.- of the goal and would appreciate your tax-deductible contribution of any amount. Please make your check payable to: BPFP/Pillars of Our Community, and mail to: BPFP c/o Doris Nassiry
2746 Webster Street
Berkeley CA 94705

THANK-YOU!!
NOTE: The federal tax I.D. # is 94-3228356 under the auspices of Berkeley Partners for Parks, a non-profit 501-C-3 Corporation.

PILLARS OF OUR COMMUNITY

Luckily the sad, neglected pillars at the corner of Ashby and COllege Avenues are just $1.000.- away from being beautifully restored. You can be part of the "solution" in this endeavor. Join the many Berkeley residents and many Elmwood Merchants who have already contributed to this worthwhile project. **"The Pillars of Our Community"** is a small group of volunteers whose aim is to see the restoration of these pillars completed **this summer 1998**. The Merchants who have donated already are:

Better Homes & Gardens/ERI Realty
Bill's Trading Post
College Avenue Architects
King Yen Restaurant
La Mediteranée
Mission National Bank
Supercuts

Here's something positive you can be part of!! Please send your tax-deductible contribution of any amount payable to:

"BPFP/Pillars of Our Community" and mail it to:

BPFP
c/o Doris Nassiry
2746 Webster
Berkeley, CA 94705

THANK-YOU VERY MUCH!

NOTE: This project is being undertaken under the auspices of the Berkeley Partners for Parks, a non-profit 501-C-3 Corporation. so contributions are tax-deductible. Their federal tax I.D.# is 94-3228356.

PILLARS OF OUR COMMUNITY

December 1, 1997

Dear Neighbors:

In 1996 a group of Elmwood neighbors began organizing an effort to restore the historic 1905 stone pillars at the corner of Ashby and College Avenues.

We members of Pillars of Our Community are very happy to have received $ 3500.- from the City's PERS Mini-Grant Fund. Also, in the last few months many of our neighbors and some Elmwood merchants have generously made contributions.

Now, all we need is $ 2,000.- more to see the restoration actually happen!
Let's save the century-old Elmwood pillars and show what exceptional neighborhood pride we have. If you would like to share in the excitement and pride of seeing this project completed, please send your tax deductible contribution of any amount payable to: BPFP/ Pillars of Our Community. Then please mail it to: BPFP/Pillars of Our Community
c/o Doris Nassiry
2746 Webster Street
Berkeley, CA 94705

Thank-you very much! Gratefully,

Doris Nassiry
Mary Hardy, Architectural Conservator, Siegel & Strain Architects
Joan Collignon, Aide to Councilmember Polly Armstrong

NOTE: Berkeley Partners for Parks (BPFP) is a non-profit 501-C3 corporation founded in 1994. Its purpose is to support Berkeley parks and open space. It's the fiscal agent for "Pillars of Our Community". Their federal tax I.D. number is 94-3228356. QUESTIONS? Call 849-4356 (Doris)

2746 WEBSTER STREET, BERKELEY, CA (510) 849-4356
UNDER THE AUSPICES OF PARTNERS FOR PARKS, BERKELEY, CA

(3)

Support 'Pillars'

Editor:

Thank you for your generous coverage of the "Pillars of Our Community" effort in your April 30 issue.

For everyone's information, there are a few more details I would like to add. Many residents have already made generous contributions and many Elmwood merchants have as well. Those merchants who have contributed so far are:

Better Homes & Gardens/ERI Realty
Bill's Trading Post
College Avenue Architects
King Yen Restaurant
La Mediteranee
Mission National Bank
Supercuts

We are now within ??? t1200.- of the goal to restore the pillars at the corner of Ashby and College avenues. If you, too would like to help see these pillars restored this summer, please make your tax deductible (this project is being undertaken under the auspices of the Berkeley Partners for Parks) contribution of any amount payable to "BPFP/Pillars of Our Community," and mail it to:

BPFP
c/o Doris Nassiry
2746 Webster
Berkeley, CA 94705

Thank you very much!

Doris Nassiry
Pillars of Our Community

Voice
5-7-98

(4)

THE PILLARS OF OUR COMMUNITY

Just $1000 to Go!

You can be part of the solution to save the neglected stone pillars at the corner of College and Ashby Avenues. **We now need only $1000 to restore these beautiful monuments.** Join the many Berkeley residents and Elmwood merchants who have already contributed to this worthwhile project.

The Pillars of Our Community is a small group of volunteers whose aim is to see the restoration of these pillars completed **this summer, 1998.**

Local merchants who have donated already include:

CopyMat
Better Homes & Gardens / ERI Realty
Bill's Trading Post
College Avenue Architects
King Yen Restaurant
La Mediteranée
Mission National Bank
Supercuts

You too can be part of this positive community project. Please send your tax-deductible contribution of any amount payable to:

"BPFP / Pillars of Our Community" and mail them to:

BPFP
c/o Doris Nassiry
2746 Webster
Berkeley, CA 94705

THANK YOU VERY MUCH!

NOTE: This project is being undertaken under the auspices of the Berkeley Partners for Parks (BPFP), a nonprofit 501-C-3 Corporation. All contributions are **tax deductible**, Federal Tax ID: 94-3228356.

(5)

Subj: **FW: The pillars at Ashby and College Avenues**
Date: 1/16/02 5:47:44 PM Pacific Standard Time
From: JEgeberg@ci.berkeley.ca.us (Egeberg, Jeffrey)
To: Cypanjun@aol.com ('Cypanjun@aol.com')
CC: RCardinaux@ci.berkeley.ca.us (Cardinaux, Rene), AChatterjee@ci.berkeley.ca.us (Chatterjee, Apurba)

doris, it's good to hear from you again. after all of our planning, i'm glad that the first resoration was successful.

of course, we would be glad to assist with the one on the opposite corner. i believe i recall we had a bid for about $12,000. if so, we should plan on a project budget of about $15,000.

so, it would appear that the main remaining question (as usual) revolves around finding the money. the city does not maintain a funding source for these items. you mentioned some "fund raising" activities. perhaps you already have the funding for this? that wasn't clear to me. otherwise, i believe the other issues and people are already in place.

----Original Message----
From: Cardinaux, Rene
Sent: Tuesday, January 08, 2002 2:40 PM
To: Egeberg, Jeffrey; Chatterjee, Apurba
Subject: FW: The pillars at Ashby and College Avenues

What's involved in continuing this to the second pillar, time, money, staff, etc? Let me know asap so I can respond. Thanks

----Original Message----
From: Cypanjun@aol.com [mailto:Cypanjun@aol.com]
Sent: Tuesday, January 08, 2002 11:11 AM
To: rcardinaux@ci.berkeley.ca.us
Cc: achatterjee@ci.berkeley.ca.us; wrucker@ci.berkeley.ca.us; PArmstrong@ci.berkeley.ca.us; 14karats@dnai.com
Subject: The pillars at Ashby and College Avenues

Dear Mr. Cardinaux,

I am writing you this e-mail in the interests of saving time and also to try

to communicate most effectively. First, I'd like to thank you and Mr. Chatterjee so much for putting your supportive effort into effect by having the Pillar at the southeast corner of Ashby and College restored so ably by the stonemason/stonemaster Ben Apperley. Everyone who has followed this long,
arduous process is cheering the fact that the Pillar has been saved.

As you probably know, this process began at Councilmember Polly Armstrong instigation 5 years ago, and as a longstanding volunteer/advocate for many isssues in the Elmwood area, I was tapped by her to be the Pillar advocate. Words cannot express how happy so many of our neighbors and supporters and I

are to see the progress.

(6)

Now, we are asking your equal support and commitment to see that the

northeast Pillar also be attended to as the logical next step in the process

of improving that corner and insuring that we "finish" the job, and consider

that we all did our best to preserve this other historic Pillar. The stonemason, Mr. Apperly has presented Mr. Chatterjee with his details of how

he would preserve the northeast Pillar and it requires less work than the southeast, though obviously would be treated as needed to insure its future security and preservation.

Many people from the Elmwood and beyond, over 100 of whom have contributed toward these restorations, are fervently awaiting the completion of the restoration this other pillar, and of course the Merchant Association under the leadership of Jon Moriarty, has been following this process with great interest as well.

Thank-you for all your support and we look forward to hearing how this goes forward.

Gratefully and respectfully yours,
Doris Nassiry

———————— Headers ————————
Return-Path: <JEgeberg@ci.berkeley.ca.us>
Received: from rly-yb01.mx.aol.com (rly-yb01.mail.aol.com [172.18.146.1]) by air-yb04.mail.aol.com (v82.22) with ESMTP id MAILINYB43-0116204743; Wed, 16 Jan 2002 20:47:43 -0500
Received: from mail2.ci.berkeley.ca.us (mailb.ci.berkeley.ca.us [209.232.44.26]) by rly-yb01.mx.aol.com (v83.18) with ESMTP id MAILRELAYINYB11-0116204703; Wed, 16 Jan 2002 20:47:03 -0500
Received: from exconect.ci.berkeley.ca.us (mailin.dmz.ci.berkeley.ca.us [192.168.100.10]) by mail2.ci.berkeley.ca.us with SMTP (Microsoft Exchange Internet Mail Service Version 5.5.2650.21)
id ZYD1NBQS; Wed, 16 Jan 2002 17:47:22 -0800
Received: from SMTP (imsbridge.ci.berkeley.ca.us [10.1.70.10]) by exconect.ci.berkeley.ca.us with SMTP (Microsoft Exchange Internet Mail Service Version 5.5.2650.21)
id ZYC74LGM; Wed, 16 Jan 2002 17:40:13 -0800
Received: from expworks.ci.berkeley.ca.us ([10.1.70.31]) by 10.1.70.10
(Norton AntiVirus for Internet Email Gateways 1.0) ;
Thu, 17 Jan 2002 01:40:12 0000 (GMT)
Received: by excent.ci.berkeley.ca.us with Internet Mail Service (5.5.2650.21)
id <C3WVC126>; Wed, 16 Jan 2002 17:40:14 -0800
Message-ID: <E503A8F893AED311A150009027D1047C62C485@excent.ci.berkeley.ca.us>
From: "Egeberg, Jeffrey" <JEgeberg@ci.berkeley.ca.us>
To: "'Cypanjun@aol.com'" <Cypanjun@aol.com>
Cc: "Cardinaux, Rene" <RCardinaux@ci.berkeley.ca.us>,
"Chatterjee, Apurba"
<AChatterjee@ci.berkeley.ca.us>
Subject: FW: The pillars at Ashby and College Avenues
Date: Wed, 16 Jan 2002 17:40:12 -0800
MIME-Version: 1.0
X-Mailer: Internet Mail Service (5.5.2650.21)
Content-Type: text/plain;
charset="iso-8859-1"

(7)

PILLARS OF OUR COMMUNITY

IT'S TIME TO CELEBRATE "THE PILLARS OF OUR COMMUNITY"!!

THE PILLARS AT COLLEGE AND ASHBY HAVE BEEN RESTORED, THANKS IN GREAT PART TO YOUR GENEROSITY.

MR. BEN EPPERLY OF EPPERLY MASONRY RESTORATION, INC. AND HIS CREW HAVE COMPLETED THE TEDIOUS WORK OF THESE RESTORATIONS. OUR PATIENCE HAS BEEN REWARDED!

PLEASE JOIN OTHER NEIGHBORS, FRIENDS AND MERCHANTS AS WE TAKE A STROLL DOWN COLLEGE AVENUE.

WE'LL MEET AT:

1:30 P.M. ON TUESDAY, DECEMBER 10TH, 2002

AT THE NEW ELM AT **WEBSTER STREET AND COLLEGE**

AND THEN STROLL NORTH TOWARD THE PILLARS.

HOPE YOU CAN BE PART OF THIS FUN, LONG-AWAITED CELEBRATION AS WE TOAST THE PILLARS TOGETHER!

LOOKING FORWARD TO SEEING YOU THERE AND THANKING YOU FOR "BEING PART OF THE SOLUTION"!

DORIS NASSIRY
"PILLARS OF OUR COMMUNITY"
UNDER THE AUSPICES OF PARTNERS FOR PARKS, BERKELEY, CA

(8)

BEAUTIFUL PAPER DONATED BY COPY CENTRAL
2980 COLLEGE AVENUE BERKELEY
TELEPHONE: 848 - 3114 FAX: 848 - 3603

Outlook

Elmwood/college Avenue up-zoning proposal

From ron Kemper <joe41dan36@icloud.com>
Date Thu 5/21/2026 7:37 AM
To Landmarks Preservation Commission <PlanningLPC@berkeleyca.gov>

WARNING: This is not a City of Berkeley email. Do not click links or attachments unless you trust the sender and know the content is safe.

I am a strong proponent of retaining the shops onCollege Ave. & designating them for landmark preservation status. I have traveled extensively in my 84 years, currently I'm in Paris, and have never found a commercial district as iconic as the one on College Avenue. If the only way to stop the city council from destroying it is to landmark it, I urge you to do so.
Ron Kemper
Member of the Berkeley Board of Education, Retired
Member of the Berkeley Public education foundation for 19 years, Retired

Sent from my iPhone

Outlook

preserve elmwood

From Meow Leung <eeyoresenigma@gmail.com>
Date Thu 5/21/2026 9:57 PM
To Landmarks Preservation Commission <PlanningLPC@berkeleyca.gov>

WARNING: This is not a City of Berkeley email. Do not click links or attachments unless you trust the sender and know the content is safe.

hello,

i am writing to voice my support in preserving elmwood as a historical landmark. the stores and businesses in that area are amongst my favorite in berkeley and add to the uniqueness of what makes berkeley a nice livable city. i understand that there is a need to build more housing. however, all the new housing that has been built on shattuck and san pablo do not seem
to be occupied and all the empty store fronts on the ground level make the city look abandoned.

elmwood is not one of those places, it's a thriving area with so many special and delicious places that makes me proud to call berkeley home for the last over 20 years.

please save the elmwood! preserve it as a historical landmark.

cheers!
michelle >^..^<

From: "Arjuna Alaganar" <noreply@adv.actionnetwork.org>
To: LPC@berkeleyca.gov
Date: 5/24/2026 5:29:30 AM
Subject: Please reject the application to landmark the entire Elmwood

WARNING: This is not a City of Berkeley email. Do not click links or attachments unless you trust the sender and know the content is safe.

N/A Landmark Preservation Committee N/A,

Dear Landmarks Preservation Commissioners,

I urge you to reject the proposed Elmwood Historic District designation.

Elmwood has buildings and streetscapes that many residents value, but the current application is overly broad and lacks credibility as a preservation effort. It appears to be a thinly veiled attempt to block housing, submitted only after the upzoning process for Elmwood was already underway.

A parking lot, a strip mall, a 7-Eleven, and a mid 1970s post office do not justify a district wide landmarking designation. It would be better to more precisely identify specific historically interesting buildings like the Mercantile Trust Company Building. A narrower and more tailored process would be more credible to the community and to state housing regulators. It would show that the goal is to thoughtfully engage with Elmwood's history while allowing the neighborhood to evolve and not obstruct the zoning process.

The Commission should also be careful not to preserve the legacy of exclusionary zoning. The application's repeated grounding in the 1916 zoning ordinance, the ordinance that first introduced racialized single-family zoning to Berkeley, is not something we should be embracing as an inclusive and progressive city.

Please reject the current Elmwood Historic District application. Any future preservation proposal should be narrower, evidence based, and a good faith effort to compromise with the parallel zoning process.

Arjuna Alaganar
arjuna.alaganar@gmail.com
247 Theresa St
San Francisco, California 94112

From: "Sarah Bell" <noreply@adv.actionnetwork.org>
To: LPC@berkeleyca.gov
Date: 5/24/2026 4:37:09 AM
Subject: Please reject the application to landmark the entire Elmwood

WARNING: This is not a City of Berkeley email. Do not click links or attachments unless you trust the sender and know the content is safe.

N/A Landmark Preservation Committee N/A,

Dear Landmarks Preservation Commissioners,

I urge you to reject the proposed Elmwood Historic District designation.

Elmwood has buildings and streetscapes that many residents value, but the current application is overly broad and lacks credibility as a preservation effort. It appears to be a thinly veiled attempt to block housing, submitted only after the upzoning process for Elmwood was already underway.

A parking lot, a strip mall, and a 7-Eleven are pretty obviously not structures worthy of landmarking. It would be better to more precisely identify specific historically interesting buildings like the Mercantile Trust Company Building. A narrower and more tailored process would be more credible to the community and to state housing regulators. It would show that the goal is to thoughtfully engage with Elmwood's history while allowing the neighborhood to evolve and not obstruct the zoning process.

The Commission should also be careful not to preserve the legacy of exclusionary zoning. The application's repeated grounding in the 1916 zoning ordinance, the ordinance that first introduced racialized single-family zoning to Berkeley, is not something we should be embracing as an inclusive and progressive city.

Please reject the current Elmwood Historic District application. Any future preservation proposal should be narrower, evidence based, and a good faith effort to compromise with the parallel zoning process.

Sincerely,
Sarah Bell, D1

Sarah Bell
Bell.sarah@gmail.com
1611 Delaware St
Berkeley, California 94703

From: "Heather Chicoine" <noreply@adv.actionnetwork.org>
To: LPC@berkeleyca.gov
Date: 5/23/2026 8:39:56 PM
Subject: Please reject the application to landmark the entire Elmwood

WARNING: This is not a City of Berkeley email. Do not click links or attachments unless you trust the sender and know the content is safe.

N/A Landmark Preservation Committee N/A,

Dear Landmarks Preservation Commissioners,

I urge you to reject the proposed Elmwood Historic District designation.

Elmwood has buildings and streetscapes that many residents value, but the current application is overly broad and lacks credibility as a preservation effort. It appears to be a thinly veiled attempt to block housing, submitted only after the upzoning process for Elmwood was already underway.

A parking lot, a strip mall, a 7-Eleven, and a mid 1970s post office do not justify a district wide landmarking designation. It would be better to more precisely identify specific historically interesting buildings like the Mercantile Trust Company Building. A narrower and more tailored process would be more credible to the community and to state housing regulators. It would show that the goal is to thoughtfully engage with Elmwood's history while allowing the neighborhood to evolve and not obstruct the zoning process.

The Commission should also be careful not to preserve the legacy of exclusionary zoning. The application's repeated grounding in the 1916 zoning ordinance, the ordinance that first introduced racialized single-family zoning to Berkeley, is not something we should be embracing as an inclusive and progressive city.

Please reject the current Elmwood Historic District application. Any future preservation proposal should be narrower, evidence based, and a good faith effort to compromise with the parallel zoning process.

Heather Chicoine
heachic@gmail.com
1132 cedar st
Berkeley, California 94702

From: "Sean Golden" <noreply@adv.actionnetwork.org>
To: LPC@berkeleyca.gov
Date: 5/23/2026 4:15:29 PM
Subject: Please reject the application to landmark the entire Elmwood

WARNING: This is not a City of Berkeley email. Do not click links or attachments unless you trust the sender and know the content is safe.

N/A Landmark Preservation Committee N/A,

Dear Landmarks Preservation Commissioners,

I urge you to reject the proposed Elmwood Historic District designation.

Elmwood has buildings and streetscapes that many residents value, but the current application is overly broad and lacks credibility as a preservation effort. It appears to be a thinly veiled attempt to block housing, submitted only after the upzoning process for Elmwood was already underway.

A parking lot, a strip mall, a 7-Eleven, and a mid 1970s post office do not justify a district wide landmarking designation. It would be better to more precisely identify specific historically interesting buildings like the Mercantile Trust Company Building. A narrower and more tailored process would be more credible to the community and to state housing regulators. It would show that the goal is to thoughtfully engage with Elmwood's history while allowing the neighborhood to evolve and not obstruct the zoning process.

The Commission should also be careful not to preserve the legacy of exclusionary zoning. The application's repeated grounding in the 1916 zoning ordinance, the ordinance that first introduced racialized single-family zoning to Berkeley, is not something we should be embracing as an inclusive and progressive city.

Please reject the current Elmwood Historic District application. Any future preservation proposal should be narrower, evidence based, and a good faith effort to compromise with the parallel zoning process.

Sean Golden
spgolden@gmail.com
7287 Claremont Ave
Berkeley, California 94705

From: "Marina Golden" <noreply@adv.actionnetwork.org>
To: LPC@berkeleyca.gov
Date: 5/23/2026 7:20:45 PM
Subject: Please reject the application to landmark the entire Elmwood

WARNING: This is not a City of Berkeley email. Do not click links or attachments unless you trust the sender and know the content is safe.

N/A Landmark Preservation Committee N/A,

Dear Landmarks Preservation Commissioners,

I urge you to reject the proposed Elmwood Historic District designation.

Elmwood has buildings and streetscapes that many residents value, but the current application is overly broad and lacks credibility as a preservation effort. It appears to be a thinly veiled attempt to block housing, submitted only after the upzoning process for Elmwood was already underway.

A parking lot, a strip mall, a 7-Eleven, and a mid 1970s post office do not justify a district wide landmarking designation. It would be better to more precisely identify specific historically interesting buildings like the Mercantile Trust Company Building. A narrower and more tailored process would be more credible to the community and to state housing regulators. It would show that the goal is to thoughtfully engage with Elmwood's history while allowing the neighborhood to evolve and not obstruct the zoning process.

The Commission should also be careful not to preserve the legacy of exclusionary zoning. The application's repeated grounding in the 1916 zoning ordinance, the ordinance that first introduced racialized single-family zoning to Berkeley, is not something we should be embracing as an inclusive and progressive city.

Please reject the current Elmwood Historic District application. Any future preservation proposal should be narrower, evidence based, and a good faith effort to compromise with the parallel zoning process.

Marina Golden
mrngldn@gmail.com
7287 Claremont Ave , Unit 2634
Berkeley, California 94705

From: "Daniel Keller" <noreply@adv.actionnetwork.org>
To: LPC@berkeleyca.gov
Date: 5/24/2026 5:58:40 AM
Subject: Please reject the application to landmark the entire Elmwood

WARNING: This is not a City of Berkeley email. Do not click links or attachments unless you trust the sender and know the content is safe.

N/A Landmark Preservation Committee N/A,

Dear Landmarks Preservation Commissioners,

I urge you to reject the proposed Elmwood Historic District designation.

Elmwood has buildings and streetscapes that many residents value, but the current application is overly broad and lacks credibility as a preservation effort. It appears to be a thinly veiled attempt to block housing, submitted only after the upzoning process for Elmwood was already underway.

A parking lot, a strip mall, a 7-Eleven, and a mid 1970s post office do not justify a district wide landmarking designation. It would be better to more precisely identify specific historically interesting buildings like the Mercantile Trust Company Building. A narrower and more tailored process would be more credible to the community and to state housing regulators. It would show that the goal is to thoughtfully engage with Elmwood's history while allowing the neighborhood to evolve and not obstruct the zoning process.

The Commission should also be careful not to preserve the legacy of exclusionary zoning. The application's repeated grounding in the 1916 zoning ordinance, the ordinance that first introduced racialized single-family zoning to Berkeley, is not something we should be embracing as an inclusive and progressive city.

Please reject the current Elmwood Historic District application. Any future preservation proposal should be narrower, evidence based, and a good faith effort to compromise with the parallel zoning process.

Daniel Keller
dankeller@gmail.com
5356 James Ave
Oakland, California 94618

Outlook

Please reject the application to landmark the entire Elmwood

From Jatin Pathangi <noreply@adv.actionnetwork.org>
Date Sat 5/23/2026 7:28 AM
To Landmarks Preservation Commission <PlanningLPC@berkeleyca.gov>

WARNING: This is not a City of Berkeley email. Do not click links or attachments unless you trust the sender and know the content is safe.

N/A Landmark Preservation Committee N/A,

Dear Landmarks Preservation Commissioners,

I urge you to reject the proposed Elmwood Historic District designation.

Elmwood has buildings and streetscapes that many residents value, but the current application is overly broad and lacks credibility as a preservation effort. It appears to be a thinly veiled attempt to block housing, submitted only after the upzoning process for Elmwood was already underway.

A parking lot, a strip mall, a 7-Eleven, and a mid 1970s post office do not justify a district wide landmarking designation. It would be better to more precisely identify specific historically interesting buildings like the Mercantile Trust Company Building. A narrower and more tailored process would be more credible to the community and to state housing regulators. It would show that the goal is to thoughtfully engage with Elmwood's history while allowing the neighborhood to evolve and not obstruct the zoning process.

The Commission should also be careful not to preserve the legacy of exclusionary zoning. The application's repeated grounding in the 1916 zoning ordinance, the ordinance that first introduced racialized single-family zoning to Berkeley, is not something we should be embracing as an inclusive and progressive city.

Please reject the current Elmwood Historic District application. Any future preservation proposal should be narrower, evidence based, and a good faith effort to compromise with the parallel zoning process.

Jatin Pathangi
jatinshravan@gmail.com
1142 Dwight Way
Berkeley, California 94702

From: "Luke Terlaak Poot" <noreply@adv.actionnetwork.org>
To: LPC@berkeleyca.gov
Date: 5/23/2026 8:26:20 PM
Subject: Don't landmark the Elmwood!

WARNING: This is not a City of Berkeley email. Do not click links or attachments unless you trust the sender and know the content is safe.

N/A Landmark Preservation Committee N/A,

Dear Landmarks Preservation Commissioners,

As a resident of the Elmwood, I am writing to ask you to REJECT the proposed Elmwood Historic District designation.

Elmwood has buildings and streetscapes that I and other residents value. However, the current application is way too broad, and lacks credibility as a preservation effort. In reality, it is a bald attempt to block much needed housing development.

A parking lot, a strip mall, a 7-Eleven, and a mid 1970s post office do not justify a district wide landmarking designation. If the proposal were to identify specific historically interesting buildings, such as the Mercantile Trust Company Building, it would have more credibility. A narrower, more focused scope would show that the goal is, in fact, to thoughtfully engage with Elmwood's history. But the current application does not do this.

The Commission should take care not to preserve the practice of exclusionary zoning. The application's repeated grounding in the 1916 zoning ordinance, the ordinance that first introduced racialized single-family zoning to Berkeley, is not something we should be embracing. It is to our city's shame that Berkeley pioneered this practice in the early twentieth century. I hope that today our institutions would have the courage to face our past with clear eyes, and do what is necessary to begin repairing these wrongs in the 21st century.

Please reject the current Elmwood Historic District application. Any future preservation proposal should be narrower, evidence based, and a good faith effort to compromise with the parallel zoning process.

Thank you for your consideration,
Luke Terlaak Poot

Luke Terlaak Poot
luketerlaak@gmail.com
2416 Stuart St
Berkeley, California 94705

Outlook

Please reject the application to landmark the entire Elmwood

From Rebecca Schonberg <noreply@adv.actionnetwork.org>
Date Sat 5/23/2026 7:37 AM
To Landmarks Preservation Commission <PlanningLPC@berkeleyca.gov>

WARNING: This is not a City of Berkeley email. Do not click links or attachments unless you trust the sender and know the content is safe.

N/A Landmark Preservation Committee N/A,

Dear Landmarks Preservation Commissioners,

I urge you to reject the proposed Elmwood Historic District designation.

Elmwood has buildings and streetscapes that many residents value, but the current application is overly broad and lacks credibility as a preservation effort. It appears to be a thinly veiled attempt to block housing, submitted only after the upzoning process for Elmwood was already underway.

A parking lot, a strip mall, a 7-Eleven, and a mid 1970s post office do not justify a district wide landmarking designation. It would be better to more precisely identify specific historically interesting buildings like the Mercantile Trust Company Building. A narrower and more tailored process would be more credible to the community and to state housing regulators. It would show that the goal is to thoughtfully engage with Elmwood's history while allowing the neighborhood to evolve and not obstruct the zoning process.

The Commission should also be careful not to preserve the legacy of exclusionary zoning. The application's repeated grounding in the 1916 zoning ordinance, the ordinance that first introduced racialized single-family zoning to Berkeley, is not something we should be embracing as an inclusive and progressive city.

Please reject the current Elmwood Historic District application. Any future preservation proposal should be narrower, evidence based, and a good faith effort to compromise with the parallel zoning process.

Rebecca Schonberg
becca.schonberg@gmail.com
2416 Stuart Street
Berkeley, California 94705

From: "Rachelle Hedges" <noreply@adv.actionnetwork.org>
To: LPC@berkeleyca.gov
Date: 5/24/2026 7:31:52 PM
Subject: Please reject the application to landmark the entire Elmwood

WARNING: This is not a City of Berkeley email. Do not click links or attachments unless you trust the sender and know the content is safe.

N/A Landmark Preservation Committee N/A,

Dear Landmarks Preservation Commissioners,

I urge you to reject the proposed Elmwood Historic District designation.

Elmwood has buildings and streetscapes that many residents value, but the current application is overly broad and lacks credibility as a preservation effort. It appears to be a thinly veiled attempt to block housing, submitted only after the upzoning process for Elmwood was already underway.

A parking lot, a strip mall, a 7-Eleven, and a mid 1970s post office do not justify a district wide landmarking designation. It would be better to more precisely identify specific historically interesting buildings like the Mercantile Trust Company Building. A narrower and more tailored process would be more credible to the community and to state housing regulators. It would show that the goal is to thoughtfully engage with Elmwood's history while allowing the neighborhood to evolve and not obstruct the zoning process.

The Commission should also be careful not to preserve the legacy of exclusionary zoning. The application's repeated grounding in the 1916 zoning ordinance, the ordinance that first introduced racialized single-family zoning to Berkeley, is not something we should be embracing as an inclusive and progressive city.

Please reject the current Elmwood Historic District application. Any future preservation proposal should be narrower, evidence based, and a good faith effort to compromise with the parallel zoning process.

Rachelle Hedges
rachelle0914@yahoo.com
2126 9TH ST
Berkeley, California 94710

From: "Molly Nicol" <noreply@adv.actionnetwork.org>
To: LPC@berkeleyca.gov
Date: 5/24/2026 8:42:37 PM
Subject: Please reject the application to landmark the entire Elmwood

WARNING: This is not a City of Berkeley email. Do not click links or attachments unless you trust the sender and know the content is safe.

N/A Landmark Preservation Committee N/A,

Dear Landmarks Preservation Commissioners,

I urge you to reject the proposed Elmwood Historic District designation.

Elmwood has buildings and streetscapes that many residents value, but the current application is overly broad and lacks credibility as a preservation effort. It appears to be a thinly veiled attempt to block housing, submitted only after the upzoning process for Elmwood was already underway.

A parking lot, a strip mall, a 7-Eleven, and a mid 1970s post office do not justify a district wide landmarking designation. It would be better to more precisely identify specific historically interesting buildings like the Mercantile Trust Company Building. A narrower and more tailored process would be more credible to the community and to state housing regulators. It would show that the goal is to thoughtfully engage with Elmwood's history while allowing the neighborhood to evolve and not obstruct the zoning process.

The Commission should also be careful not to preserve the legacy of exclusionary zoning. The application's repeated grounding in the 1916 zoning ordinance, the ordinance that first introduced racialized single-family zoning to Berkeley, is not something we should be embracing as an inclusive and progressive city.

Please reject the current Elmwood Historic District application. Any future preservation proposal should be narrower, evidence based, and a good faith effort to compromise with the parallel zoning process.

Molly Nicol
molly.joan.nicol@gmail.com
1324 Santa Fe Ave
Berkeley , California 94702

From: "Brad Chicoine" <noreply@adv.actionnetwork.org>
To: LPC@berkeleyca.gov
Date: 5/25/2026 2:52:17 PM
Subject: Please reject the application to landmark the entire Elmwood

WARNING: This is not a City of Berkeley email. Do not click links or attachments unless you trust the sender and know the content is safe.

N/A Landmark Preservation Committee N/A,

Dear Landmarks Preservation Commissioners,

I urge you to reject the proposed Elmwood Historic District designation.

Elmwood has buildings and streetscapes that many residents value, but the current application is overly broad and lacks credibility as a preservation effort. It appears to be a thinly veiled attempt to block housing, submitted only after the upzoning process for Elmwood was already underway.

A parking lot, a strip mall, a 7-Eleven, and a mid 1970s post office do not justify a district wide landmarking designation. It would be better to more precisely identify specific historically interesting buildings like the Mercantile Trust Company Building. A narrower and more tailored process would be more credible to the community and to state housing regulators. It would show that the goal is to thoughtfully engage with Elmwood's history while allowing the neighborhood to evolve and not obstruct the zoning process.

The Commission should also be careful not to preserve the legacy of exclusionary zoning. The application's repeated grounding in the 1916 zoning ordinance, the ordinance that first introduced racialized single-family zoning to Berkeley, is not something we should be embracing as an inclusive and progressive city.

Please reject the current Elmwood Historic District application. Any future preservation proposal should be narrower, evidence based, and a good faith effort to compromise with the parallel zoning process.

Brad Chicoine
bradchicoine@gmail.com
1132 , Cedar
Berkeley, California 94702

From: "Ron Kelly" <ronkelly@ronkelly.com>
To: lpc@berkeleyca.gov
Date: 5/25/2026 11:12:24 PM
Subject: Letter re Elmwood Historic District
Attachments: ElmwoodHistoricDistrict.pdf

WARNING: This is not a City of Berkeley email. Do not click links or attachments unless you trust the sender and know the content is safe.

Dear Ms. Riemer,

Please confirm the attached PDF file came through in legible form, and that this letter will be distributed to each of the Landmarks Preservation Commissioners as soon as possible for their consideration in advance of their June 4, 2026 meeting.

Thank you,
Ron Kelly

Chair Denise Hall Montgomery May 25, 2026
Landmarks Preservation Commission
City Berkeley Planning And Development Department
Land Use Planning Division
1947 Center St., 2nd Floor
Berkeley, CA 94704 Via Email

Re Top Four Reasons to Approve the Elmwood Historic District #LMIN2026-0001

Dear Chair Montgomery and Members of the Commission,

1. Staff Determined District is Eligible. After thorough analysis, staff determined both that “the proposed Elmwood Commercial Historic District **does represent a group of architectural examples worth preserving** for the exceptional value it adds as part of the neighborhood fabric” and that “the proposed Elmwood Commercial Historic District **is eligible as a City of Berkeley Landmark for its historic value** under BMC Section 3.24.110(A)(4).” (pages 16 and 17)

2. Overwhelming Public Support. Over four hundred members of the public signed requests, and dozens attended the initial May 7, 2026 hearing, requesting the Commission add the Elmwood as Berkeley's fifth historic district.

3. Unrelated Opposition. Two commissioners who voiced opposition stated this was based primarily in considerations unrelated to evaluating architectural or historical merits of the application.

4. Unique National Historical Significance. In addition to the historic significance documented and determined by staff, the district also has unique national historical significance. In 1982 the two-block Elmwood business district became the first in the entire United States where commercial rent and eviction controls were enacted that applied only to a single neighborhood. Please see “The Elmwood Experiment: the Use of Commercial Rent Stabilization to Preserve a Diverse Neighborhood Shopping District” by Dr. W. Dennis Keating - Washington University Journal of Urban and Contemporary Law, January 1985.

Respectfully submitted,



Ron Kelly
2731 Webster St.
Berkeley California, 94705

Chair Denise Hall Montgomery May 25, 2026
Landmarks Preservation Commission
City Berkeley Planning And Development Department
Land Use Planning Division
1947 Center St., 2nd Floor
Berkeley, CA 94704 Via Email

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Respectfully submitted,

Ron Kelly

Ron Kelly
2731 Webster St.
Berkeley California, 94705

Outlook

Reject the Elmwood Historic desgination

From Molly Miller <mollykbmiller@gmail.com>
Date Mon 5/25/2026 6:47 AM
To Landmarks Preservation Commission <PlanningLPC@berkeleyca.gov>

WARNING: This is not a City of Berkeley email. Do not click links or attachments unless you trust the sender and know the content is safe.

Hello,
I am a Berkeley resident requesting that your commission rejects the proposal to designate all of Elmwood as a historic district. I am sure that there are specific landmarks within the neighborhood that have historical value, but not every site is worthy of such a designation. I might be biased as a shared-housing renter who wants to have her own place, but I think some parts of Elmwood could best serve the city and region at large by being used for more housing. I urge your commission to consider very carefully what types of history this city wants to uplift, and what that will cost the people who want to make Berkeley their home.
Thank you for your work,
Molly Miller

From: "Adam Rogers" <noreply@adv.actionnetwork.org>
To: LPC@berkeleyca.gov
Date: 5/25/2026 6:31:20 PM
Subject: Please reject the application to landmark the entire Elmwood

WARNING: This is not a City of Berkeley email. Do not click links or attachments unless you trust the sender and know the content is safe.

N/A Landmark Preservation Committee N/A,

Dear Landmarks Preservation Commissioners,

I urge you to reject the proposed Elmwood Historic District designation.

Come on. Come on! Parts of Elmwood are lovely. But this is just people hoping to block new housing after the upzoning process for Elmwood was underway.

A parking lot, a strip mall, a 7-Eleven, and a mid 1970s post office do not justify a district wide landmarking designation. And relying on the famously racist 1916 zoning ordinance does not comport with Berkeley's hopes to be an inclusive and progressive city.

Please reject the current Elmwood Historic District application.

Adam Rogers
jetjocko@gmail.com
814 Jones St.
Berkeley, California 94710

From: "Heather Romero-Kornblum" <noreply@adv.actionnetwork.org>
To: LPC@berkeleyca.gov
Date: 5/26/2026 1:44:15 AM
Subject: Please reject the application to landmark the entire Elmwood

WARNING: This is not a City of Berkeley email. Do not click links or attachments unless you trust the sender and know the content is safe.

N/A Landmark Preservation Committee N/A,

Dear Landmarks Preservation Commissioners,

I urge you to reject the proposed Elmwood Historic District designation.

Elmwood has buildings and streetscapes that many residents value, but the current application is overly broad and lacks credibility as a preservation effort. It appears to be a thinly veiled attempt to block housing, submitted only after the upzoning process for Elmwood was already underway.

A parking lot, a strip mall, a 7-Eleven, and a mid 1970s post office do not justify a district wide landmarking designation. It would be better to more precisely identify specific historically interesting buildings like the Mercantile Trust Company Building. A narrower and more tailored process would be more credible to the community and to state housing regulators. It would show that the goal is to thoughtfully engage with Elmwood's history while allowing the neighborhood to evolve and not obstruct the zoning process.

The Commission should also be careful not to preserve the legacy of exclusionary zoning. The application's repeated grounding in the 1916 zoning ordinance, the ordinance that first introduced racialized single-family zoning to Berkeley, is not something we should be embracing as an inclusive and progressive city.

Please reject the current Elmwood Historic District application. Any future preservation proposal should be narrower, evidence based, and a good faith effort to compromise with the parallel zoning process.

Heather Romero-Kornblum
heatherkorn81@gmail.com
2320 Howe St
Berkeley, California 94705

Outlook

Why The Elmwood Village Should Be Designated as a Historical Landmark and Left Intact

From Lzamarra <lzamarra@aim.com>
Date Tue 5/26/2026 9:07 AM
To Landmarks Preservation Commission <PlanningLPC@berkeleyca.gov>

WARNING: This is not a City of Berkeley email. Do not click links or attachments unless you trust the sender and know the content is safe.

Hello Alison,

How do you do?

I have resided in The Elmwood for nearly forty years. Back then I had consciously chosen to live in this neighborhood because of its ambiance - it's self-contained, cozy, charming and is laden with architectural and cultural history.

The Elmwood Village is our communal area which very much embodies our neighborhood's (and that of greater Berkeley) architectural and cultural heritage. The Elmwood Village's physical beauty offers people something quite essential to human health and wellness - aesthetics. We are proud of and in love with our village and neighborhood.

We are sadly living in an era in this country wherein much of what is noble, civilized, essential and good is not only being ignored, but it is all too often being destroyed by unscrupulous, cowardly and/or inexperienced people who have no business welding any power or influence.

I know a vast majority of Berkeley residents value that which is noble, civilized and good, and treasure and understand the health benefits of living in our charming, architecturally-significant town.

Most significant - changing the architecturally-historic beauty of The Elwood Village is CRIMINAL because it is one of the few commercial areas in the United States that reflects the Craftsman Style of architecture. This is true of The Elmwood neighborhood (it's the initial hub of Berkeley's brown shingle style - our contribution to Craftsman architecture) and most of Berkeley at large.

If our city government officials reflected the will of the people and were civilized human beings themselves, they would in fact work hard to ensure that Berkeley itself be on the National Register of Historic Places; for how many towns in this country are comprised of almost exclusively original Craftsman architecture?

Why would the city even consider demolishing any such precious buildings, destroying the affect and ambiance of our village? Why would the city consider replacing such significant architect with cheap, ugly tall buildings, changing the character of a unique commercial village and destroying its cohesiveness?

Why should Berkeley dummy itself down to replicate archtecturally-bankrupt towns consisting of myriad hideous, sterile and cheap buildings?

Berkeley's residents don't want that and we know our town's worth. We also know demolishing existing buildings to put in cheap, ugly multistory buildings would benefit no one (except the developers and city government officials in the developers' pockets).

Preserving places which embody our heritage is essential and part of what mindful, civilized societies do. Why?

As I previously stated, human beings need beautiful buildings because aesthetics directly influence our psychological and emotional well-being. Thoughtfully designed, inspiring structures foster a sense of belonging, reduce stress, encourage community engagement, and provide a cultural anchor that connects us to our shared history and environment.

Beyond mere shelter, beautiful architecture fulfills several fundamental human needs:

- **Emotional & Mental Well-being:** Studies demonstrate that the visual appearance of our surroundings heavily impacts our mood. Aesthetically pleasing buildings can spark joy, reduce anxiety, and promote a sense of calm and dignity.
- **Social Cohesion:** Beautiful, well-designed public spaces and buildings encourage human interaction. When a space feels welcoming and grand, it draws people out of isolation, fostering stronger community bonds and a sense of shared civic pride.
- **Cultural Identity & Memory:** Historic and culturally resonant architecture links the past, present, and future. These buildings act as physical vessels for our heritage, reminding us of our collective history and giving neighborhoods a unique, grounding identity.
- **Sustainability & Longevity:** As explored by the National Trust for Historic Preservation, human psychology shows we are more likely to care for, maintain, and adapt beautiful buildings over generations. Beauty inherently promotes sustainable practices because it prevents structures from being discarded or demolished.
- **Inspiration & Transcendence:** Great architecture has the ability to elevate the human spirit, offering an experience of awe, wonder, and inspiration.

The coziness and charm of our Elmwood Village supports our neighborhood's sense of community too. The history of each building is also precious. We Elmwood residents know what we have - we know what centuries of stewarding our village has perpetuated.

I ask you and all officials involved to respect and uphold the wishes of all immediately involved - the Elmwood business owners and we Elmwood residents and the wishes of the greater Berkeley population.

You are our elected representatives; your job is to uphold the will of the people.

Thank you,
Lynn Zamarra

Sent from the all new AOL app for iOS

Outlook

Landmarking the Elmwood -- 6/4/26 Meeting

From Wxbyrne <wxbyrne@aol.com>
Date Tue 5/26/2026 2:20 PM
To Landmarks Preservation Commission <PlanningLPC@berkeleyca.gov>

WARNING: This is not a City of Berkeley email. Do not click links or attachments unless you trust the sender and know the content is safe.

Dear Landmarks Preservation Commission --

Please designate the Elmwood Shopping District an Historic District.

Doing so is just to state the obvious. The Elmwood is "historic": it has been a thriving shopping district for a long time.
It has a congruent, understated architectural style which is entirely appropriate to its purpose, pleasant to look at and, most importantly, unique in the city of Berkeley. It is a very compact two blocks with an outsize impact on the larger community.

Please recognize this beloved community resource.

Sincerely -- Warren & Lorna Byrne

From: "Andrea Horbinski" <noreply@adv.actionnetwork.org>
To: LPC@berkeleyca.gov
Date: 5/26/2026 8:26:36 PM
Subject: Please reject the application to landmark the entire Elmwood

WARNING: This is not a City of Berkeley email. Do not click links or attachments unless you trust the sender and know the content is safe.

N/A Landmark Preservation Committee N/A,

Dear Landmarks Preservation Commissioners,

I urge you to reject the proposed Elmwood Historic District designation.

Elmwood has buildings and streetscapes that many residents value, but the current application is overly broad and lacks credibility as a preservation effort. It appears to be a thinly veiled attempt to block housing, submitted only after the upzoning process for Elmwood was already underway.

A parking lot, a strip mall, a 7-Eleven, and a mid 1970s post office do not justify a district wide landmarking designation. It would be better to more precisely identify specific historically interesting buildings like the Mercantile Trust Company Building. A narrower and more tailored process would be more credible to the community and to state housing regulators. It would show that the goal is to thoughtfully engage with Elmwood's history while allowing the neighborhood to evolve and not obstruct the zoning process.

The Commission should also be careful not to preserve the legacy of exclusionary zoning. The application's repeated grounding in the 1916 zoning ordinance, the ordinance that first introduced racialized single-family zoning to Berkeley, is not something we should be embracing as an inclusive and progressive city.

Please reject the current Elmwood Historic District application. Any future preservation proposal should be narrower, evidence based, and a good faith effort to compromise with the parallel zoning process.

Andrea Horbinski
andrea.horbinski@gmail.com
250 Amherst Ave
Kensington , California 94708

Outlook

(No subject)

From wayneh3412@aol.com <wayneh3412@aol.com>
Date Tue 5/26/2026 9:06 AM
To Landmarks Preservation Commission <PlanningLPC@berkeleyca.gov>

WARNING: This is not a City of Berkeley email. Do not click links or attachments unless you trust the sender and know the content is safe.

I am not part of Berkeley Together. I live up in north Berkeley but frequent the Elmwood regularly and would like it preserved.

Sincerely,

Wayne Huber
1185 Sterling Avenue
Berkeley, CA

From: "Abbie Turiansky" <noreply@adv.actionnetwork.org>
To: LPC@berkeleyca.gov
Date: 5/27/2026 3:53:08 PM
Subject: Please reject the application to landmark the entire Elmwood

WARNING: This is not a City of Berkeley email. Do not click links or attachments unless you trust the sender and know the content is safe.

N/A Landmark Preservation Committee N/A,

Dear Landmarks Preservation Commissioners,

I urge you to reject the proposed Elmwood Historic District designation.

Elmwood has buildings and streetscapes that many residents value, but the current application is overly broad and lacks credibility as a preservation effort. It appears to be a thinly veiled attempt to block housing, submitted only after the upzoning process for Elmwood was already underway.

A parking lot, a strip mall, a 7-Eleven, and a mid 1970s post office do not justify a district wide landmarking designation. It would be better to more precisely identify specific historically interesting buildings like the Mercantile Trust Company Building. A narrower and more tailored process would be more credible to the community and to state housing regulators. It would show that the goal is to thoughtfully engage with Elmwood's history while allowing the neighborhood to evolve and not obstruct the zoning process.

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Please reject the current Elmwood Historic District application. Any future preservation proposal should be narrower, evidence based, and a good faith effort to compromise with the parallel zoning process.

Abbie Turiansky
abbita@gmail.com
2924 Ellis St
Berkeley, California 94703

Landmarks Preservation Commission
℅ Allison Riemer, Secretary
Land Use Planning Division,
City of Berkeley, CA

May 27, 2026

Commissioners:

I would like to provide the below comments for your consideration ahead of further discussion of the proposed Elmwood Commercial Historic District. I am providing these comments as a private individual. The opinions expressed are my own, and they do not reflect positions taken by my employer or any organizations with which I volunteer.

———————

1. The Elmwood Commercial Historic District need not impede the development of new housing utilizing the Corridor Zoning Update.

Despite what the polarized YIMBY vs. NIMBY rhetoric would have one believe, the proposed Elmwood Commercial Historic District is actually very compatible with the corridor upzoning approach as recently recommended by the Planning Commission. The historic district boundaries, as recommended in the Staff Report, already exclude the two largest Opportunity Site parcels–the former Safeway and the post office. See Figures 1 and 2 below.

If the LPC wishes to align the proposed historic district with the Planning Commission proposal, Commissioners can choose to remove the remaining two opportunity sites from the district boundaries. The overall district would still be almost entirely intact, and it would no longer complicate development on upzoned parcels.

2. The Commission should consider the significance of the district as a whole, then assess the individual parcels in terms of their contribution to that significance.

At the May LPC hearing, commissioners referred to the historic district application as “34 landmark applications.” That is simply not true, and it risks missing the big picture.

The architectural significance of the Elmwood Commercial District is undeniable. It is an extraordinarily intact grouping of early twentieth century commercial structures that form a coherent urban fabric unique in the City. The continuity of the storefronts and the intimacy of the street combine to create the sense of an outdoor room: a very different spatial experience than along the expansive rights-of-way of Shattuck, Adeline, San Pablo, or Solano.

The buildings, although some are distinguished designs, are not necessarily significant on their own. In fact, as a pedestrian, it is easy to overlook where one building begins and another ends. What is important is the overall urban design they create; that is what is being designated under the proposed historic overlay district. Within the district, the individual buildings derive their significance based on their contribution to that urban design.

3. The proposed historic district would not be symbolic. It would serve an important role in sustaining the significant urban design through future additions and alterations.

At the May LPC meeting, Commissioners were clear that the historic district would neither prevent development nor necessarily protect existing shops from eviction. This is true, but this does not make the historic district a merely symbolic designation. Because the Elmwood's architectural significance is tied to the coherent design of its storefronts, a historic district will provide a valuable level of design review to ensure that alterations and additions to storefronts are compatible with the district's urban design. Structural Alteration Permits also provide an opportunity to encourage the repair and restoration of deteriorated elements.

Contrary to statements by Commissioners, this design review will not significantly impede the ability of future business to adapt commercial spaces to their purposes, as interior improvements by tenants will not require LPC review.

4. The Elmwood Commercial District's association with Berkeley's 1916 Zoning Ordinance deserves a nuanced assessment, not reflexive judgment.

As noted in the application and Staff Report, part of the Elmwood Commercial District's historic significance is its status as the first commercial area considered under Berkeley's 1916 Zoning Ordinance, one of the first zoning ordinances in the country. This ordinance is now infamous for its exclusionary policies, most famously single-family zoning, which were clearly articulated at the time in racist and classist terms.

However, although the history of this commercial district certainly intersects with this ugly aspect of Berkeley history, the proposed historic district is hardly a monument to single-family zoning. Rejecting the historic district out of hand for its association with the 1916 Ordinance ignores the full story of the district's origins and development, which extends both before and long after 1916.

- The June 23, 1916 zoning decision primarily dealt with the Elmwood Park neighborhood, which residents hoped to zone for single-family housing. The Civic Art Commission approved most of the single-family district (and actually expanded its boundaries), but it decided to leave existing commercial uses along College Avenue unzoned (no commercial districts existed in the Zoning Ordinance at the time) and allowed apartments on part of

Elmwood Park's College Avenue frontage.[1] This decision, although a major moment in the history of Zoning, hardly gave shape to the current commercial district.

- The overall commercial district was shaped mostly by later zoning decisions that had nothing to do with the single-family zoning of Elmwood Park. Today's commercial district is much larger than it was in 1916, or even in 1920 (See Figure 3), and its character says much more about the state of development by the 1930s than it does about zoning decisions in the 1910s.
- The Elmwood Commercial District has always been just as closely associated with the residential tracts to the west and the apartment houses along College Avenue as with Elmwood Park. Most of these areas were never zoned single family and have always had duplexes, small apartment buildings, and other middle housing.

———————

Thank you for your consideration of the above points. I sincerely hope that there will be a chance for robust Commissioner discussion at the June LPC meeting, as the proposed designation is a consequential application that deserves coherent and thorough consideration.

Respectfully,

Isaac Warshauer

[1] Duncan McDuffie, "A Practical Application of the Zoning Ordinance," *Berkeley Civic Bulletin*, Vol. V, No. 1, p. 10-17, Aug. 22, 1916.

Figures

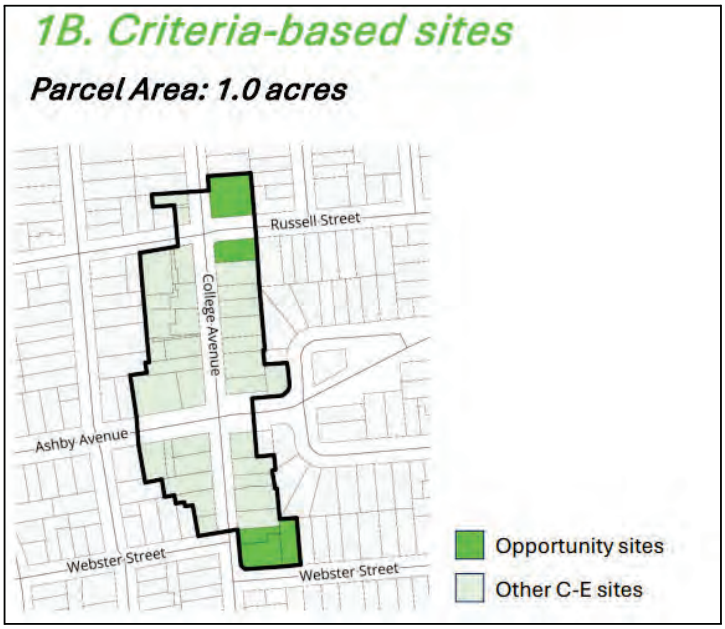


Figure 1: The Elmwood opportunity sites recommended by the Planning Commission on May 6, 2026.



Figure 2: The proposed boundary of the Elmwood Commercial Historic District from the Staff Report already excludes the two largest opportunity sites.

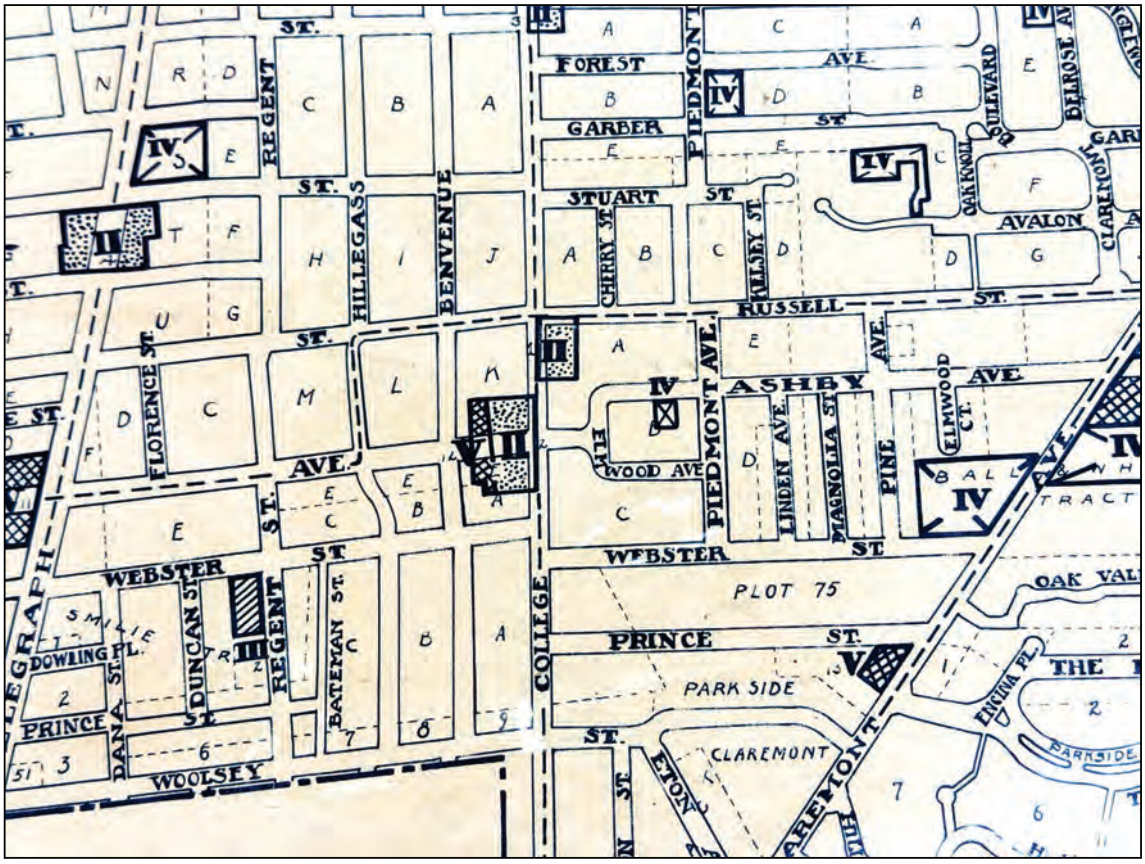


Figure 3: The Elmwood Commercial District as zoned in Berkeley's first comprehensive zoning map in 1920. The districts labeled "II" permit stores, offices, and residential use. The districts labeled "V" permit garages and laundries and some other uses excluded from "II" districts. The commercial area remains two disjointed commercial frontages: one along Ashby and another along College. The "urban room" of today's cohesive commercial district was given form by zoning decisions and development later in the 1920s. From *City of Berkeley Zone Map: Ordinance No. 666 N.S., 1920.* Courtesy of the Earth Sciences and Map Library, University of California, Berkeley.

Received
MAY 26 2026
Land Use Planning

5/28/26

Dear Landmarks Preservation Commission,

The attached 12 pages include
48 signatures of Berkeley residents
in support of Landmark designation
of The Elmwood Commercial
Historic District.

Claudia Hunka
Claudia Hunka

property owner 2940 College Ave.

Name of Property:	Elmwood Commercial District
Street Address(es) of Property:	2840-3008 College and 2600-2629 Ashby

We the undersigned residents of the City of Berkeley, petition the Landmarks Preservation Commission to designate the property identified above, for consideration as a Landmark, Structure of Merit or Historical District under the provisions of Section 3.24.120 of the Berkeley Landmarks Preservation Ordinance. We certify, under penalty of perjury, that we are residents of the City of Berkeley at the addresses indicated.

Name: Marilyn Simons (Please Print)

41 Address: 27 Hopkins Ct. City: Berkeley Zip: 94709

Signature: Marilyn J. Simons Date: 3/10/26

Name: Kathleen Keller (Please Print)

42 Address: 2029 Channing Way, #2B City: Berkeley Zip: 94704

Signature: Kathleen L Keller Date: 3/13/26

Name: Angelina Liu (Please Print)

43 Address: 3154 College Ave. Apt 3 City: Berkeley Zip: 94705

Signature: Angelina Liu Date: 3/14/26

Name: Helena Brykarz (Please Print)

44 Address: 802 Colusa Ave City: Berkeley Zip: 94707

Signature: Helena Brykarz Date: 3/15/26

Name: Elizabeth Mackey (Please Print)

45 Address: City: Zip:

Signature: Date:

Land Use Planning 2120 Milvia Street, Berkeley, CA 94704
Tel: 510.981.7410 TDD: 510.981.9603 Fax: 510.981.7420 Email: Planning@ci.berkeley.ca.us

Name of Property:	Elmwood Commercial District
Street Address(es) of Property:	2890-3006 College and 2600-2629 Ashby

We the undersigned residents of the City of Berkeley, petition the Landmarks Preservation Commission to designate the property identified above, for consideration as a Landmark, Structure of Merit or Historical District under the provisions of Section 3.24.120 of the Berkeley Landmarks Preservation Ordinance. We certify, under penalty of perjury, that we are residents of the City of Berkeley at the addresses indicated.

Name: Kathleen Garrison (Please Print)

41 Address: 2834 Hillegass Ave City: Berkeley Zip: 94705

Signature: [signature] Date: 4/15/26

Name: Suzette Curran (Please Print)

42 Address: 2615 Benvenue City: Berkeley Zip: 94704

Signature: Suzette Curran Date: 4/15/26

Name: Patrick Sheahan (Please Print)

43 Address: 2728 Russell St City: Berkeley Zip: 94705

Signature: [signature] Date: 4/15/26

Name: Janice H. Cecil (Please Print)

44 Address: 2923 Ashby Avenue City: Berkeley, Ca Zip: 94705

Signature: Janice H Cecil Date:

Name: Maidi Sicular-Mertens (Please Print)

45 Address: 980 Overlook Rd. City: Berkeley Zip: 94708

Signature: Maidi Sicular-Mertens Date: 4/21/26

Land Use Planning 2120 Milvia Street, Berkeley, CA 94704
Tel: 510.981.7410 TDD: 510.981.9603 Fax: 510.981.7420 Email: Planning@ci.berkeley.ca.us

Name of Property:	Elmwood Commercial District
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41
Name: RUTH KAMPMANN (Please Print)
Address: 590 VINCENTE AVE City: Berkeley Zip: 94707
Signature: Ruth Kampmann Date: 3.23.26

42
Name: Dorothy Narsiry (Please Print)
Address: 2746 Webster Street City: Berkeley Zip: 94705
Signature: Dorothy Date: 3/24/26

43
Name: Sally Brook (Please Print)
Address: 3206 King St City: Berkeley Zip: 94703
Signature: Sally E Brook Date: 3/25/26

44
Name: EVELYN GOODWIN (Please Print)
Address: ~~1241 HOLMAN RD~~ City: OAKLAND Zip: 9410
Signature: Evelyn Goodwin Date: 3/27/26

45
Name: Catherine LANGLOIS (Please Print)
Address: 2741 Elmwood Ave City: Berkeley Zip: 94705
Signature: Catherine Langlois Date: 3/29/2026

Land Use Planning 2120 Milvia Street, Berkeley, CA 94704
Tel: 510.981.7410 TDD: 510.981.9603 Fax: 510.981.7420 Email: Planning@ci.berkeley.ca.us

Name of Property:	Elmwood Commercial District
Street Address(es) of Property:	2840-3000 College and 2600-2629 Ashby

We the undersigned residents of the City of Berkeley, petition the Landmarks Preservation Commission to designate the property identified above, for consideration as a Landmark, Structure of Merit or Historical District under the provisions of Section 3.24.120 of the Berkeley Landmarks Preservation Ordinance. We certify, under penalty of perjury, that we are residents of the City of Berkeley at the addresses indicated.

41
Name: Margaret Goodman (Please Print)
Address: 1425 ½ Santa Fe Ave City: Berkeley Zip: 94702
Signature: Margaret Goodman Date: 2/2/26

42
Name: Martha Wing (Please Print)
Address: 3807 - 60th St. City: Oakland Zip: 94618
Signature: Martha Wing Date: 3/3/26

43
Name: Terry McCartin (Please Print)
Address: 2627 Etna St. City: Berkeley Zip: 94704
Signature: Terry McCa Date: 3Feb2026 2/3/26

44
Name: ANN FORWAND (Please Print)
Address: 605 PRIMROSE TERRACE City: PINOLE Zip: 94564
Signature: Ann Forwand Date: 2/5/26

45
Name: Margaret Dorfman (Please Print)
Address: 5935 Taft Ave City: Oakland Zip: 94618
Signature: Date:

Land Use Planning 2120 Milvia Street, Berkeley, CA 94704
Tel: 510.981.7410 TDD: 510.981.9603 Fax: 510.981.7420 Email: Planning@ci.berkeley.ca.us

Name of Property:	Elmwood Commercial District
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41
Name: Heather Lucas (Please Print)
Address: 40 Claremont Cres City: Berkeley Zip: 94705
Signature: Date: 2/19/26

42
Name: Angela Price (Please Print)
Address: 2927A Harper St City: Berkeley Zip: 94703
Signature: Date: 2/19/2026

43
Name: Vicki Oswald (Please Print)
Address: 2224 Blake St. City: Berkeley Zip: 94704
Signature: Vicki Oswald Date: 2/19/2026

44
Name: KEN WATSON, ARCHITECT (Please Print)
Address: 2540 BENVENUE City: BERKELEY Zip: 94704
Signature: Date: 20 FEB '26

45
Name: Eva Matiez (Please Print)
Address: City: Zip:
Signature: Date: 2/20/26

Land Use Planning 2120 Milvia Street, Berkeley, CA 94704
Tel: 510.981.7410 TDD: 510.981.9603 Fax: 510.981.7420 Email: Planning@ci.berkeley.ca.us

Name of Property:	Elmwood Commercial District
Street Address(es) of Property:	2840-3000 College and 2629-2650 Ashby

We the undersigned residents of the City of Berkeley, petition the Landmarks Preservation Commission to designate the property identified above, for consideration as a Landmark, Structure of Merit or Historical District under the provisions of Section 3.24.120 of the Berkeley Landmarks Preservation Ordinance. We certify, under penalty of perjury, that we are residents of the City of Berkeley at the addresses indicated.

46
Name: Emily Ladner (Please Print)
Address: 2932 Benvenue Ave #8 City: Berkeley Zip: 94705
Signature: Emily Ladner Date: 2/21/26

47
Name: Maya Amago (Please Print)
Address: 5464 Manila Ave City: Oakland Zip: 94618
Signature: Date: 3/4/26

48
Name: MARSHA GALE (Please Print)
Address: 1705 BUENA AVE. City: BERKELEY Zip: 94703
Signature: Date: 3/4/26

49
Name: E. Hoadley (Please Print)
Address: 1705 Buena Ave City: Berkeley Zip: 94703
Signature: E Hoadley Date: 3/4/26

50
Name: Jane Goodwin (Please Print)
Address: 1276 64th ST. City: Emeryville Zip: 94608
Signature: Date: 3/11/26

Marcia Abcarian Berkeley 94705
2705 Fulton Ave
Berkeley, CA 5/14/2026

Land Use Planning 2120 Milvia Street, Berkeley, CA 94704
Tel: 510.981.7410 TDD: 510.981.9603 Fax: 510.981.7420 Email: Planning@ci.berkeley.ca.us

Name of Property:	Elmwood Commercial District
Street Address(es) of Property:	2890-3006 College and 2600-2629 Ashby

We the undersigned residents of the City of Berkeley, petition the Landmarks Preservation Commission to designate the property identified above, for consideration as a Landmark, Structure of Merit or Historical District under the provisions of Section 3.24.120 of the Berkeley Landmarks Preservation Ordinance. We certify, under penalty of perjury, that we are residents of the City of Berkeley at the addresses indicated.

Name: Miranda Bourgeois (Please Print)

41 Address: 3160 51st St #1 City: Oakland Zip: 94609

Signature: [signature] Date:

Name: Jo Ann Jones (Please Print)

42 Address: 2824 College Ave City: Berk Zip: 94705

Signature: [signature] Date: 4/29/06

Name: Jim Hellam (Please Print)

43 Address: 2216 Hillegass Ave City: Berkeley Zip: 94705

Signature: JDH Date:

Name: JACKIE EVANS (Please Print)

44 Address: 30 ALTA Rd. City: Berkeley Zip: 94708

Signature: Jacquelyn D EVANS Date: 5/2/26

Name: Michele Muenzig (Please Print)

45 Address: 3200 King St. City: Berkeley Zip: 94703

Signature: [signature] Date: 5/4/26

Land Use Planning 2120 Milvia Street, Berkeley, CA 94704
Tel: 510.981.7410 TDD: 510.981.9603 Fax: 510.981.7420 Email: Planning@ci.berkeley.ca.us

Name of Property:	Elmwood Commercial District
Street Address(es) of Property:	2840-3006 College and 2600-2629 Ashby

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41	Name: Susan Berger Law (Please Print)			
	Address: 2815 Alida Street	City: Oakland	Zip: 94602	
	Signature: Susan Berger Law		Date: 17 May 2026	
42	Name: MICHAEL E PATCH (Please Print)			
	Address: 1432 ALLSTON WAY	City: BERKELEY	Zip: 94702	
	Signature: Michael E Patch		Date: 5, 17, 26	
43	Name: Hilary Kitta (Please Print)			
	Address: 2415 Russell St	City: Berkeley	Zip: 94705	
	Signature: HKitta		Date: 5/18/26	
44	Name: Rafael Friedmann (Please Print)			
	Address: 327 62nd Street	City: Oakland	Zip: 94618	
	Signature: RFriedmann		Date: 05/18/26	
45	Name: Naima Sweeting (Please Print)			
	Address: 2980 College Ave, STE 8B	City: Berkeley	Zip: 94705	
	Signature:		Date: 5/18/26	

Land Use Planning 2120 Milvia Street, Berkeley, CA 94704
Tel: 510.981.7410 TDD: 510.981.9603 Fax: 510.981.7420 Email: Planning@ci.berkeley.ca.us

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Street Address(es) of Property:	2890-3006 College and 2600-2629 Ashby

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	Name: DONNA WEINBERG (Please Print)			
41	Address: 2822 Russell ST	City: Berkeley	Zip: 94705	
	Signature: Donna Weinberg		Date: 5-20-26	
	Name: Gregg Richman (Please Print)			
42	Address: 1341 Carlotta Ave	City: Berkeley	Zip: 94703	
	Signature: G. Richman		Date: 5-21-26	
	Name: IRENE ELMER (Please Print)			
43	Address: 2806 Cherry St	City: Berkeley	Zip: 94705	
	Signature: Irene Elmer		Date: 5/20/26	
	Name: MARC ALLAN WEISS (Please Print)			
44	Address: 2980 COLLEGE AVE, STE 6	City: BERKELEY	Zip: 94705	
	Signature: Marc Allan Weiss		Date: 5/22/26	
	Name: Eva Kathryn Bear (Please Print)			
45	Address: 22 Domingo Ave	City: Berkeley	Zip: 94705	
	Signature: E. K. Bear		Date: 5/23/26	

Land Use Planning 2120 Milvia Street, Berkeley, CA 94704
Tel: 510.981.7410 TDD: 510.981.9603 Fax: 510.981.7420 Email: Planning@ci.berkeley.ca.us

Name of Property:	Elmwood Commercial District
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Name: CARL NAGIN (Please Print)

41 Address: 1326 Josephine St City: Berkeley Zip: 94703

Signature: [signature] Date: 5/23/2026

Name: Kathryn Freistadt (Please Print)

42 Address: 520 Santa Barbara Rd City: Berkeley Zip: 94707

Signature: K.V. Freistadt Date: 5/23/26

Name: FERNANDO AGUDELO-SILVA (Please Print)

43 Address: 520 Santa Barbara Rd City: Berkeley Zip: 94707

Signature: Fernando Agudelo S. Date: 5/23/26

Name: Judith Bebelaar (Please Print)

44 Address: 3027 Hillegass Ave City: Berkeley Zip: 94705

Signature: Judith Bebelaar Date: 5/23/26

Name: Michael Lee Palmer (Please Print)

45 Address: 2336 Blake St. #2 City: Berkeley Zip: 94704

Signature: Michael Lee Palmer Date: 5/25/26

Land Use Planning 2120 Milvia Street, Berkeley, CA 94704
Tel: 510.981.7410 TDD: 510.981.9603 Fax: 510.981.7420 Email: Planning@ci.berkeley.ca.us

Name of Property:	Elmwood Commercial District
Street Address(es) of Property:	2840-3000 College and 2629-2650 Ashby

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	Name: CHO MICZ KINGA (Please Print)			
46	Address: 2731 Regent St	City: Berkeley	Zip: 94705	
	Signature: V Cheun'-		Date: 9/5/25	
	Name: Lindsay Lewis (Please Print)			
47	Address: 2719 Webster Street	City: Berkeley	Zip: 94705	
	Signature:		Date: 9/8/25	
	Name: William Lewis (Please Print)			
48	Address: 2719 WEBSTER ST	City: BERKELEY	Zip: 94705	
	Signature:		Date: 9/8/25	
	Name: (Please Print)			
49	Address:	City:	Zip:	
	Signature:		Date:	
	Name: Carrie Spellman (Please Print)			
50	Address: 64 Oakvale Ave	City: Berkeley	Zip: 94705	
	Signature: Carrie Spellman		Date: 9.9.2025	

Land Use Planning 2120 Milvia Street, Berkeley, CA 94704
Tel: 510.981.7410 TDD: 510.981.9603 Fax: 510.981.7420 Email: Planning@ci.berkeley.ca.us

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41 Name: JACK FRANK (Please Print)
Address: 2924 CLAREMONT AVE City: BERKELEY Zip: 94705
Signature: [signature] Date: 2/27/25

42 Name: Teresa Vosper (Please Print)
Address: 2328 7th St # B City: Berkeley Zip: 94710
Signature: [signature] Date: 2/28/26

43 Name: Cathy McIntosh (Please Print)
Address: 2230 Woolsey St City: Berkeley Zip: CA
Signature: [signature] Date: 02 Mar 2026

44 Name: ENID Schreibman (Please Print)
Address: 2828 Cherry St City: Berkeley, CA Zip: 94705
Signature: Enid Schreibman Date: 02 March 2026

45 Name: (Please Print)
Address: City: Zip:
Signature: Date:

27 May 2026

Landmarks Preservation Commission
1947 Center Street
Berkeley, California 94704

Re: Elmwood Commercial Historic District application

Dear Landmarks Preservation Commission:

As the person who researched and wrote the Elmwood Commercial Historic District application, I have some points to make in response to the May Landmarks Preservation Commission meeting.

• Not only did the City Planning staff recommend designation, but the professional consultants retained by the staff reviewed the Elmwood Commercial Historic District application and also determined that the application met criteria for consideration and designation.

• While the consultants proposed refinements—such as narrowing the period of significance—these were normal technical recommendations intended to strengthen and clarify the application.

• The consultants did not reject the district's historic value, integrity, or eligibility.

• It is not unusual for historic district evaluations to frequently involve:
- Boundary refinements.
- Period of Significance adjustments.
- Clarifications of contributing resources.

• Such refinements are evidence of a serious professional process, not evidence *against* designation.

• Berkeley's General Plan language recognizes compact historic commercial districts as being defining elements of Berkeley's urban character.

• When both community support and independent professional preservation review align in favor of advancing an historic district, the Commission has strong grounds to continue the designation process.

Lastly, I must say how deeply offended I was by the motion to *reject* the application! I do not see how the Commission has the authority to reject it. The City has already *accepted* the application; otherwise it would never have been sent to you, the Commission. I felt that the motion was a needless insult to the person who had spent months researching and writing the application.

—Anthony Bruce

Riemer, Allison

From: Gale Garcia <galeg13@gmail.com>
Sent: Thursday, May 28, 2026 10:02 AM
To: Landmarks Preservation Commission
Subject: Elmwood Commercial Historic District
Attachments: R.A. Hawkins COURIER 1930.jpeg; Berkeley-Daily-Gazette-Aug-17-1929-p-10.pdf

WARNING: This is not a City of Berkeley email. Do not click links or attachments unless you trust the sender and know the content is safe.

May 27, 2026

Landmarks Preservation Commission
City of Berkeley

Dear Commissioners,

Whatever the policies of the surrounding residential neighborhoods may have been, **the Elmwood Commercial District was far from exclusionary**. It could even be characterized, during the period of significance, as unusually inclusionary.

There were many Japanese-owned businesses on College Avenue starting as early as 1910, a time when there was growing opposition to Japanese businesses in downtown Berkeley. Japanese-owned endeavors continued to thrive in the Elmwood until 1942.

An Armenian genocide survivor opened an Oriental rug shop in 1922 and later purchased a prominent corner building at College and Webster, which remained as a family owned business for several decades.

An African American restauranteur brought traditional southern cooking to the Elmwood in 1929. See attached an article of February 1, 1930 in *The Courier* about Robert Hawkins and his Augusta Inn at 2988 College Avenue. Also attached is a 1929 advertisement in the Berkeley Daily Gazette for special Sunday dinners offered at the Inn.

The Elmwood Commercial Historic District appears to have been virtually devoid of the common prejudices of the times. It is therefore ironic that some LPC Board members would choose to deny it a landmark designation for perceived, but non-existent, exclusionary policies.

Sincerely,

Gale Garcia

(E) (13) 1573

Feb. 1, 1930

Try Berkeley First—It's Home!

This is the thirty-fifth of a series of articles presenting to the Berkeley buying public certain of their reputable local manufacturing and distributing firms, and the men and women who conduct them.

THE AUGUSTA INN



When I entered his restaurant, the Augusta Inn, at 2988 College avenue, Mr. Robert Hawkins, the proprietor, was standing on a chair, adjusting a framed photograph on the wall.

"Mr. Hawkins?"

"The same, suh." He got down from the chair, stepped back a few paces, and cocked an eye at the picture. "Purty straight now, I guess," he remarked, and turned to me. "What can I do for you, suh?"

It was early in the afternoon, and there were no diners in the restaurant at the moment.

"Well, if you have time you might tell me something about yourself, Mr. Hawkins." My eye wandered back to the photograph on the wall; it was a picture of a neat store front with a sign across the top reading 'The Dixie Inn.' "Did you once own a restaurant called 'The Dixie Inn?'"

"Yes, suh, that restaurant has been in my fam'ly for four generations. Four generations is a long time. Sit down, suh."

"Thanks."

He himself sat down, slowly, his hands on his knees, with the air of a man about to relate an old story.

"That restaurant, suh, is in Richmond, V'ginia. You know," he leaned toward me confidingly, "every negro orig'nally came from V'ginia. Yes, suh; an' so did I." He smiled, a broad genial smile that exposed his teeth. "My great-grandfather founded that restaurant in Richmond; then it belonged to my grandfather, then my father; an' now my brother is the proprietor."

"That's extraordinary indeed," I remarked. "The Dixie Inn must have served very excellent food to have lasted so long."

"The South has a reputation for good food, suh." There was a ring of pride in his voice. "From the early days in Jamestown Southern cooking has been famous. Even t'day V'ginia ham an' bacon, prepared by a genuine old Southern chef—there's nothing like it."

"And chicken?" I inquired.

"Yes suh, not only fried, but chicken milanaise, chicken curry, Turkish pilan, chaud-froid of chicken, chicken picante, chicken daube, smothered chicken, creme de volaille, chicken a la Bordeaux, Maryland chicken—"

"What's Maryland chicken?"

"Sorta old fashioned fried; it's prepared this way: You take two chickens, an' cut each one up into about six pieces; dip each piece in milk, an' then roll them in flour. Then take some pieces o' salt pork, an' when the drippin' is hot put in the chicken. Cook it slowly on the back of the stove, turnin' it over an' brownin' both sides. When the pieces

Opened in 1929.



DINING ROOM

GENUINE Southern cooking, prepared by experienced negro chefs who learned the art of cooking in the South. Our customers come back—that is our recommendation.

AUGUSTA INN
2988 COLLEGE AVENUE
Telephone BErkeley 8209



BRAKE SERVICE

A COMPLETE and modern shop equipped to do brake relining, brake adjusting, drum truing, and front wheel and axle aligning.

DEPENDABLE BRAKE SERVICE
GROVE and CENTER STS.
Telephone BErkeley 6611



JEWELRY

COME in and see our newly remodeled shop. We now offer the finest in hand-made jewelry, along with a wide assortment of modern creations—ideal for gift selection.

W. H. MORRISON
Jeweler, Watchmaker & Engr.
2161 SHATTUCK AVENUE
Telephone BErkeley 5883



WHOLESALE AND RETAIL

COLLEGE COTTAGE CHEESE

ELMWOOD CREAMERY
2642 ASHBY AVENUE
at College Avenue
Telephone BErkeley 3236



Special Sunday Dinner 85¢

SOUP
Chicken Rice Broth

SALAD
Combination Fruit Salad

ENTREES
Augusta Half Fried Chicken
Roast Lamb with Jelly
Baked Ham with Candied Yams
Roast Stuffed Young Duck

VEGETABLES
Succotash Creamed Carrots
Mashed Potatoes
Hot Biscuits

DESSERTS
Strawberry Shortcake, Whip'd Cr'm
Ice Cream and Cakes Apple Pie
Peach Cobbler, Whipped Cream
Chilled Watermelon
Butterscotch Pie

Tea -- Coffee -- Milk

Also a special 70c dinner served
Service from 12 m. to 8 p. m.

AUGUSTA INN

2988 College Ave. between Ashby and Webster. Phone BErk. 8209

NewspaperArchive by Storied

Berkeley Daily Gazette, August 17, 1929 Pg. 10, Berkeley, California, US
https://newspaperarchive.com/berkeley-daily-gazette-aug-17-1929-p-10/

Outlook

Fwd: Commercial zone upzoning

From john selawsky <websky66@gmail.com>
Date Thu 5/28/2026 6:19 AM
To Landmarks Preservation Commission <PlanningLPC@berkeleyca.gov>

WARNING: This is not a City of Berkeley email. Do not click links or attachments unless you trust the sender and know the content is safe.

I'm writing to support any and all efforts to prevent unnecessary large-scale upzoning in the Elmwood district, as well as Solano and North Berkeley commercial districts.

If the city had been more successful with the downtown upzoning, I would be more sympathetic to attempts to upzone commercial districts in other areas of Berkeley. I can honestly say the downtown area, one I use every day, is the worst I've experienced in my 40 years in Berkeley.

Thank you for your work, and your consideration.

John T Selawsky
1912 Blake St
Berkeley CA 94704

"...for fascism is a lie, told by bullies." Ernest Hemingway

Riemer, Allison

From: Burl Willes <bwilles@lmi.net>
Sent: Thursday, May 28, 2026 11:50 AM
To: Landmarks Preservation Commission; planning@cityofberkley.info
Subject: Late Communication

WARNING: This is not a City of Berkeley email. Do not click links or attachments unless you trust the sender and know the content is safe.

Greetings Commissioners,

The charming small town of Pt. Richmond became a National Historic Landmark District in 1978

Shortly thereafter, we moved the tiny 1906 hardware building to its present location where it is now the local history museum.

The town was landmarked even with newly-constructed buildings like the library and fire station.

The Elmwood has similar new buildings (Elmwood Village, for example) but this should not be a reason to deny landmarking.

Please do not confuse residential redlining with commercial Elmwood. An African-American owned the Augusta Inn cafe, Japanese- Americans owned a laundry (1914). Tulanian Rugs was opened by survivors of the Armenian genocide.

COMMERCIAL ELMWOOD WAS NOT REDLINED.

Sincerely,

Burl Willes
2829 Russell Street
Berkeley, CA 94705

Outlook

Elmwood Commercial District

From Tim Daniels <timdaniels100@gmail.com>
Date Fri 5/29/2026 10:44 AM
To Landmarks Preservation Commission <PlanningLPC@berkeleyca.gov>
Cc Kesarwani, Rashi <RKesarwani@berkeleyca.gov>; Gerstein, Beth <BGerstein@berkeleyca.gov>

WARNING: This is not a City of Berkeley email. Do not click links or attachments unless you trust the sender and know the content is safe.

I know there is a very well-organized group trying to push this through, but I want to give you some thoughts from your average citizen.

Trying to control/freeze progress doesn't work out very often. Unless you want to turn it into a living history park, you need to let progress move forward. Sure, I'm ok with designating some buildings, but as a commercial district, the main word is commercial. Market forces determine the highest, best use of property. I wouldn't be surprised if some of the businesses supporting the designation are worried their rents will go up if the area becomes more vibrant. Two examples of failed efforts to control progress that come to mind are:

- The West Berkeley Plan - designed to keep good-paying manufacturing jobs available for local residents. There was not a lot of manufacturing, and if there was, the employees couldn't afford to live nearby. The vacant buildings ended up becoming artist studios that property owners had to subsidize with low rents.
- The zoning on Solano and maybe Downtown that limited the number of food service establishments in an effort to shore up small retail. Had to give it up because small retail is a shrinking commercial activity. It's very difficult to fight Amazon

Housing - the city is mandated to build more housing. If not here, then where? Housing in an existing commercial district has many advantages; more foot traffic for the retail stores and food shops, less need for driving, more sales and property tax revenue for the city. If you're worried that it will end up looking like Bay Street, then maybe just ensure the buildings have design details consistent with the architecture of the area.

So don't get sucked into being a tool in a zoning fight, but if there are buildings of architectural and historical significance, go for it.

Tim Daniels

Outlook

Please reject the application to landmark the entire Elmwood

From Namita Dodeja <namita@bhasin.com>
via email.actionnetwork.org
Date Fri 5/29/2026 7:36 PM
To Landmarks Preservation Commission <PlanningLPC@berkeleyca.gov>

WARNING: This is not a City of Berkeley email. Do not click links or attachments unless you trust the sender and know the content is safe.

N/A Landmark Preservation Committee N/A,

Dear Landmarks Preservation Commissioners,

I urge you to reject the proposed Elmwood Historic District designation.

Elmwood has buildings and streetscapes that many residents value, but the current application is overly broad and lacks credibility as a preservation effort. It appears to be a thinly veiled attempt to block housing, submitted only after the upzoning process for Elmwood was already underway.

A parking lot, a strip mall, a 7-Eleven, and a mid 1970s post office do not justify a district wide landmarking designation. It would be better to more precisely identify specific historically interesting buildings like the Mercantile Trust Company Building. A narrower and more tailored process would be more credible to the community and to state housing regulators. It would show that the goal is to thoughtfully engage with Elmwood's history while allowing the neighborhood to evolve and not obstruct the zoning process.

The Commission should also be careful not to preserve the legacy of exclusionary zoning. The application's repeated grounding in the 1916 zoning ordinance, the ordinance that first introduced racialized single-family zoning to Berkeley, is not something we should be embracing as an inclusive and progressive city.

Please reject the current Elmwood Historic District application. Any future preservation proposal should be narrower, evidence based, and a good faith effort to compromise with the parallel zoning process.

Namita Dodeja
namita@bhasin.com
2932 Linden Ave
Berkeley, California 94705

From: Pamela Webster <pamelawebster6@gmail.com>
Sent: Friday, May 29, 2026 7:59 AM
To: Landmarks Preservation Commission <PlanningLPC@berkeleyca.gov>
Subject: Commercial upzoning

WARNING: This is not a City of Berkeley email. Do not click links or attachments unless you trust the sender and know the content is safe.

Dear commissioners,

I'm writing in support of all efforts to prevent unnecessary large-scale upzoning in the Elmwood, Solano and North Berkeley commercial districts.
I have watched the demise of our downtown over the last few decades, all in the guise of building more housing along major corridors. The housing that developers have provided is not affordable, and many units remain vacant. We've lost established small businesses that had served our residential neighborhoods, and with nothing to show for that loss. A ghost town remains. Had there been a more thoughtful approach to upzoning the downtown, perhaps other districts in Berkeley could follow. But alas, that did not happen, so please protect the architectural character of other commercial districts elsewhere in Berkeley.

Thank you for your work, and your consideration.

Pam Webster,
1912 Blake Street,
Berkeley

Outlook

Please reject the application to landmark the entire Elmwood

From Sarah Ejigu <noreply@adv.actionnetwork.org>
Date Sat 5/30/2026 3:02 PM
To Landmarks Preservation Commission <PlanningLPC@berkeleyca.gov>

WARNING: This is not a City of Berkeley email. Do not click links or attachments unless you trust the sender and know the content is safe.

N/A Landmark Preservation Committee N/A,

Dear Landmarks Preservation Commissioners,

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Elmwood has buildings and streetscapes that many residents value, but the current application is overly broad and lacks credibility as a preservation effort. It appears to be a thinly veiled attempt to block housing, submitted only after the upzoning process for Elmwood was already underway.

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Please reject the current Elmwood Historic District application. Any future preservation proposal should be narrower, evidence based, and a good faith effort to compromise with the parallel zoning process.

Sarah Ejigu
sarakitaw@gmail.com
917 Bancroft Way #B
Berkeley, California 94710

Outlook

Do not grant landmark status to the Elmwood

From Phyllis Orrick <orrickle@duck.com>
Date Mon 6/1/2026 8:32 AM
To Landmarks Preservation Commission <PlanningLPC@berkeleyca.gov>

WARNING: This is not a City of Berkeley email. Do not click links or attachments unless you trust the sender and know the content is safe.

N/A Landmark Preservation Committee N/A,

Dear Landmarks Preservation Commissioners,

It's imperative that you reject this effort to freeze a well-resourced section of the city in amber and reinforce its history of racial discrimination and exclusion.

This is nothing more than an attempt to thwart the commendable effort to upzone this part of Berkeley and sabotage the city's efforts to affirmatively further fair housing by opening up the Elmwood to more housing and more residents beyond the privileged few that now occupy it, as demonstrated by the heavy adherence to the 1916 zoning ordinance of more than a century ago (!).

It would be absurd and hypocritical for Berkeley to bless such a cynical maneuver to protect the well-situated few at the expense of the many who have been priced out of Berkeley and would remain so if this effort were to prevail. It is not something a supposedly progressive and inclusive city should be promoting.

Please reject the current Elmwood Historic District application.

Phyllis Orrick
orrickle@duck.com
1625 A Kains Avenue
Berkeley, California 94702

Outlook

Please reject the application to landmark the entire Elmwood

From Ranjit Bharvirkar <noreply@adv.actionnetwork.org>
Date Tue 6/2/2026 12:40 PM
To Landmarks Preservation Commission <PlanningLPC@berkeleyca.gov>

WARNING: This is not a City of Berkeley email. Do not click links or attachments unless you trust the sender and know the content is safe.

N/A Landmark Preservation Committee N/A,

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Please reject the current Elmwood Historic District application. Any future preservation proposal should be narrower, evidence based, and a good faith effort to compromise with the parallel zoning process.

Thank you!

Ranjit Bharvirkar

Ranjit Bharvirkar
ranjit.bharvirkar@gmail.com
1836 Arch Street
Berkeley, California 94709

Outlook

Please reject the application to landmark the entire Elmwood

From Lee Bishop <noreply@adv.actionnetwork.org>
Date Tue 6/2/2026 10:50 AM
To Landmarks Preservation Commission <PlanningLPC@berkeleyca.gov>

WARNING: This is not a City of Berkeley email. Do not click links or attachments unless you trust the sender and know the content is safe.

N/A Landmark Preservation Committee N/A,

Dear Landmarks Preservation Commissioners,

I urge you to reject the proposed Elmwood Historic District designation.

Elmwood has buildings and streetscapes that many residents value, but the current application is overly broad and lacks credibility as a preservation effort. It appears to be a thinly veiled attempt to block housing, submitted only after the upzoning process for Elmwood was already underway.

A parking lot, a strip mall, a 7-Eleven, and a mid 1970s post office do not justify a district wide landmarking designation. It would be better to more precisely identify specific historically interesting buildings like the Mercantile Trust Company Building. A narrower and more tailored process would be more credible to the community and to state housing regulators. It would show that the goal is to thoughtfully engage with Elmwood's history while allowing the neighborhood to evolve and not obstruct the zoning process.

The Commission should also be careful not to preserve the legacy of exclusionary zoning. The application's repeated grounding in the 1916 zoning ordinance, the ordinance that first introduced racialized single-family zoning to Berkeley, is not something we should be embracing as an inclusive and progressive city.

Please reject the current Elmwood Historic District application. Any future preservation proposal should be narrower, evidence based, and a good faith effort to compromise with the parallel zoning process.

Lee Bishop
bishoplm@gmail.com
1422 NORTHSIDE AVE
BERKELEY, California 94702

From: "Debra Farb" <deb@sippelfarb.com>
To: LPC@berkeleyca.gov
Date: 6/2/2026 12:12:01 PM
Subject: Please reject the application to landmark the entire Elmwood

WARNING: This is not a City of Berkeley email. Do not click links or attachments unless you trust the sender and know the content is safe.

N/A Landmark Preservation Committee N/A,

Dear Landmarks Preservation Commissioners,

As an Elmwood resident, I urge you to reject the proposed Elmwood Historic District designation.

Elmwood has buildings and streetscapes that many residents value, but the current application is overly broad and lacks credibility as a preservation effort. It appears to be a thinly veiled attempt to block housing, submitted only after the upzoning process for Elmwood was already underway.

A parking lot, a strip mall, a 7-Eleven, and a mid 1970s post office do not justify a district wide landmarking designation. It would be better to more precisely identify specific historically interesting buildings like the Mercantile Trust Company Building. A narrower and more tailored process would be more credible to the community and to state housing regulators. It would show that the goal is to thoughtfully engage with Elmwood's history while allowing the neighborhood to evolve and not obstruct the zoning process.

The Commission should also be careful not to preserve the legacy of exclusionary zoning. The application's repeated grounding in the 1916 zoning ordinance, the ordinance that first introduced racialized single-family zoning to Berkeley, is not something we should be embracing as an inclusive and progressive city.

Please reject the current Elmwood Historic District application. Any future preservation proposal should be narrower, evidence based, and a good faith effort to compromise with the parallel zoning process.

Debra Farb
deb@sippelfarb.com
49 The Plaza Drive
Berkeley, California 94705

From: "Claude Fischer" <fischer1@berkeley.edu>
To: LPC@berkeleyca.gov
Date: 6/2/2026 10:52:26 AM
Subject: Please reject the application to landmark the entire Elmwood

WARNING: This is not a City of Berkeley email. Do not click links or attachments unless you trust the sender and know the content is safe.

N/A Landmark Preservation Committee N/A,

Dear Landmarks Preservation Commissioners,

I urge you to reject the proposed Elmwood Historic District designation.

Having lived a few blocks from College and Ashby for almost years 40 years (until last fall)—and loving it—it was always clear to me that College could absorb and even benefit from one or two low-rise (4-6 story) buildings.

Claude Fischer

Claude Fischer
fischer1@berkeley.edu
33 LINDA AVE APT 2603
OAKLAND, California 94611

Outlook

Please reject the application to landmark the entire Elmwood

From Daniel Keller <noreply@adv.actionnetwork.org>
Date Tue 6/2/2026 10:49 AM
To Landmarks Preservation Commission <PlanningLPC@berkeleyca.gov>

WARNING: This is not a City of Berkeley email. Do not click links or attachments unless you trust the sender and know the content is safe.

N/A Landmark Preservation Committee N/A,

Dear Landmarks Preservation Commissioners,

I strongly urge you to reject the proposed Elmwood Historic District designation.

Elmwood has buildings and streetscapes that many residents value, but the current application is overly broad and lacks credibility as a preservation effort. It appears to be a thinly veiled attempt to block housing, submitted only after the upzoning process for Elmwood was already underway.

A parking lot, a strip mall, a 7-Eleven, and a mid 1970s post office do not justify a district wide landmarking designation. It would be better to more precisely identify specific historically interesting buildings like the Mercantile Trust Company Building. A narrower and more tailored process would be more credible to the community and to state housing regulators. It would show that the goal is to thoughtfully engage with Elmwood's history while allowing the neighborhood to evolve and not obstruct the zoning process.

The Commission should also be careful not to preserve the legacy of exclusionary zoning. The application's repeated grounding in the 1916 zoning ordinance, the ordinance that first introduced racialized single-family zoning to Berkeley, is not something we should be embracing as an inclusive and progressive city.

Please reject the current Elmwood Historic District application. Any future preservation proposal should be narrower, evidence based, and a good faith effort to compromise with the parallel zoning process.

Daniel Keller
dankeller@gmail.com
5356 James Ave
Oakland, California 94618

Outlook

Please reject the application to landmark the entire Elmwood

From Chris Lu <noreply@adv.actionnetwork.org>
Date Tue 6/2/2026 10:23 AM
To Landmarks Preservation Commission <PlanningLPC@berkeleyca.gov>

WARNING: This is not a City of Berkeley email. Do not click links or attachments unless you trust the sender and know the content is safe.

N/A Landmark Preservation Committee N/A,

Dear Landmarks Preservation Commissioners,

I urge you to reject the proposed Elmwood Historic District designation.

Elmwood has buildings and streetscapes that many residents value, but the current application is overly broad and lacks credibility as a preservation effort. It appears to be a thinly veiled attempt to block housing, submitted only after the upzoning process for Elmwood was already underway.

A parking lot, a strip mall, a 7-Eleven, and a mid 1970s post office do not justify a district wide landmarking designation. It would be better to more precisely identify specific historically interesting buildings like the Mercantile Trust Company Building.

The Commission should also be careful not to preserve the legacy of exclusionary zoning. The application's repeated grounding in the 1916 zoning ordinance, the ordinance that first introduced racialized single-family zoning to Berkeley, is not something we should be embracing as an inclusive and progressive city.

Please reject the current Elmwood Historic District application. Any future preservation proposal should be narrower, evidence based, and a good faith effort to compromise with the parallel zoning process.

Chris Lu
gogreen.chris@gmail.com
438 W Grand Ave Apt 513
Oakland, California 94612

Outlook

Please reject the application to landmark the entire Elmwood

From Caephren McKenna <noreply@adv.actionnetwork.org>
Date Tue 6/2/2026 2:31 PM
To Landmarks Preservation Commission <PlanningLPC@berkeleyca.gov>

WARNING: This is not a City of Berkeley email. Do not click links or attachments unless you trust the sender and know the content is safe.

N/A Landmark Preservation Committee N/A,

Dear Landmarks Preservation Commissioners,

I urge you to reject the proposed Elmwood Historic District designation.

Elmwood has buildings and streetscapes that many residents value, but the current application is overly broad and lacks credibility as a preservation effort. It appears to be a thinly veiled attempt to block housing, submitted only after the upzoning process for Elmwood was already underway.

A parking lot, a strip mall, a 7-Eleven, and a mid 1970s post office do not justify a district wide landmarking designation. It would be better to more precisely identify specific historically interesting buildings like the Mercantile Trust Company Building. A narrower and more tailored process would be more credible to the community and to state housing regulators. It would show that the goal is to thoughtfully engage with Elmwood's history while allowing the neighborhood to evolve and not obstruct the zoning process.

The Commission should also be careful not to preserve the legacy of exclusionary zoning. The application's repeated grounding in the 1916 zoning ordinance, the ordinance that first introduced racialized single-family zoning to Berkeley, is not something we should be embracing as an inclusive and progressive city.

Please reject the current Elmwood Historic District application. Any future preservation proposal should be narrower, evidence based, and a good faith effort to compromise with the parallel zoning process.

Caephren McKenna
caephren@gmail.com
392 44th St
Oakland, California 94609-2225

Outlook

Please reject the application to landmark the entire Elmwood

From Alexander Moore <noreply@adv.actionnetwork.org>
Date Tue 6/2/2026 3:13 PM
To Landmarks Preservation Commission <PlanningLPC@berkeleyca.gov>

WARNING: This is not a City of Berkeley email. Do not click links or attachments unless you trust the sender and know the content is safe.

N/A Landmark Preservation Committee N/A,

Dear Landmarks Preservation Commissioners,

I urge you to reject the proposed Elmwood Historic District designation.

Elmwood has buildings and streetscapes that many residents value, but the current application is overly broad and lacks credibility as a preservation effort. It appears to be a thinly veiled attempt to block housing, submitted only after the upzoning process for Elmwood was already underway.

A parking lot, a strip mall, a 7-Eleven, and a mid 1970s post office do not justify a district wide landmarking designation. It would be better to more precisely identify specific historically interesting buildings like the Mercantile Trust Company Building. A narrower and more tailored process would be more credible to the community and to state housing regulators. It would show that the goal is to thoughtfully engage with Elmwood's history while allowing the neighborhood to evolve and not obstruct the zoning process.

The Commission should also be careful not to preserve the legacy of exclusionary zoning. The application's repeated grounding in the 1916 zoning ordinance, the ordinance that first introduced racialized single-family zoning to Berkeley, is not something we should be embracing as an inclusive and progressive city.

Please reject the current Elmwood Historic District application. Any future preservation proposal should be narrower, evidence based, and a good faith effort to compromise with the parallel zoning process.

Alexander Moore
awmoore@gmail.com
815 SAN LUIS RD
BERKELEY, California 94707

Outlook

Please reject the application to landmark the entire Elmwood

From Olivia Natan <noreply@adv.actionnetwork.org>
Date Tue 6/2/2026 12:03 PM
To Landmarks Preservation Commission <PlanningLPC@berkeleyca.gov>

WARNING: This is not a City of Berkeley email. Do not click links or attachments unless you trust the sender and know the content is safe.

N/A Landmark Preservation Committee N/A,

Dear Landmarks Preservation Commissioners,

I urge you to reject the proposed Elmwood Historic District designation.

Elmwood has buildings and streetscapes that many residents value, but the current application is overly broad and lacks credibility as a preservation effort. It appears to be a thinly veiled attempt to block housing, submitted only after the upzoning process for Elmwood was already underway.

A parking lot, a strip mall, a 7-Eleven, and a mid 1970s post office do not justify a district wide landmarking designation. It would be better to more precisely identify specific historically interesting buildings like the Mercantile Trust Company Building. A narrower and more tailored process would be more credible to the community and to state housing regulators. It would show that the goal is to thoughtfully engage with Elmwood's history while allowing the neighborhood to evolve and not obstruct the zoning process.

The Commission should also be careful not to preserve the legacy of exclusionary zoning. The application's repeated grounding in the 1916 zoning ordinance, the ordinance that first introduced racialized single-family zoning to Berkeley, is not something we should be embracing as an inclusive and progressive city.

Please reject the current Elmwood Historic District application. Any future preservation proposal should be narrower, evidence based, and a good faith effort to compromise with the parallel zoning process.

Olivia Natan
olivia.natan@gmail.com
2141 Oregon St
Berkeley , California 94705

Outlook

The entire Elmwood area should not be a landmark

From Tawny Reynolds <noreply@adv.actionnetwork.org>
Date Tue 6/2/2026 12:14 PM
To Landmarks Preservation Commission <PlanningLPC@berkeleyca.gov>

WARNING: This is not a City of Berkeley email. Do not click links or attachments unless you trust the sender and know the content is safe.

N/A Landmark Preservation Committee N/A,

Dear Landmarks Preservation Commissioners,

Please reject the proposed Elmwood Historic District designation.

Some of Elmwood's buildings and streetscapes are valued by residents, but this application is very broad and isn't really credible as a preservation effort. Instead, it looks like an attempt to block housing, submitted only after the upzoning process for Elmwood was already underway.

A parking lot, a strip mall, a 7-Eleven, and a mid 1970s post office do not justify a district-wide landmark area. Specific historically interesting buildings like the Mercantile Trust Company Building are reasonable landmark targets. A narrower and more tailored process would be more credible to the community and to state housing regulators. It would show that the goal is to thoughtfully engage with Elmwood’s history while allowing the neighborhood to evolve - not just to obstruct the zoning process.

The Commission should also be careful not to preserve the legacy of exclusionary zoning. The application’s repeated grounding in the 1916 zoning ordinance, the ordinance that first introduced racialized single-family zoning to Berkeley, is not something we should be embracing as an inclusive and progressive city.

Please reject the current Elmwood Historic District application. Any future preservation proposal should be narrower, based on evidence of Berkeley's valuable history, and proposed as a good faith effort to compromise with the zoning process taking place in parallel.

Thank you,
- Tawny Reynolds

Tawny Reynolds
tawnyann@gmail.com
1421 Hearst Ave
Berkeley , California 94702

Outlook

Please reject the application to landmark the entire Elmwood

From Alex Sathler <noreply@adv.actionnetwork.org>
Date Tue 6/2/2026 12:13 PM
To Landmarks Preservation Commission <PlanningLPC@berkeleyca.gov>

WARNING: This is not a City of Berkeley email. Do not click links or attachments unless you trust the sender and know the content is safe.

N/A Landmark Preservation Committee N/A,

Dear Landmarks Preservation Commissioners,

I urge you to reject the proposed Elmwood Historic District designation.

Elmwood has buildings and streetscapes that many residents value, but the current application is overly broad and lacks credibility as a preservation effort. It appears to be a thinly veiled attempt to block housing, submitted only after the upzoning process for Elmwood was already underway.

A parking lot, a strip mall, a 7-Eleven, and a mid 1970s post office do not justify a district wide landmarking designation. It would be better to more precisely identify specific historically interesting buildings like the Mercantile Trust Company Building. A narrower and more tailored process would be more credible to the community and to state housing regulators. It would show that the goal is to thoughtfully engage with Elmwood's history while allowing the neighborhood to evolve and not obstruct the zoning process.

The Commission should also be careful not to preserve the legacy of exclusionary zoning. The application's repeated grounding in the 1916 zoning ordinance, the ordinance that first introduced racialized single-family zoning to Berkeley, is not something we should be embracing as an inclusive and progressive city.

Please reject the current Elmwood Historic District application. Any future preservation proposal should be narrower, evidence based, and a good faith effort to compromise with the parallel zoning process.

Alex Sathler
sathler10@gmail.com
1608 Prince St
Berkeley, California 94703

Outlook

Please reject the application to landmark the 7/11 parking lot

From randy shaw <randy@thclinic.org>
via email.actionnetwork.org
Date Tue 6/2/2026 10:19 AM
To Landmarks Preservation Commission <PlanningLPC@berkeleyca.gov>

WARNING: This is not a City of Berkeley email. Do not click links or attachments unless you trust the sender and know the content is safe.

N/A Landmark Preservation Committee N/A,

Dear Landmarks Preservation Commissioners,

I urge you to reject the proposed Elmwood Historic District designation.

I have long viewed the 7/11 parking lot as an ideal housing opportunity site. It's perfect for an eight-story apartment building with ground floor retail. Now I hear that there are people claiming the site should be an historic landmark. If that happens it would be a landmark---to a return to Berkeley's failed anti-housing policies of the past. I discuss Berkeley's failed policies in my book Generation Priced Out (University of California Press). City policies have since vastly improved. Let's stay on the pro-housing course.

Please reject the current Elmwood Historic District application.

Thank you for your consideration

randy shaw
randy@thclinic.org
1524 Scenic Avenue
Berkeley, California 94708

Outlook

Please reject the application to landmark the entire Elmwood

From Jacob Silver <noreply@adv.actionnetwork.org>
Date Tue 6/2/2026 10:36 AM
To Landmarks Preservation Commission <PlanningLPC@berkeleyca.gov>

WARNING: This is not a City of Berkeley email. Do not click links or attachments unless you trust the sender and know the content is safe.

N/A Landmark Preservation Committee N/A,

Dear Landmarks Preservation Commissioners,

I urge you to reject the proposed Elmwood Historic District designation.

Elmwood has buildings and streetscapes that many residents value, but the current application is overly broad and lacks credibility as a preservation effort. It appears to be a thinly veiled attempt (and I would argue it's not even thin), to block housing, submitted only after the upzoning process for Elmwood was already underway.

A parking lot, a strip mall, a 7-Eleven, and a mid 1970s post office do not justify a district wide landmarking designation.

I mean I like a good Slurpee as much as the next person but are we really at the point where we are considering stopping the ability to provide additional housing for a convenience store? We have to be serious, debate in good faith and this is far from that. Honestly this is almost laughable.

A narrower and more tailored process would be more credible to the community and to state housing regulators. It would show that the goal is to thoughtfully engage with Elmwood's history while allowing the neighborhood to evolve and not obstruct the zoning process.

The Commission should also be careful not to preserve the legacy of exclusionary zoning.

The application's repeated grounding in the 1916 zoning ordinance, the ordinance that first introduced racialized single-family zoning to Berkeley, is not something we should be embracing as an inclusive and progressive city.

Please reject the current Elmwood Historic District application. Any future preservation proposal should be narrower, evidence based, and a good faith effort to compromise with the parallel zoning process.

Jacob Silver
jbsilver25@mac.com

6115 Santa Cruz Ave
Richmond, California 94804

Outlook

Please reject the application to landmark the entire Elmwood

From CHRISTIANA TIEDEMANN <noreply@adv.actionnetwork.org>
Date Tue 6/2/2026 11:12 AM
To Landmarks Preservation Commission <PlanningLPC@berkeleyca.gov>

WARNING: This is not a City of Berkeley email. Do not click links or attachments unless you trust the sender and know the content is safe.

N/A Landmark Preservation Committee N/A,

Dear Landmarks Preservation Commissioners,

Landmarking an eyesore strip mall is absurd. Please maintain your credibility and, and REJECT the proposed Elmwood Historic District designation.

The application is an attempt to block sorely needed housing, submitted only after the upzoning process for Elmwood was already underway.

A parking lot, a strip mall, a 7-Eleven, and a mid 1970s post office do not justify a district wide landmarking designation. It would be better to more precisely identify specific historically interesting buildings like the Mercantile Trust Company Building. A narrower and more tailored process would be more credible to the community and to state housing regulators. It would show that the goal is to thoughtfully engage with Elmwood's history while allowing the neighborhood to evolve.

The Commission should also be careful not to preserve the legacy of exclusionary zoning. The application's repeated grounding in the 1916 zoning ordinance, the ordinance that first introduced racialized single-family zoning to Berkeley, is not something we should be embracing as an inclusive and progressive city.

Please reject the current Elmwood Historic District application. Any future preservation proposal should be narrower, evidence based, and a good faith effort to both preserve significant buildings and at the same time provide more housing in Berkeley.

Christiana Tiedemann
Former ZAB Chair

CHRISTIANA TIEDEMANN
christiedemann52@gmail.com
2318 Edwards Street
Berkeley, California 94702

Outlook

Please reject the application to landmark the entire Elmwood

From Alison Wahl <noreply@adv.actionnetwork.org>
Date Tue 6/2/2026 10:22 AM
To Landmarks Preservation Commission <PlanningLPC@berkeleyca.gov>

WARNING: This is not a City of Berkeley email. Do not click links or attachments unless you trust the sender and know the content is safe.

N/A Landmark Preservation Committee N/A,

Dear Landmarks Preservation Commissioners,

As a local resident, I urge you to reject the proposed Elmwood Historic District designation.

Elmwood has buildings and streetscapes that many residents value, but the current application is overly broad and lacks credibility as a preservation effort. It appears to be a thinly veiled attempt to block housing, submitted only after the upzoning process for Elmwood was already underway.

A parking lot, a strip mall, a 7-Eleven, and a mid 1970s post office do not justify a district wide landmarking designation. It would be better to more precisely identify specific historically interesting buildings like the Mercantile Trust Company Building. A narrower and more tailored process would be more credible to the community and to state housing regulators. It would show that the goal is to thoughtfully engage with Elmwood's history while allowing the neighborhood to evolve and not obstruct the zoning process.

The Commission should also be careful not to preserve the legacy of exclusionary zoning. The application's repeated grounding in the 1916 zoning ordinance, the ordinance that first introduced racialized single-family zoning to Berkeley, is not something we should be embracing as an inclusive and progressive city.

Please reject the current Elmwood Historic District application. Any future preservation proposal should be narrower, evidence based, and a good faith effort to compromise with the parallel zoning process.

Sincerely,
Alison Wahl
Berkeley CA

Alison Wahl
alison.wahl@gmail.com
1395 Alvarado Rd
Berkeley, California 94705

From: "Michael Yarne" <michael@blackoakgroup.co>
To: LPC@berkeleyca.gov
Date: 6/2/2026 10:51:29 AM
Subject: Please reject the application to landmark the entire Elmwood

WARNING: This is not a City of Berkeley email. Do not click links or attachments unless you trust the sender and know the content is safe.

N/A Landmark Preservation Committee N/A,

Dear Landmarks Preservation Commissioners,

I urge you to reject the current version of the proposed Elmwood Historic District.

The current application is overly broad and lacks credibility as a preservation effort. It appears to be a thinly veiled attempt to block housing, submitted only after the upzoning process for Elmwood was already underway.

A parking lot, a strip mall, a 7-Eleven, and a mid 1970s post office do not justify a district wide landmarking designation. It would be better to more precisely identify specific historically interesting buildings like the Mercantile Trust Company Building. A narrower and more tailored process would be more credible to the community and to state housing regulators.

Please reject the current Elmwood Historic District application. Any future preservation proposal should be narrower, evidence based, and a good faith effort to compromise with the parallel zoning process.

Michael Yarne
michael@blackoakgroup.co
2442 Valley St
Berkeley, California 94702

Outlook

Please reject the application to landmark the entire Elmwood

From Daniel Brown <noreply@adv.actionnetwork.org>
Date Tue 6/2/2026 8:42 PM
To Landmarks Preservation Commission <PlanningLPC@berkeleyca.gov>

WARNING: This is not a City of Berkeley email. Do not click links or attachments unless you trust the sender and know the content is safe.

N/A Landmark Preservation Committee N/A,

Dear Landmarks Preservation Commissioners,

I urge you to reject the proposed Elmwood Historic District designation.

Elmwood has buildings and streetscapes that many residents value, but the current application is overly broad and lacks credibility as a preservation effort. It appears to be a thinly veiled attempt to block housing, submitted only after the upzoning process for Elmwood was already underway.

A parking lot, a strip mall, a 7-Eleven, and a mid 1970s post office do not justify a district wide landmarking designation. It would be better to more precisely identify specific historically interesting buildings like the Mercantile Trust Company Building. A narrower and more tailored process would be more credible to the community and to state housing regulators. It would show that the goal is to thoughtfully engage with Elmwood's history while allowing the neighborhood to evolve and not obstruct the zoning process.

The Commission should also be careful not to preserve the legacy of exclusionary zoning. The application's repeated grounding in the 1916 zoning ordinance, the ordinance that first introduced racialized single-family zoning to Berkeley, is not something we should be embracing as an inclusive and progressive city.

Please reject the current Elmwood Historic District application. Any future preservation proposal should be narrower, evidence based, and a good faith effort to compromise with the parallel zoning process.

Daniel Brown
dan.brown5@gmail.com
190 The Uplands
Berkeley, California 94705-2832

Outlook

Please reject the application to landmark the entire Elmwood

From Nina Ichikawa <noreply@adv.actionnetwork.org>
Date Tue 6/2/2026 7:58 PM
To Landmarks Preservation Commission <PlanningLPC@berkeleyca.gov>

WARNING: This is not a City of Berkeley email. Do not click links or attachments unless you trust the sender and know the content is safe.

N/A Landmark Preservation Committee N/A,

Dear Landmarks Preservation Commissioners,

I urge you to reject the proposed Elmwood Historic District designation. I grew up in Berkeley and the 7-11 on College Avenue is a fine thing to say goodbye to, especially if it is replaced by appropriately-sized housing that can welcome many more neighbors to the area. Please reject the unnecessary freak-outs about new housing that it will be "80 stories tall" or some such hyperventilation.

Elmwood has buildings and streetscapes that many residents value, but the current application is overly broad and lacks credibility as a preservation effort. It appears to be a thinly veiled attempt to block housing, submitted only after the upzoning process for Elmwood was already underway.

A parking lot, a strip mall, a 7-Eleven, and a mid 1970s post office do not justify a district wide landmarking designation. It would be better to more precisely identify specific historically interesting buildings like the Mercantile Trust Company Building. A narrower and more tailored process would be more credible to the community and to state housing regulators. It would show that the goal is to thoughtfully engage with Elmwood’s history while allowing the neighborhood to evolve and not obstruct the zoning process.

The Commission should also be careful not to preserve the legacy of exclusionary zoning. The application’s repeated grounding in the 1916 zoning ordinance, the ordinance that first introduced racialized single-family zoning to Berkeley, is not something we should be embracing as an inclusive and progressive city.

Please reject the current Elmwood Historic District application. Any future preservation proposal should be narrower, evidence based, and a good faith effort to compromise with the parallel zoning process.

Nina Ichikawa
ninaneen@gmail.com
1340 Peralta Avenue b
Berkeley, California 94702

From: "Sarah J. Bell" <bell.sarah@gmail.com>
To: lpc@berkeleyca.gov
Date: 6/3/2026 7:01:40 PM
Subject: Re: Petition not to landmark the entire Elmwood

WARNING: This is not a City of Berkeley email. Do not click links or attachments unless you trust the sender and know the content is safe.

Correction: Signed by 78 people.

On Wed, Jun 3, 2026, 12:00 PM Sarah J. Bell <bell.sarah@gmail.com> wrote:

> Dear Landmarks Preservation Commission,
>
> I sent this via Action Network, but I'm sending it separately as well to ensure that you receive our petition signed by 80 people to reject the application to landmark the entire Elmwood.
>
> Regards,
> Sarah Bell

Outlook

Please reject the application to landmark the entire Elmwood

From Sophie Devaney <noreply@adv.actionnetwork.org>
Date Wed 6/3/2026 10:32 AM
To Landmarks Preservation Commission <PlanningLPC@berkeleyca.gov>

WARNING: This is not a City of Berkeley email. Do not click links or attachments unless you trust the sender and know the content is safe.

N/A Landmark Preservation Committee N/A,

Dear Landmarks Preservation Commissioners,

I urge you to reject the proposed Elmwood Historic District designation.

Elmwood has buildings and streetscapes that many residents value, but the current application is overly broad and lacks credibility as a preservation effort. It appears to be a thinly veiled attempt to block housing, submitted only after the upzoning process for Elmwood was already underway.

A parking lot, a strip mall, a 7-Eleven, and a mid 1970s post office do not justify a district wide landmarking designation. It would be better to more precisely identify specific historically interesting buildings like the Mercantile Trust Company Building. A narrower and more tailored process would be more credible to the community and to state housing regulators. It would show that the goal is to thoughtfully engage with Elmwood's history while allowing the neighborhood to evolve and not obstruct the zoning process.

The Commission should also be careful not to preserve the legacy of exclusionary zoning. The application's repeated grounding in the 1916 zoning ordinance, the ordinance that first introduced racialized single-family zoning to Berkeley, is not something we should be embracing as an inclusive and progressive city.

Please reject the current Elmwood Historic District application. Any future preservation proposal should be narrower, evidence based, and a good faith effort to compromise with the parallel zoning process.

I am an Elmwood resident and there are other Elmwood residents who want the neighborhood they love to be more affordable and accessible. Please don't let the louder residents who put lots of resources into fighting this drown us out.

Thanks for your time and consideration,

Sophie Devaney

Sophie Devaney
sophdev630@gmail.com

2753 Ashby Place
Berkeley , California 94705

Outlook

Please reject the application to landmark the entire Elmwood

From Jaleh Doane <noreply@adv.actionnetwork.org>
Date Wed 6/3/2026 4:22 PM
To Landmarks Preservation Commission <PlanningLPC@berkeleyca.gov>

WARNING: This is not a City of Berkeley email. Do not click links or attachments unless you trust the sender and know the content is safe.

N/A Landmark Preservation Committee N/A,

Dear Landmarks Preservation Commissioners,

I urge you to reject the proposed Elmwood Historic District designation.

Elmwood has buildings and streetscapes that many residents value, but the current application is overly broad and lacks credibility as a preservation effort. It appears to be a thinly veiled attempt to block housing, submitted only after the upzoning process for Elmwood was already underway.

A parking lot, a strip mall, a 7-Eleven, and a mid 1970s post office do not justify a district wide landmarking designation. It would be better to more precisely identify specific historically interesting buildings like the Mercantile Trust Company Building. A narrower and more tailored process would be more credible to the community and to state housing regulators. It would show that the goal is to thoughtfully engage with Elmwood's history while allowing the neighborhood to evolve and not obstruct the zoning process.

The Commission should also be careful not to preserve the legacy of exclusionary zoning. The application's repeated grounding in the 1916 zoning ordinance, the ordinance that first introduced racialized single-family zoning to Berkeley, is not something we should be embracing as an inclusive and progressive city.

Please reject the current Elmwood Historic District application. Any future preservation proposal should be narrower, evidence based, and a good faith effort to compromise with the parallel zoning process.

Jaleh Doane
jalehdoane@gmail.com
2753 ASHBY PLACE
BERKELEY, California 94705

From: "Shay Elkin" <shay@elkin.io>
To: LPC@berkeleyca.gov
Date: 6/3/2026 4:52:00 PM
Subject: Please reject the application to landmark the entire Elmwood

WARNING: This is not a City of Berkeley email. Do not click links or attachments unless you trust the sender and know the content is safe.

N/A Landmark Preservation Committee N/A,

Dear Landmarks Preservation Commissioners,

I urge you to reject the proposed Elmwood Historic District designation.

I own a home a short walking distance from the area the plan applies to, and frequent and appreciate the businesses in the neighborhood, as well as its buildings and streetscapes.

But the current application is overly broad, and isn't preservation effort as it is an exclusionary act to prohibit the upzoning necessary housing that is severely needed in Berkeley.

A parking lot and a strip mall do not justify a district wide landmarking designation. It would be better to more precisely identify specific historically interesting buildings in the neighborhood, like the Mercantile Trust Company Building.

A narrower and more tailored process would be more credible to the community and to state housing regulators, and would show that the goal is to thoughtfully engage with Elmwood's history while allowing the neighborhood to evolve and not to keep people from living in Berkeley.

The Commission should also be careful not to preserve the legacy of exclusionary zoning. The application's repeated grounding in the bigoted 1916 zoning ordinance, is not something we should be embracing, but reject as the error that it was, and is.

Please reject the current Elmwood Historic District application. Any future preservation proposal should be narrower, evidence based, and a good faith effort to compromise with the parallel zoning process, and the need for housing and diverse residents in Berkeley, not keep it for only those who are lucky enough to afford the current extremely high housing prices that such overreaching plans create.

Shay Elkin
shay@elkin.io
2919 Lorina St
Berkeley, California 94705

Outlook

Please reject the application to landmark the entire Elmwood

From Norma Guzman <noreply@adv.actionnetwork.org>
Date Wed 6/3/2026 8:57 AM
To Landmarks Preservation Commission <PlanningLPC@berkeleyca.gov>

WARNING: This is not a City of Berkeley email. Do not click links or attachments unless you trust the sender and know the content is safe.

N/A Landmark Preservation Committee N/A,

Dear Landmarks Preservation Commissioners,

I live on the west side and it's loud over here with the train. The east side needs to step up and build more homes too for all the locals at risk of displacement and the many people who work all over this town.

I urge you to reject the proposed Elmwood Historic District designation.

Elmwood has buildings and streetscapes that many residents value, but the current application is overly broad and lacks credibility as a preservation effort. It appears to be a thinly veiled attempt to block housing, submitted only after the upzoning process for Elmwood was already underway.

A parking lot, a strip mall, a 7-Eleven, and a mid 1970s post office do not justify a district wide landmarking designation. It would be better to more precisely identify specific historically "interesting" (subjective as heck) buildings like the Mercantile Trust Company (why is this company special? Have you read up on its history towards its employees in recent times?) Building. A narrower and more tailored process would be more credible to the community and to state housing regulators. It would show that the goal is to thoughtfully engage with Elmwood's history while allowing the neighborhood to evolve and not obstruct the zoning process.

The Commission should also be careful not to preserve the legacy of exclusionary zoning. The application's repeated grounding in the 1916 zoning ordinance, the ordinance that first introduced racialized single-family zoning to Berkeley, is not something we should be embracing as an inclusive and progressive city.

Please reject the current Elmwood Historic District application. Any future preservation proposal should be narrower, evidence based, and a good faith effort to compromise with the parallel zoning process.

Norma Guzman
normaguz@gmail.com
1080 JONES ST APT 106
Berkeley, California 94710

Outlook

Agenda Item 7d Please support designation of the Elmwood Commercial Historic District

From Catherine Jurca <cathjurca@gmail.com>
Date Wed 6/3/2026 9:50 PM
To Landmarks Preservation Commission <PlanningLPC@berkeleyca.gov>

WARNING: This is not a City of Berkeley email. Do not click links or attachments unless you trust the sender and know the content is safe.

Dear Commissioners:

I urge you to vote in support of designation of the Elmwood Commercial Historic District, which is rightly celebrated for its architectural significance as a rare intact grouping of early twentieth-century commercial buildings.

In reading the comment letters, I was struck by the degree to which many people misunderstand what a historic district is and does. It does not freeze properties in time and prohibit or discourage all development; rather, historic district designation requires what good city planning should always aspire to: context-sensitive projects that respect the urban design principles, and in this case the historic character, of the district. There are volumes of guidance on how such development can be accomplished, precisely because it is to be expected that many properties within historic districts, even contributors, will change over time.

I urge you to give the most careful consideration to Isaac Warshauer's thoughtful letter dated May 27, 2026. It seems to me that he addresses many of the objections, including the misconception that the Safeway and post office are included within the district boundaries. It seems that the proposed district has been conceived to not simply allow but to encourage larger-scale development while helping to preserve what is most unique about this extraordinary slice of Berkeley. And his nuanced account of the district's relation to racist single-family zoning seems spot on to me.

I urge you to recognize the obvious architectural historic merit of the Elmwood commercial corridor and support designation.

Many thanks for your consideration.

Best wishes,
Catherine Jurca

Outlook

Designate the Elmwood Shopping Area a Historic District/ Letter for June 4 LPC Hearing

From Deborah Kropp <travelbydeborah2@gmail.com>
Date Wed 6/3/2026 12:31 AM
To Landmarks Preservation Commission <PlanningLPC@berkeleyca.gov>

WARNING: This is not a City of Berkeley email. Do not click links or attachments unless you trust the sender and know the content is safe.

Landmarks Preservation Commission
Land Use Planning Division
Allison Riemer

Dear LPC Commissioners,

The delightful Elmwood small business shopping district is one of Berkeley's treasures, created on narrow College Avenue within a neighborhood adorned by period Craftsman, Victorian and Colonial Revival homes. The historic charm and old town feel of the shopping area provides an ambiance that not only attracts its neighbors, but also others from across town and beyond. Unique shops and cafes reflect chapters of Berkeley's history not only architecturally, but in theme and content.

This simply distinctive and architecturally noteworthy shopping district well deserves to be considered a Historic District.

Please listen to the people you serve and identify with them, seeing the pride they share of their quaint neighborhood shopping area. Identify with neighbors and Berkeley citizens who want historic charm and small town ambiance preserved.

Please listen to the Elmwood community who want it preserved to maintain their neighborhood character and save a part of our Berkeley cultural heritage. Please listen to small business owners who have thrived in this setting.

Please vote to designate the Elmwood Shopping District a Historic District.

Sincerely,

Berkeley Resident
Deborah Kropp

1231 Bonita Avenue

Outlook

In support of Elmwood Historic District designation

From Helen Marcus <hmmarcus@sbcglobal.net>
Date Wed 6/3/2026 9:08 PM
To Landmarks Preservation Commission <PlanningLPC@berkeleyca.gov>

WARNING: This is not a City of Berkeley email. Do not click links or attachments unless you trust the sender and know the content is safe.

Attn Allison Riemer and the LPC staff and Commission,
Last month I attended the May meeting of the Landmark Preservation Commission. I was gratified that the LPC staff presented an affirmative approach to making College Avenue between Webster and Russell as part of a newly designated Elmwood Commercial Historic District (with some minor modifications.) Regrettably not enough members of the Commission agreed with the staff conclusion.

I hope that in the days since then, the staff has more forcefully presented its defense of the historic designation and swayed several members to approve it.

Will there be an additional presentation from staff at the June 4 meeting supporting its designation as a Historic District? I certainly hope so.

As a resident of the Elmwood area, I make it a point to purchase items from local stores. Those stores suffered through covid and are slowly returning to profitability. The City coffers benefit from the sales taxes earned by these stores and restaurants. The Elmwood remains a charming place to shop, see a movie and dine. By designating it a Historic District, the area will continue to attract consumers from out of the area as well as locals who do not want to shop on Amazon. The designation is supported by many College Avenue property owners (17 properties were cited as in favor of the designation at the last meeting I believe). During public comment in May, no property owners spoke out against the designation.

I urge the Landmark Preservation Commission to designate the area as a Historic District to provide the protection to this unique local and non-local serving area with the attributes that many others have written to LPC about and spoken about at the last meeting.

Regards,
Helen M. Marcus
Magnolia Street

Outlook

Please reject the application to landmark all of Elmwood

From Rowyn McDonald <noreply@adv.actionnetwork.org>
Date Wed 6/3/2026 9:55 PM
To Landmarks Preservation Commission <PlanningLPC@berkeleyca.gov>

WARNING: This is not a City of Berkeley email. Do not click links or attachments unless you trust the sender and know the content is safe.

N/A Landmark Preservation Committee N/A,

Dear Landmarks Preservation Commission,

I urge you to reject the proposed Elmwood Historic District designation.

Elmwood has buildings and streetscapes that many residents value, but the current application is overly broad and lacks credibility as a preservation effort. It appears to be a thinly veiled attempt to block housing, submitted only after the upzoning process for Elmwood was already underway.

A parking lot, a strip mall, a 7-Eleven, and a mid 1970s post office do not justify a district wide landmarking designation. It would be better to more precisely identify specific historically interesting buildings like the Mercantile Trust Company Building. A narrower and more tailored process would be more credible to the community and to state housing regulators. It would show that the goal is to thoughtfully engage with Elmwood's history while allowing the neighborhood to evolve and not obstruct the zoning process.

The Commission should also be careful not to preserve the legacy of exclusionary zoning. The application's repeated grounding in the 1916 zoning ordinance, the ordinance that first introduced racialized single-family zoning to Berkeley, is not something we should be embracing as an inclusive and progressive city.

Please reject the current Elmwood Historic District application. Any future preservation proposal should be narrower, evidence based, and a good faith effort to compromise with the parallel zoning process.

Rowyn McDonald
rowynm@gmail.com
1024 TALBOT AVE
ALBANY, California 94706

From: "Gary Miguel" <garymm@garymm.org>
To: LPC@berkeleyca.gov
Date: 6/3/2026 1:24:04 PM
Subject: Please reject the application to landmark the entire Elmwood

WARNING: This is not a City of Berkeley email. Do not click links or attachments unless you trust the sender and know the content is safe.

N/A Landmark Preservation Committee N/A,

Dear Landmarks Preservation Commissioners,

I urge you to reject the proposed Elmwood Historic District designation.

Elmwood has buildings and streetscapes that many residents value, but the current application is overly broad and lacks credibility as a preservation effort. It appears to be a thinly veiled attempt to block housing, submitted only after the upzoning process for Elmwood was already underway.

A parking lot, a strip mall, a 7-Eleven, and a mid 1970s post office do not justify a district wide landmarking designation. It would be better to more precisely identify specific historically interesting buildings like the Mercantile Trust Company Building. A narrower and more tailored process would be more credible to the community and to state housing regulators. It would show that the goal is to thoughtfully engage with Elmwood's history while allowing the neighborhood to evolve and not obstruct the zoning process.

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Please reject the current Elmwood Historic District application. Any future preservation proposal should be narrower, evidence based, and a good faith effort to compromise with the parallel zoning process.

Gary Miguel
garymm@garymm.org
3037 Ellis Street
Berkeley, California 94703

Berkeley Landmarks Preservation Commission ,

80 people have signed a petition on Action Network telling you to Tell Berkeley not to landmark the entire Elmwood.

Here is the petition they signed:

> Dear Landmarks Preservation Commissioners,
>
> I urge you to reject the proposed Elmwood Historic District designation.
>
> Elmwood has buildings and streetscapes that many residents value, but the current application is overly broad and lacks credibility as a preservation effort. It appears to be a thinly veiled attempt to block housing, submitted only after the upzoning process for Elmwood was already underway.
>
> A parking lot, a strip mall, and a 7-Eleven are pretty obviously not structures worthy of landmarking. It would be better to more precisely identify specific historically-interesting buildings like the Mercantile Trust Company Building. A narrower and more tailored process would be more credible to the community and to state housing regulators. It would show that the goal is to thoughtfully engage with Elmwood's history while allowing the neighborhood to evolve and not obstruct the zoning process.
>
> The Commission should also be careful not to preserve the legacy of exclusionary zoning. The application's repeated grounding in the 1916 zoning ordinance, the ordinance that first introduced racialized single-family zoning to Berkeley, is not something we should be embracing as an inclusive and progressive city.
>
> Please reject the current Elmwood Historic District application. Any future preservation proposal should be narrower, evidence based, and a good faith effort to compromise with the parallel zoning process.

You can view each petition signer and the comments they left you below.

Thank you,

East Bay YIMBY

---

1. Sarah Bell (*ZIP code: 94402)*

2. William Baab (*ZIP code: 94612)*

3. Jennifer Shriber (*ZIP code: 94610)*

4. Michelle Soltis (*ZIP code: 94703)*

5. Matthew Bacinskas (*ZIP code: 94708)*

6. John Espinoza (*ZIP code: 94704)*
PARKING LOTS ARE NOT HISTORIC

7. Lloyd Affholter (*ZIP code: 94103)*

8. Kim Walton (*ZIP code: 94703)*

9. Colter Wood (*ZIP code: 94618)*

10. Michael Orians (*ZIP code: 94605)*
YIMBY 7-11

11. Cesar Garcia (*ZIP code: 94702)*
Elmwood doesn't need more redlining, local zoning control, and impediments to growth and economic mobility.

12. tanya johnson (*ZIP code: 94607)*

13. Erin Reiche (*ZIP code: 94708)*
It's not a landmark. Julia Morgan designed homes? Those are landmarks. A 711 is not. Don't be silly.

14. Lori Pottinger (*ZIP code: 94707)*

15. Sara Toruno-Conley (*ZIP code: 94804)*

16. Kevin Zelaya (*ZIP code: 90019)*

17. Gregg Garfinkle (*ZIP code: 94708)*

18. Erika Lee (*ZIP code: 94710)*

19. Oliver Parker (*ZIP code: 94709)*

20. MohammadAli Chavoshi (*ZIP code: 94612)*
we need more housing, cities are not museums

21. Alexandra Singer (*ZIP code: 94708)*

22. Nick Lonstrup (*ZIP code: 94703)*

23. Nicholas Knezek (*ZIP code: 94117)*

We need housing - please don’t landmark Elmwood I would love dense mixed use housing there! Near BART, amenities, and the berkeley hills.

24. Daniel Lutsker (*ZIP code: 94702)*

25. Yasamin Hatefi (*ZIP code: 94602)*

26. Maggie Dawes (*ZIP code: 94949)*

27. An anonymous signer (*ZIP code: 94703)*
Racism and classism are alive and well in Berkeley. Can't risk changing the neighborhood character and assuring only the right people live there.

28. David Alonzo (*ZIP code: 94702)*
I love this 7/11

29. Matt Guevara (*ZIP code: 94705)*

30. elaine magree (*ZIP code: 94703)*

31. Christina Galvin (*ZIP code: 94710)*

32. Jeremy Estey (*ZIP code: 94608)*

33. Zoë Conley (*ZIP code: 94702)*

34. Daniel Rodriguez (*ZIP code: 94704)*

35. Luke Wagner (*ZIP code: 94709)*

36. Kate McGlashan (*ZIP code: 94702)*

37. Sonia Mahir (*ZIP code: 94703)*

38. Kian Farzaneh (*ZIP code: 94703)*
I’d like to afford to live in the town I was raised.

39. M Albaran (*ZIP code: 94708)*

40. Sherry Carrera (*ZIP code: 94704)*

41. Duong V (*ZIP code: 94612)*

42. Jordan Lindsey (*ZIP code: 94607)*
Berkeley needs housing!

43. Ani Mukerji (*ZIP code: 94707)*

44. Luke Watts (*ZIP code: 94606)*

45. Jordan Power (*ZIP code: 94710)*

46. Azal Laal (*ZIP code: 94709)*

47. Jay Sharma (*ZIP code: 94705)*

48. Anthony Talevich (*ZIP code: 94044)*
This is not right, we need more housing! 7 eleven can find a new location.

49. Anish Tilak (*ZIP code: 94609)*

50. Daniel Stewart (*ZIP code: 94610)*
NIMBYs should not use historical designations to protect parking lots and 7/11 buildings.

51. Juliana Lamm-Perez (*ZIP code: 94112)*

52. Aaron Soffer (*ZIP code: 94709)*

53. James Mahady (*ZIP code: 94702)*

54. Graham Bric (*ZIP code: 94609)*

55. Jeremy Lowe (*ZIP code: 94703)*

56. Johnny Esteban (*ZIP code: 94705)*

57. Sofia Taylor (*ZIP code: 94705)*

58. Susan Fawcett (*ZIP code: 94704)*

59. Angela Coppola (*ZIP code: Berkeley, CA 94704)*

60. Tucker Holstun (*ZIP code: 94704)*

61. Tora Spigner (*ZIP code: 94710)*
A 7-11? Historical!!! That is preposterous. Let housing be built in that area.

62. Zachary Russ (*ZIP code: 94703)*

63. Ellie Su (*ZIP code: 94702)*

64. Levi Davis (*ZIP code: 94710)*

65. Leigh Ambrose (*ZIP code: 94704)*

66. Danielle Kempf (*ZIP code: 94704)*
Berkeley needs to build up. Berkeley talks a progressive game but architecture reveals its characteristic reality. In order to live up to the ideals Berkeley espouses, the city needs to develop with an eye for inclusivity and affordability.

67. Christina Valli (*ZIP code: 94703)*
I approve of more AFFORDABLE HOUSING not luxary apartments where maybe 1 or 2 units are affordable or worse when the developers just pay a fine so they don’t have to supply any affordable housing. I am a Berkeley native and have applied to so many affordable housing units. One newly built building had near Ashby bart had 67 units available and 10,000 applicants. We need more 100% AFFORDABLE housing buildings built. Yes even on college ave

68. Bradley Pultz (*ZIP code: 94612)*

69. Samir Patel (*ZIP code: 94704)*

70. Jackson Lester (*ZIP code: 94704)*
We need more housing around Elmwood!!

71. Julia Norton (*ZIP code: 94704)*

72. Vincent Chen (*ZIP code: 94704)*

73. Dawn Howard (*ZIP code: 94708)*

74. Zane Ort (*ZIP code: 94704)*

75. Tobin kaestner (*ZIP code: 94122)*

76. Evan Aubrey (*ZIP code: 94704)*

77. Stephen Hawn (*ZIP code: 94703)*
Please do not make a parking lot a historical landmark

78. Gregory Carl (*ZIP code: 94112)*
The past is represented in the present, keep it open

Outlook

Please reject the application to landmark the entire Elmwood

From Jeremy Poindexter <noreply@adv.actionnetwork.org>
Date Wed 6/3/2026 7:30 PM
To Landmarks Preservation Commission <PlanningLPC@berkeleyca.gov>

WARNING: This is not a City of Berkeley email. Do not click links or attachments unless you trust the sender and know the content is safe.

N/A Landmark Preservation Committee N/A,

Dear Landmarks Preservation Commissioners,

I urge you to reject the proposed Elmwood Historic District designation.

Elmwood has buildings and streetscapes that many residents value, but the current application is overly broad and lacks credibility as a preservation effort. It appears to be a thinly veiled attempt to block housing, submitted only after the upzoning process for Elmwood was already underway.

A parking lot, a strip mall, a 7-Eleven, and a mid 1970s post office do not justify a district wide landmarking designation. It would be better to more precisely identify specific historically interesting buildings like the Mercantile Trust Company Building. A narrower and more tailored process would be more credible to the community and to state housing regulators. It would show that the goal is to thoughtfully engage with Elmwood's history while allowing the neighborhood to evolve and not obstruct the zoning process.

The Commission should also be careful not to preserve the legacy of exclusionary zoning. The application's repeated grounding in the 1916 zoning ordinance, the ordinance that first introduced racialized single-family zoning to Berkeley, is not something we should be embracing as an inclusive and progressive city.

Please reject the current Elmwood Historic District application. Any future preservation proposal should be narrower, evidence based, and a good faith effort to compromise with the parallel zoning process.

Jeremy Poindexter
jrpoindex@gmail.com
240 Monte Vista Ave
Oakland, California 94611

Outlook

Don't make the Elmwood a Historic District

From Zachary Russ <noreply@adv.actionnetwork.org>
Date Wed 6/3/2026 11:53 AM
To Landmarks Preservation Commission <PlanningLPC@berkeleyca.gov>

WARNING: This is not a City of Berkeley email. Do not click links or attachments unless you trust the sender and know the content is safe.

N/A Landmark Preservation Committee N/A,

Dear Landmarks Preservation Commissioners,

I urge you to immediately reject the proposal to designate the Elmwood as a Historic District, for a few simple reasons:

- It is a transparently NIMBY attempt to use historical preservationism to sabotage construction of housing as approved by voters and required by state law (again approved by voters). This rushed out application includes requests to preserve, among other things, a "concrete grid wall" (present on lots of dingbat apartment buildings all over Berkeley), "A rhythm of three storefront bays separated by piers" (never had three of anything before), and "Moorish arches" (although we are not in Iberia).

- Landmarking puts a substantial burden on the owners and operators of landmarked properties. Improvements such as energy-saving windows (or even less-leaky ones) and addition of new doors or accessibility features can be required to go before the LPC, adding months to something that should be a simple change.

- Three of the most interesting buildings in Elmwood are already landmarked - Stover, Mercantile, and Strand.

- The idea that a 7-11 and parking lot should be part of a historical district, and furthermore marked as contributing, is unbelievable. Why not preserve every Pizza Hut as distinctive architecture while we're at it?

This proposal strains credulity, and if accepted will reflect poorly on us, the residents of Berkeley, and the governance of the city itself, all while it moves to destroy through neglect the things it claims to preserve.

Thanks,

Zachary Russ
Berkeley Resident

Zachary Russ
zachary.n.russ@gmail.com
1622 Berkeley Way, Apt 5
Berkeley, California 94703

From: "Gary Miguel" <garymm@garymm.org>
To: LPC@berkeleyca.gov
Date: 6/3/2026 1:24:04 PM
Subject: Please reject the application to landmark the entire Elmwood

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N/A Landmark Preservation Committee N/A,

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Gary Miguel
garymm@garymm.org
3037 Ellis Street
Berkeley, California 94703

From: "Eric Sippel" <eric@sippelfarb.com>
To: LPC@berkeleyca.gov
Date: 6/3/2026 7:31:00 PM
Subject: Please reject the application to landmark the entire Elmwood

WARNING: This is not a City of Berkeley email. Do not click links or attachments unless you trust the sender and know the content is safe.

N/A Landmark Preservation Committee N/A,

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Eric Sippel
eric@sippelfarb.com
49 Plaza Drive
Berkeley, California 94705

Outlook

Opposition to Elmwood Historic District

From Jeffrey Baker <jwbaker@gmail.com>
Date Thu 6/4/2026 8:05 AM
To Landmarks Preservation Commission <PlanningLPC@berkeleyca.gov>

WARNING: This is not a City of Berkeley email. Do not click links or attachments unless you trust the sender and know the content is safe.

Dear Berkeley Landmarks Preservation Commission,

I send this letter in opposition to the proposed Elmwood Historic District, which appears on the June 4th, 2026, meeting agenda as item 7D. I object to the approval of this project and the adoption of the CEQA exemption. The Commission suggests that this project is categorically exempt from CEQA under Section 15308, but the cumulative impacts of the City's landmarking activities and the unusual circumstances of this project preclude the use of the categorical exemption, under Section 15300.2.

The proponents of the district freely admit, in their application packet dated March 2nd, 2026, that the purpose of the district is to thwart the City's adopted General Plan Housing Element of 2023, to prevent "up-zoning" and "tall apartment houses" (15. HISTORY, pg. 8). By directly contradicting the City's duly adopted Final EIR of the Housing Element Update, the project proponents foreclose the use of the 15308 exemption. The City has made findings that the commercial corridor upzoning is the preferred alternative. To overturn that finding under categorical exemption would be an abuse of the Commission's authority. The unusual circumstances exist by the proponents' admission, and the required environmental analysis cannot be waived.

Furthermore, the Commission cannot rely on a 15308 exemption because the proposed district triggers the cumulative impacts exception under 15300.2(b). Over the past fifty years, since the enactment of the Landmarks Preservation Ordinance in 1974, this Commission has systematically and successfully designated over 300 individual landmarks and historic districts across Berkeley. While each individual designation may have been evaluated as an isolated regulatory action, their collective, long-term effect has been a steady reduction in the city's capacity for infill development. By the explicit admission of the applicants themselves, this designation is not an act of aesthetic appreciation, but a reactive land-use intervention designed to prevent the "tall apartment houses" and counteract the up-zoning program established by the City Council. Because the Housing Element Update and its certified Final EIR relied on these exact College Avenue parcels as opportunity sites to meet housing production and Affirmatively Furthering Fair Housing (AFFH) mandates, using a categorical exemption to block that density constitutes an illegal piecemealing of land-use policy. This proposed district represents the precise tipping point where successive preservation actions cumulatively disrupt the broader environmental and climate strategies of the General Plan, creating a substantial, foreseeable physical displacement impact that cannot be brushed aside without a Supplemental EIR.

I ask that the Commission deny the application unless and until proper environmental review is undertaken.

Sincerely,
Jeff Baker
Berkeley

Outlook

Please Reject the Landmarking of a Parking Lot

From James Proctor <noreply@adv.actionnetwork.org>
Date Thu 6/4/2026 10:58 AM
To Landmarks Preservation Commission <PlanningLPC@berkeleyca.gov>

WARNING: This is not a City of Berkeley email. Do not click links or attachments unless you trust the sender and know the content is safe.

N/A Landmark Preservation Committee N/A,

Dear Landmarks Preservation Commissioners,

I urge you to reject the proposed Elmwood Historic District designation.

Elmwood has buildings and streetscapes that many residents value, but the current application is overly broad and lacks credibility as a preservation effort. It appears to be a thinly veiled attempt to block housing, submitted only after the upzoning process for Elmwood was already underway.

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Please reject the current Elmwood Historic District application. Any future preservation proposal should be narrower, evidence based, and a good faith effort to compromise with the parallel zoning process.

James Proctor
james.a.proctor.is@gmail.com
314 Alcatraz Avenue 4
Oakland, California 94618

Outlook

Elmwood landmarking designation abuse - please vote against

From Kristin Bard <noreply@adv.actionnetwork.org>
Date Thu 6/4/2026 2:50 PM
To Landmarks Preservation Commission <PlanningLPC@berkeleyca.gov>

WARNING: This is not a City of Berkeley email. Do not click links or attachments unless you trust the sender and know the content is safe.

N/A Landmark Preservation Committee N/A,

Dear Landmarks Preservation Commissioners,

I urge you to reject the proposed Elmwood Historic District designation. The current application is overly broad and lacks credibility as a preservation effort. It appears to be a thinly veiled attempt to block housing, as the application includes a parking lot, a strip mall, a 7-Eleven.

It would be more sensible to more precisely identify specific historically interesting buildings, and a narrower and more tailored process would be more credible to the community and to state housing regulators. It would show that the goal is to thoughtfully engage with Elmwood's history while not obstructing efforts to expand much-needed housing.

The Commission should also be careful not to preserve the legacy of exclusionary zoning. The application's repeated grounding in the 1916 zoning ordinance, the ordinance that first introduced racialized single-family zoning to Berkeley, is not something we should be embracing as an inclusive and progressive city.

Please reject the current Elmwood Historic District application. Any future preservation proposal should be narrower, evidence based, and a good faith effort to compromise with the parallel zoning process.

thank you,
Kristin

Kristin Bard
kranbard@gmail.com
533 Crofton Avenue, Apt 3
Oakland, California 94610

Outlook

Please reject the application to landmark the entire Elmwood

From Laurel Coates <noreply@adv.actionnetwork.org>
Date Thu 6/4/2026 3:56 PM
To Landmarks Preservation Commission <PlanningLPC@berkeleyca.gov>

WARNING: This is not a City of Berkeley email. Do not click links or attachments unless you trust the sender and know the content is safe.

N/A Landmark Preservation Committee N/A,

Dear Landmarks Preservation Commissioners,

I urge you to reject the proposed Elmwood Historic District designation.

Elmwood has buildings and streetscapes that many residents value, but the current application is overly broad and lacks credibility as a preservation effort. It appears to be a thinly veiled attempt to block housing, submitted only after the upzoning process for Elmwood was already underway.

A parking lot, a strip mall, a 7-Eleven, and a mid 1970s post office do not justify a district wide landmarking designation. It would be better to more precisely identify specific historically interesting buildings like the Mercantile Trust Company Building. A narrower and more tailored process would be more credible to the community and to state housing regulators. It would show that the goal is to thoughtfully engage with Elmwood's history while allowing the neighborhood to evolve and not obstruct the zoning process.

The Commission should also be careful not to preserve the legacy of exclusionary zoning. The application's repeated grounding in the 1916 zoning ordinance, the ordinance that first introduced racialized single-family zoning to Berkeley, is not something we should be embracing as an inclusive and progressive city.

Please reject the current Elmwood Historic District application. Any future preservation proposal should be narrower, evidence based, and a good faith effort to compromise with the parallel zoning process.

Laurel Coates
laurel.coates@gmail.com
2758 Mathews Street
Berkeley, California 94702

Outlook

Please reject the application to landmark the entire Elmwood

From Stacie Degeneffe <noreply@adv.actionnetwork.org>
Date Thu 6/4/2026 5:48 PM
To Landmarks Preservation Commission <PlanningLPC@berkeleyca.gov>

WARNING: This is not a City of Berkeley email. Do not click links or attachments unless you trust the sender and know the content is safe.

N/A Landmark Preservation Committee N/A,

Dear Landmarks Preservation Commissioners,

I urge you to reject the proposed Elmwood Historic District designation.

Elmwood has buildings and streetscapes that many residents value, but the current application is overly broad and lacks credibility as a preservation effort. It appears to be a thinly veiled attempt to block housing, submitted only after the upzoning process for Elmwood was already underway.

A parking lot, a strip mall, a 7-Eleven, and a mid 1970s post office do not justify a district wide landmarking designation. It would be better to more precisely identify specific historically interesting buildings like the Mercantile Trust Company Building. A narrower and more tailored process would be more credible to the community and to state housing regulators. It would show that the goal is to thoughtfully engage with Elmwood's history while allowing the neighborhood to evolve and not obstruct the zoning process.

The Commission should also be careful not to preserve the legacy of exclusionary zoning. The application's repeated grounding in the 1916 zoning ordinance, the ordinance that first introduced racialized single-family zoning to Berkeley, is not something we should be embracing as an inclusive and progressive city.

Please reject the current Elmwood Historic District application. Any future preservation proposal should be narrower, evidence based, and a good faith effort to compromise with the parallel zoning process.

Stacie Degeneffe
sdegeneffe@gmail.com
2633 Acton St.
Berkeley, California 94702

Outlook

Late Correspondence

From Chrissy Hoffman <chrissy@lmi.net>
Date Thu 6/4/2026 1:11 PM
To Landmarks Preservation Commission <PlanningLPC@berkeleyca.gov>
Cc Humbert, Mark <MHumbert@berkeleyca.gov>

WARNING: This is not a City of Berkeley email. Do not click links or attachments unless you trust the sender and know the content is safe.

Hello,

I live, work and pay shuumi land tax in district 8. And I support the Landmarking of The Historic Elmwood Business Corridor as originally petitioned.

At the May 7th meeting which I attended, Humpert appointed stand in Molly Turner and member Elizabeth Green stated their refusal of this proposal based on historical redlining practices. I heard no other objection other than Ms Green's passionate accusation that the majority of citizen attendants were trying to block new families from living in the Elmwood, and that that was our only reason for seeking historic preservation.

I would posit that blocking this proposal is an attempt at erasure of that redlining history, whether intentional or not. Preservation is an opportunity to tell the nuanced story of all modern cities, towns and their Main Street corridors. Main streets are the plazas of industrialization. Neglecting to protect the plaza of Sonoma, for example, because of Spanish and Catholic colonization, would be to block part of the story that has led to latinae and indigenous communities living together today. It is not either or, it is both and. I support this historic landmarking not to block housing, but to bring all parties to the table to keep development within scale and to have the conversations necessary to tell the dichotomous truth of Berkeley, from Ohlone through Spanish colonialism, the University, Arts and Crafts, Redlining and Free Speech. The wives and servants who were as good as property, the shop owners and their workers, the workers who lived in the planned worker housing of Pine St. who served the residents of the Claremont neighborhood, the customers served by the key route... Not either or, both and.

The Elmwood Corridor holds view, sun, silhouette and continuity to create the uninterrupted cohesiveness of a historically and consistently well used 3rd space that is greater than the sum of it's parts. Intentionally preserving that uninterrupted continuity of scale and landscape means preserving story telling opportunities that hold the complex history of our home. I would love to work on collaborations of legacy purchases to develop community spaces and worker priced housing that joins and enhances the scale, vibrancy and accessibility, perhaps with remaitriation possibilities with the Sogorea Te Land Trust. Landmark preservation would create the space and time to do that, rather than the less than thoughtful process of opening more real estate up to companies that already own much of Berkeley's housing, a situation that historically drives up rents and allows for the redlining of waiver fees that puts affordable housing elsewhere. (Berkeley Tenant Union states that council is proposing to realocate part of that fund to cover deficits anyway)

I am grateful for this galvanizing effort in my community. We do not always see the value of what we share until it is threatened. My view is broadened and I look forward to following more landmark efforts throughout all Berkeley

neighborhoods.

Peace,
Chrissy Hoffman

Ps: For what it's worth, I did witness Ms Turner turning to Ms Green while another committee member was speaking and mouth, Should we motion now?, that makes it appear they had pre-arranged to motion to reject the proposal, which Ms. Green eventually did, before hearing citizen input. You can see it at about 2:5848 in the meeting recording. You can see Ms Turner trying to catch Ms Green's eyes leading up to that. Perhaps this is allowed? I'm sure both have only the best of intentions.
Thank you.

Outlook

Yes to Elwood historic district

From Michelle Pasternack <noreply@adv.actionnetwork.org>
Date Thu 6/4/2026 6:19 PM
To Landmarks Preservation Commission <PlanningLPC@berkeleyca.gov>

WARNING: This is not a City of Berkeley email. Do not click links or attachments unless you trust the sender and know the content is safe.

N/A Landmark Preservation Committee N/A,

Dear Landmarks Preservation Commissioners,
I live in a historic district , Roland Park , over a century old The historic designation has preserved a neighborhood of over 1000 homes in perpetuity with high property values contributing as a primary tax base for Baltimore City gov It is hoped that the community of Elwood will be preserved as the same way contributing greatly to the coffers of Berkeley

Michelle Pasternack
mchampenoise@aol.com
31l edgevale rd
Baltimore, Maryland 21210

Outlook

Elmwood Community landmark preservation

From Michelle Pasternack <mchampenoise@aol.com>
Date Thu 6/4/2026 6:50 PM
To Landmarks Preservation Commission <PlanningLPC@berkeleyca.gov>

WARNING: This is not a City of Berkeley email. Do not click links or attachments unless you trust the sender and know the content is safe.

Landmark designation will preserve the historic community providing a stable tax base for the city of Berkeley I speak from experience living in the historic community of Roland Park, a long standing tax anchor of Baltimore ! Michelle Pasternack

Sent from my iPhone

LANDMARKS PRESERVATION COMMISSION

NOTICE OF DECISION

DATE OF BOARD DECISION: June 4, 2026
DATE NOTICE MAILED: July 6, 2026
APPEAL PERIOD EXPIRATION: July 20, 2026
EFFECTIVE DATE (Barring Appeal or Certification): October 6, 2026[1]

Elmwood Commercial Historic District

Landmark application #LMIN2026-0001 for the consideration of a Historic District on College Avenue between Russell and Webster Streets, also known as the Elmwood, comprised of 28 properties.

The Landmarks Preservation Commission of the City of Berkeley, after conducting a public hearing, **DENIED** the following designation:

- **Historic District designation**
    - **Application Author:** Anthony Bruce, 6 Encina Place, Berkeley, CA 94705
    - **Property Owners:**
        - 2900 COLLEGE AVE OWNER, HAL BRANDEL, 1933 FRANCISCO ST., BERKELEY, CA 94709
        - 2910 COLLEGE AVE OWNER, CHRISTOS TRIANTOPOULOS / HANS J HAMERLER, 27 STARVIEW DR., OAKLAND, CA 94618
        - 2924 COLLEGE AVE / 2941 COLLEGE AVE / 2944 COLLEGE AVE/ 2629 ASHBY AVENUE OWNER, JOHN K GORDON / JANIS L MITCHELL, 2091 ROSE ST., BERKELEY, CA 94709
        - 2936-2940 COLLEGE AVE OWNER, GARBIS BAGHDASSARIAN / SILVA BAGHDASSARIAN, 8 CANDLESTICK RD., ORINDA, CA 94563
        - 2942 COLLEGE AVE OWNER, SRUE CORP & MAR/DAN CORP, 2437 DURANT AVE, BERKELEY CA 94704
        - 2632 ASHBY AVE OWNER, GALLARDO BROTHERS LLC, 207 E RANCH RD, SACRAMENTO, CA 95825
        - 2642 Ashby Ave Owner, JAMES F GALLARDO / VIOLETTE P GALLARDO, PO BOX 8486, HUNTSVILLE, AL 35808
        - 2960 COLLEGE AVE OWNER, NEIL B GOODHUE / DIANE C DELUCCHI, 2960 COLLEGE AVE, BERKELEY, CA 94705

1 Pursuant to BMC Chapter 3.24.190, the City Council may “certify” any decision of the LPC for review, which has the same effect as an appeal. The Council must certify the LPC decision within 90 days of the mailing of the Notice of Decision. If there is no appeal or certification, the decision becomes effective the day after the certification deadline has passed.

- 2966 COLLEGE AVE OWNER, ELMWOOD THEATRE FOUNDATION/RED OAK REALTY, 1891 SOLANO AVE, BERKELEY, CA 94707
- 2974 COLLEGE AVENUE OWNER, HOMAYOON KAZEROONI / AUDREY J. SHOJI, 2924 RUSSELL ST, BERKELEY, CA 94705
- 2974 COLLEGE AVENUE OWNER, STEVEN H. OLIVER, 1035 CARLETON ST, BERKELEY, CA 94710
- 2982 COLLEGE AVE OWNER, WU SHU F BYPASS TRUST, 609 CORNELL AVE, ALBANY, CA 94706
- 2992 COLLEGE AVE OWNER, ROSE ORIENTAL RUGS INC, 1573 SOLANO AVE, BERKELEY, CA 94707
- 2705 WEBSTER ST/ 2999 COLLEGE AVE OWNER, JCJ9 PROPERTY MANAGEMENT LLC & EARL J. MARCH, 26191 N LOWER SACRAMENTO RD, ACAMPO, CA 95220
- 2995 COLLEGE AVE OWNER, JLTSOU LLC, 2995 COLLEGE AVE, BERKELEY, CA 94705
- 2993 COLLEGE AVE OWNER, WILLIAM W DINAPOLI, 2943 MAGNOLIA ST, BERKELEY, CA 94705
- 2979 COLLEGE AVENUE OWNER, ALLEN S HIBBARD, 1498 WESTVIEW DR, BERKELEY, CA 94705
- 2973 COLLEGE AVE OWNER, GABRIEL BRUCK, 16 MARIPOSA LN, ORINDA, CA 94563
- 2961 COLLEGE AVE OWNER, JEREMY M KIDSON, 2 S PARK ST, SAN FRANCISCO, CA 94107
- 2959 COLLEGE AVE OWNER, ATC BUILDING COMPANY/WELLS FARGO BANK, PO BOX 2609, CARLSBAD, CA 92018
- 2947 COLLEGE AVE OWNER, BEH BUILDING LLC, 2722 WEBSTER ST, BERKELEY CA 94705
- 2935 COLLEGE AVE OWNER, WILLIAM F NOBLE, 16135 CANTERBURY LN, TRUCKEE CA 96161
- 2921 COLLEGE AVE OWNER, WILLIAM G MCNAB, 2015 BAYO CLAROS CIR, MORGAN HILL CA 95037
- 2917 COLLEGE AVE / 2905 COLLEGE AVE OWNER, SUSAN L BENNETT, 15 MORAGA VIA, ORINDA CA 94563
- 2901 COLLEGE AVE OWNER, JCJ9 PROPERTY MANAGEMENT LLC, 2207 KRUEGER DR, CONCORD CA 94520
- 2887 COLLEGE AVE OWNER, WARD J JR MIOTTEL, PO BOX 3450, BERKELEY CA 94703
- 2832 COLLEGE AVE OWNER, ALISON F LUDWIG, 123 CRESCENT AVE, SAUSALITO, CA 94965
- 2840 COLLEGE AVE OWNER, MOSE DURST / ESTHER DURST, 2929 AVALON AVE, BERKELEY CA 94705

ZONING DISTRICT: Elmwood Commercial (C-E)

ENVIRONMENTAL REVIEW STATUS: The project is not subject to review under the California Environmental Quality Act ("CEQA") pursuant to the Class 8 exemption for "actions taken by regulatory agencies, as authorized by state or local ordinance, to assure the maintenance, restoration, enhancement, or protection of the environment where the regulatory process involves the procedures for protection of the environment." (CEQA Guidelines Section 15308 "Actions by Regulatory Agencies for Protection of the Environment.")

Here, the Landmarks Preservation Ordinance (BMC 3.24) is a local ordinance to ensure the maintenance, restoration, enhancement, and/or protection of historic structures, which are part of the environment under CEQA. (See Pub. Res. Code § 21084.1.)

None of the exceptions to this exemption apply here: (1) this Project is not exempt under Class 3, 4, 5, 6, or 11, so the location exception does not apply; (2) this Project does not involve cumulative impacts from successive projects of the same type in the same place; (3) there is not a reasonable possibility that the activity will have a significant effect on the environment due to unusual circumstances; (4) the Project will not result in damage to scenic resources; and (5) the Project is not located on a site which is included on a list compiled pursuant to Section 65962.5 of the Government Code. (See CEQA Guidelines 15300.2.)

The application materials for this project are available online at: https://aca-prod.accela.com/BERKELEY/Default.aspx (*Click on Zoning tab; enter permit number LMIN2026-0001; click on the "Record Info" drop down menu; click on "Attachments")*

COMMISSION VOTE: 4-5-0-0

YES: CRANDALL, FINACOM, MONTILLA, ORBUCH

NO: FIKE, GORDON, GREENE, SCHWARTZ, TURNER

ABSTAIN: NONE

ABSENT: NONE

TO APPEAL THIS DECISION (see Section 3.24.300 of the Berkeley Municipal Code):

To appeal a decision of the Landmarks Preservation Commission to the City Council you must:

1. Submit a letter clearly and concisely setting forth the grounds for the appeal to the City Clerk, located at 2180 Milvia Street, 1st Floor, Berkeley. The City Clerk's telephone number is (510) 981-6900.
   a. Pursuant to BMC Section 3.24.300.A, an appeal may be taken to the City Council by the application of the owners of the property or their authorized agents, or by the application of at least 200 residents of the City aggrieved.
2. Submit the required fee (checks and money orders must be payable to 'City of Berkeley'):
   a. The basic fee for persons other than the applicant is $3,000. This fee may be reduced to $1,000 if the appeal is signed by persons who lease or own at least 50 percent of the parcels or dwelling units within 300 feet of the project site, or at least 25 such persons (not including dependent children), whichever is less. Signatures collected per the filing requirement in BMC Section 3.24.300.A may be counted towards qualifying for the reduced fee, so long as the signers are qualified. The individual filing the appeal must clearly denote which signatures are to be counted towards qualifying for the reduced fee.
   b. The fee for all appeals by Applicants is $6,000.
3. The appeal must be received prior to 5:00 p.m. on the "APPEAL PERIOD EXPIRATION" date shown above (if the close of the appeal period falls on a weekend or holiday, then the appeal period expires the following business day).

If no appeal is received, the decision will be final on the first business day following expiration of the appeal period.

NOTICE CONCERNING YOUR LEGAL RIGHTS:

If you object to this decision, the following requirements and restrictions apply:

1. If you challenge this decision in court, you may be limited to raising only those issues you or someone else raised at the public hearing described in this notice, or in written correspondence delivered to the Landmarks Preservation Commission at, or prior to, the public hearing.
2. You must appeal to the City Council within fourteen (14) days after the Notice of Decision of the action of the Landmarks Preservation Commission is mailed. It is your obligation to notify the Land Use Planning Division in writing of your desire to receive a Notice of Decision when it is completed.
3. Pursuant to Code of Civil Procedure Section 1094.6(b) and Government Code Section 65009(c)(1), no lawsuit challenging a City Council decision, as defined by Code of Civil Procedure Section 1094.6(e), regarding a use permit, variance or other permit may be filed more than ninety (90) days after the date the decision becomes final, as defined in Code of Civil Procedure Section 1094.6(b). Any lawsuit not filed within that ninety (90) day period will be barred.
4. Pursuant to Government Code Section 66020(d)(1), notice is hereby given to the applicant that the 90-day protest period for any fees, dedications, reservations, or other exactions

included in any permit approval begins upon final action by the City, and that any challenge must be filed within this 90-day period.

5. If you believe that this decision or any condition attached to it denies you any reasonable economic use of the subject property, was not sufficiently related to a legitimate public purpose, was not sufficiently proportional to any impact of the project, or for any other reason constitutes a "taking" of property for public use without just compensation under the California or United States Constitutions, your appeal of this decision must include the following information:

   A. That this belief is a basis of your appeal.

   B. Why you believe that the decision or condition constitutes a "taking" of property as set forth above.

   C. All evidence and argument in support of your belief that the decision or condition constitutes a "taking" as set forth above.

   If you do not do so, you will waive any legal right to claim that your property has been taken, both before the City Council and in court.

FURTHER INFORMATION:

Questions about the project should be directed to the project planner, Allison Riemer, at (510) 981-7433 or ariemer@berkeleyca.gov. All project application materials may be viewed at the Permit Service Center (Zoning counter), 1947 Center Street, 3rd Fl., during regular business hours.

ATTEST:
Allison Riemer, Secretary
Landmarks Preservation Commission

cc: City Clerk
Applicant: Anthony Bruce, 6 Encina Place, Berkeley, CA 94705
Owners:

- 2900 COLLEGE AVE OWNER, HAL BRANDEL, 1933 FRANCISCO ST., BERKELEY, CA 94709
- 2910 COLLEGE AVE OWNER, CHRISTOS TRIANTOPOULOS / HANS J HAMERLER, 27 STARVIEW DR., OAKLAND, CA 94618
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- 2936-2940 COLLEGE AVE OWNER, GARBIS BAGHDASSARIAN / SILVA BAGHDASSARIAN, 8 CANDLESTICK RD., ORINDA, CA 94563
- 2942 COLLEGE AVE OWNER, SRUE CORP & MAR/DAN CORP, 2437 DURANT AVE, BERKELEY CA 94704
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- 2840 COLLEGE AVE OWNER, MOSE DURST / ESTHER DURST, 2929 AVALON AVE, BERKELEY CA 94705

CITY OF BERKELEY - CITY CLERK
2026 JUL 16 AM11:38

July 16, 2026

Berkeley Mayor and City Council
% City Clerk
2180 Milvia Street
Berkeley, CA 94704

Re: Appeal Elmwood Commercial Historic District #LMIN2026-0001

Dear Mayor Ishi and Berkeley Council Members:

We hereby appeal the June 4, 2026 decision of the Landmarks Preservation Commission to deny designation of the Elmwood Commercial District as a Historic District. The application was accepted by the City and it gives ample evidence that the Elmwood Commercial District is significant under Berkeley's Landmarks Preservation Ordinance section BMC 3.24.110 as a Historic District. The Elmwood Commercial District is a distinct and intact example of a streetcar-era neighborhood commercial district.

This appeal is based upon, but not limited to, the following matters.

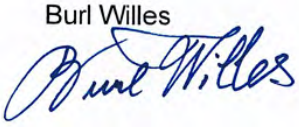
The staff report which was submitted and presented by JulieAnn Murphy of Rincon Consultants identified the application as having met criteria for landmarking as documented in the report: "Staff recommend that there is evidence to support findings for architectural examples worth preserving for the exceptional values they add as part of the neighborhood fabric pursuant to BMC Section 3.24.110(A)(1)(c) and historic value pursuant to BMC Section 3.24.110 (A)(4)."

Architectural Merit
"Therefore, the proposed Elmwood Commercial Historic District does represent a group of architectural examples worth preserving for the exceptional value it adds as part of the neighborhood fabric and does meet this criterion."
Historic Value
" For these reasons, the proposed Elmwood Commercial Historic District is eligible as a City of Berkeley Landmark for its historic value under BMC section 3.24.110(A)(4)."

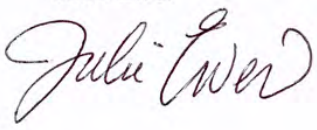
Additionally there were Commission irregularities in the Landmark application review process for the proposed designation of the Elmwood Commercial Historic District, both at the May 7th & June 4th hearings.

We request that the City Council hold a public hearing on the Elmwood Commercial Historic District denial #LMIN2026-0001 and provide the review and consideration that this application deserves.

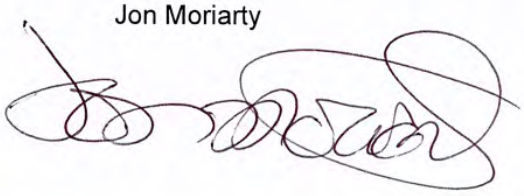
Sincerely,
Burl Willes



Julie Ewer



Jon Moriarty



Appeal of Denial
Elmwood Comme
the signatures of
Commission. The
appeal.

358 signatures

e 4 2026 for the
Code requires
vation
no support this

Print name			
DONNA LARSEN ENDLICH		2641 Webster	Berkeley 94705
Jason King-Agbile		2615 Piedmont Ave	Berkeley 94704
Irene Elmer		2506 Cherry St	94705
Bonnie Kraus		2409 College	94704
Carl Nagin		1320 Josephine	94703
Walter Scott		1810 9th St	94710
Janet Harris		1200 Tulare St	94706
Alice Cannan		976 Hardy	94618
JASON MAZERS		2732 MLK Jr Way #8	94703
Shelby Selk		427 62nd St	94609
Mary Dee		2447 Parker St.	94704
MARY DARNOVSKY		547 Colusa Ave	Oak 94610
Greg Keller		2810 College Ave	94705
Audrey Jaffe		2741 Baker St	94705
Donna Pitetti	Donna Pitetti	2735 Regent St. #5,	Berkeley.
Asha Genett	Asha Genett	2636 College Ave	
Tara Kumar	Tara Kumar	2636 College Ave	
Sienna Kanford		2636 College Ave	
Cilly Hughes		2636 College Ave	
KAI PESSANHA		2709 DWIGHT WAY	94704
RONALD ADLER		2904 AVALON	94705
JAMIE AUDLEY		80 EL CAMINO REAL	94705
MARY GOLDREYER		3037 Wheeler St.	94705

Appeal of Denial of Historic District Designation (#LMIN2026-0001) on June 4 2026 for the Elmwood Commercial District. Section 3.24.300 of the Berkeley Municipal Code requires the signatures of 200 people to appeal a decision of the Landmarks Preservation Commission. The following persons are residents of the City of Berkeley who support this appeal.

Print name	Signature	Street Address
Elizabeth P. Lyon	Elizabeth P. Lyon	2951 Derby St Apt. 117, Berkeley
Bonita Evart	Bonita Evart	2951 Derby St. #116 Berkeley 94
Bharti Nevers	Bharti Nevers	2951 Derby St. #151
LUCRETIA CEKAY		2951 Derby St #124 Berk 94
PETER BRUCE DuMONT		2951 Derby St. #119 94705
Erica Bademaker		2951 Derby Blo
Linda Wadley	Linda Wadley	2951 Derby St 348
STEFEN		#324 Berkely CA 94
Di McFall	Di McFall	2951 Derby St, Berkeley
Betsy Pauley		2951 137 CA 9470
FRANCES OMAN	Frances Oman	2951 Derby St #112
Marcia A. Kimmell	Marcia A. Kimmell	2951 Derby St #33 Berk, CA 94705
MARILYN VAETH	Marilyn Vaeth	2951 Derby St 309
Ellen Levin	Ellen Levin	2951 Derby St 233 Berkeley 94705
Inge Scott		2951 Derby 147 94705
Miriam Horanowitsch		2951 Derby St apt B203
PAUL DESFOR		2951 Derby St 94705
Deborah Neuman	Deborah Neuma	2951 Derby St 122 94705
Bendge Thompson		2951 Derby #142
MARIBEL SANCHEZ-ELLIS		2951 DERBY #337
JUDITH GILBERT		2951 Derby St #313 94
Judith Masur		2951 Derby St #240 9470
DAVID GIFFORD		2951 DERBY St. 243 9470

Appeal of Denial of Historic District Designation (#LMIN2026-0001) on June 4 2026 for the Elmwood Commercial District. Section 3.24.300 of the Berkeley Municipal Code requires the signatures of 200 people to appeal a decision of the Landmarks Preservation Commission. The following persons are residents of the City of Berkeley who support this appeal.

Print name	Signature	Street Address
Monica Marini-Leeuson	Monica Marini-Leeuson	2716 Russell St Berkeley Ca. 94705
Ronn Simpson	Ronn Simpson	2800 Hillegass Ave Berkeley, CA 94705
Marcela Simpson	Marcela Simpson	2800 Hillegass Berkley 947
Stephen Rosen	Stephen Rosen	2328 Carleton St. Berkeley 94704
Linda P. Rosen	Linda P. Rosen	2328 Carleton, Berkeley, CA 94704
Sidharth Verma		2907 FLORENCE St Berky 94705
Brad Moxley		2317 Carleton C, Berkeley 94704
LAURA FANTONE		2330 CARLETON ST. BERKELEY, CA
ALICE MEYERS	Alice Meyers	2933 Linden Ave. Berkeley 94705
Barbara Epstein	Barbara Epstein	2332 Carleton St. Berky 94704
Laura Koo	Laura Koo	2319 Carleton St Berkeley 9470
Gail Kamada	Gail Kamada	2247 Carleton St. Berkley, CA 94704
David Jost	David Jost	2247 Carleton St, Berkley, CA 94704
Anne Takefuji	Anne Takefuji	2245 Carleton St. 510 334-8000
Paul Cantrell		2245 Carleton St, Berkely, CA
Thomas Cantrell	Thomas Cantrell	2245 Carleton St Berkeley CA 94704
Michael Wright		2235 carleton st Berkeley CA
RICHARD MAGARIAN		2231 CARLETON ST. BERKELEY, CA
Sharon Green	Sharon J Green	2231 Carleton St. Berkeley CA
BHAJHN PREET KAUR		2119 Carleton St Berkeley CA
Laura Cholodenko		2246 Carleton St Berkley CA
Ben Recht		2302 Carleton St Berkeley, CA
LAUREN KROIZ		2302 CARLETON ST BERKELEY, CA

Appeal of Denial of Historic District Designation (#LMIN2026-0001) on June 4 2026 for the Elmwood Commercial District. Section 3.24.300 of the Berkeley Municipal Code requires the signatures of 200 people to appeal a decision of the Landmarks Preservation Commission. The following persons are residents of the City of Berkeley who support this appeal.

Print name	Signature	Street Address
Peter Jacobson	Peter Jacobson	2814 Kelsey Oak 94705
Cecile Earle	Cecile Earle	2951 Derby St Berkeley 94705
Ann Metzger	Ann Metzger	1 Hazel Rd Berkeley 94705
JACQUELYN EVANS	Jacquelyn Evans	30 Alta Rd., Berkeley 94708
~~[illegible]~~	~~[illegible]~~	~~[illegible]~~
JOHN B ARMSTRONG	John B. Armstrong	Alvarado Pl 94705
Karen Bird	Karen Bird	2712 Garber St, Berkeley 9470[illegible]
Warren Bird	Warren M. Bird	2712 Garber St., Berkeley 9470[illegible]
CARMEN Hernandez	Carmen Hernandez	29 Jacaeel East 94705
Anabella Hernandez	[illegible]	2924 Wheeler St. Berkeley 94705
~~MANUCHER MASSIHI~~	~~M. Massihi~~	~~5363 Boyd Ave 94618~~ 94705
Mary Oram	Mary Oram	2705 Hillegass Ave
Mary Byrnes	Mary Byrnes	2948 Magnolia St. 94705
Bryant Byrnes	Bryant Byrnes	2948 Magnolia St "
Daria Pizzioli	[illegible]	94704 2540 College
Tracy Thompson		1630 Alston Way 94703
Lois YUEN		1940 YOSEMITE RD. Berkeley 94707 Lois Yuen
JUDYE HESS		2910 Hillegass Berk 94705 Judye Hess
Thomas Lynch	Thomas Lynch	3125 College #3, Berk. 9470[illegible]
Christine Chen	Christine Chen	494 Grizzly Dr 94705
Jessie Oswald	Jessie Oswald	61 Rock Lane Berkeley CA 947[illegible]
Nancy Oswald	Nancy Oswald	61 Rock Lane, Berk 94708

Appeal of Denial of Historic District Designation (#LMIN2026-0001) on June 4 2026 for the Elmwood Commercial District. Section 3.24.300 of the Berkeley Municipal Code requires the signatures of 200 people to appeal a decision of the Landmarks Preservation Commission. The following persons are residents of the City of Berkeley who support this appeal.

Print name	Signature	Street Address
Nancy Petrofsky		2801 Oak Knoll Ter Berk 94705
Renata Schmitt		196 Hillcrest Rd 9470
PENNY KUYKENDALL		3171 CLAREMONT AVE 9470
SAM SINGER		33 ROBLE RD. 94705
Sharon Singer		33 Roble Rd 9470
Miriam Wilson	Miriam Wilson	230 The Uplands
Susan Simonds		2 The Uplands 947
Katerin Spohn		2928 Russell St. Berkeley, CA 94705
Monica Spohn		2928 Russell St. Berkeley, CA 947
DORIS FINE	Doris Fine	2 Eucalyptus Rd. 94705
TAD LAIRD		2722 WEBSTER 94705
Nathalie Jans		258 Hillcrest Rd 94705
ALEXANDER DAVIS		30 ROANOKE RD 94705
John Stephenson		258 Hillcrest Rd 94705
ERICA MEADE		30 ROANOKE RD 94705
Jacques Bernou		2718 Webster 94705
Caitlyn Bernou	Caitlyn Bernou	2718 Webster st 94705
Alejandro Colindres		2718 Webster st. 94705
Elea Bernou	Bernou	2718 Webster st 94705

Appeal of Denial of Historic District Designation (#LMIN2026-0001) on June 4 2026 for the Elmwood Commercial District. Section 3.24.300 of the Berkeley Municipal Code requires the signatures of 200 people to appeal a decision of the Landmarks Preservation Commission. The following persons are residents of the City of Berkeley who support this appeal.

Print name	Signature	Street Address
CHRISTOPHER WELLS		2763 GARBER #3 / 94705
Shelley Nathans		2811 Regent St. B / 94705
Sean Coleman		2546 WARRING ST. #2 94704
Katherine Ramage		2428 Russell St. 94705
HELEN MARCH		2931 Magnolia St. 94705
Kay Heatherly		2147 Stuart St 94705
Vanessa Brutschy		2727 Parker st 94704
Hilary Snyder		3017 College Ave #3 94705
ARUN NEVADER		1065 Sierra St 94707
Susan Sharp		1065 Sierra 94707
Florence Kuri		2731 Benvenue Ave, 94705
Bradley Lin		2380 Hilgard Ave #1, 94709
Roslyn Hammers		2510 College Ave #C 94704
Arsan Jafri		2510 College Ave #C 94704
Laurel Ackerle		2825 Garber St 94705
Doug Kelly		2825 Garber St 94705
Jack Petranker		2425 Hillside Ave. 94704
Jeanne Panek		811 Webster St 94705
William Godwin		3016 Avalon Ave 94705
Kathy Godwin		3016 Avalon Ave 94705

Appeal of Denial of Historic District Designation (#LMIN2026-0001) on June 4 2026 for the Elmwood Commercial District. Section 3.24.300 of the Berkeley Municipal Code requires the signatures of 200 people to appeal a decision of the Landmarks Preservation Commission. The following persons are residents of the City of Berkeley who support this appeal.

Print name	Signature	Street Address
ALICE JUROW	Alice Jurow	2335 DERBY 94705
L Damms	PD Damms	22 El Camino Real 94710
GLORIA LAWREALE	Gloria Lawreale	2934 Russell St Berkeley 94705
Gary Handman	Gary Handman	1119 High ct. 94708
Pam Handman	Pam Handman	1119 High Ct 94708
Debra Levinsky	Debra Levinsky	2918 Elmwood Ct 94705
Molly Shapiro	MS	2321 Webster St. Berkeley, CA 94705
SHELLEY BLAM	Shelley Blam	6426 Benvenue Av. Oakland 94618
ANITA MONGA		1707 WOOLSEY ST BERKELEY 94703
Carlene St John	M. Carlene St John	2930 Russell St. 94705
Steph Scholes		2726 Dwight Way 94704
MARK SCHNEIDERMAN		2005 ROSE ST BERKELEY 94709
Pam E. Ann	Patricia Reilenbach	3032 Hillegass Ave 94705
Rosemary Castorina		2742 Prince St 94705
Giulia Salemme		2742 Prince St 94705
Lesley Emmington Jones	Lesley Emmington Jones	195 The Uplands 94705
Nancy Laird	Nancy Laird	2732 Webster St 94705
Ardath Grant	Ardath Grant	2327 Prince St #12 94705
PETE WALKER	Pete Walker	2627 ETNA ST 94705
Andrea Meghrouni-Brown		2833 Webster St 94705

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Print name	Signature	Street Address
Sabrina Kabella	Sabrina Kabella	2647 Stuart 9470
Christopher King	Christopher King	1937 Hopkins St 94707
Janet King	Janet King	1116 Walnut 9470
Nathan Shields		2446 Webster. 9470
Guy Preston	Guy Preston	3019 Benvenue Ave 94705
Elaine Brown	Elaine Brown	2735 Derby St 9470
Robert Lerner	ROBERT A. LERNER	3025 college 94705
Carleen Mandolfo	Carleen Mandolfo	2900 Benvenue Ave 94705
Carol Nyhoff	Carol Nyhoff	0737 Elmwood Ave 94705
Muriel Lane	Muriel Lane	2304 Howe St 9470
Stephanie M. Tramel	Stephanie M. Tramel	2923 Florence St. #30 94705
Sheila Gerzoff	Sheila Gerzoff	2511 Prince St #7 94705
Douglas Evans	Douglas Evans	2819 Piedmont 94705
Dolores Grunbaum	Dolores Grunbaum	2939 Ashby Ave 94705
Lara Hilder	Lara Hilder	2442 Russell St 94705
Karen Kemp	Karen Kemp	2615 Benvenue Ave 94704
Rachelle Pennington	Rachelle Pennington	2418 Ashby Ave #4 94705
Josie Webster	Josie Webster	2505 Russell St. 94705
Enid Schreibman	Enid Schreibman	2828 Cheney St. 94705
Stefan Milnor	Stefan Milnor	2337 Stuart St. 94705

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Print name	Signature	Street Address
RICHARD FALLENBAUM	R Fallenbaum	1225 Neilson St
Jerry Morgan	Jerry Morgan	2751 Derby
Randy Silverman		2335 Parker St #2
Geoffrey Lomax		1507 M L King JR
Jim McGrath	Jim McGrath	2301 Russell St.
Choun-Bok Leaf	Choun-bok Leaf	2335 Parker St. #1
Brent Chadwick	Brent Chadwick	2337 Parker #8
FRED FELLER		2819 Benvenue Ave
Jane Scherr	Jane Scherr	2300 Carleton St
Alice Feller	Alice Feller	2819 Benvenue St
Patrick Kehoe		2412 Stuart St. #3
Carla Woodworth	Carla Woodworth	2335 Parker Street #2
Malcolm N Scotchler	Malcolm N Scotchler	2330 Blake St
ARTHUR Goldberg	Arthur Goldberg	1814 CEDAR St.
Wayne Collins	Wayne Collins	1629 Josephine St, Berkeley, Ca
Jennifer Knight		2737 Shasta Rd.
Joan Finton	Joan Finton	1525 Walnut St 94709
~~Charlene Harrington~~	~~Charlene Harrington~~	~~5/ Bonnie Ln Berkeley 94705~~
Mary C. Stevens	Mary C. Stevens	1509 Ada St/Berkeley

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Print name	Signature	Street Address
NANCY W. ALLMOND	Nancy W. Allmond	36 Hill Crest Rd. 94
Lindsay Kunis	Lindsay Kunis	2719 Webster St. Berkeley 9470
William Kunis	Lee K	2719 Webster st Berkeley CA 94
Nancy Ebbert	N Ebbert	2721 Webster St. Berkeley 94
Adem Rachmes	Adem Rachmes	2721 Webster St. Berkeley
Jonah Kunis	Jonah Kunis	2719 Webster, St. Berkeley
Deane Bunce		2946 Magnolia Berkeley
CLAUDINE ZUBER		2857 WEBSTER BERKELEY 94705
Leila Yokoyama	Leila Yokoyama	2806 Prince St. Berkeley, C 94
AREZOO FAKouri		2806 Prince St. Berkeley
DORIS NARSIRY		2746 WEBSTER ST. BERKELEY CA 94701
Ariel Haney		2327 Webster St. Berkley CA 94705
Alvin Warwas	Alvin Warwas	2967 Pine Ave Berkeley, C. 94705
HARVEY KLETZ		2850 Webster St 94705
GERALD A. KELLY		2731 WEBSTER ST 94705
Mikaela Dunitz		2804 Webster 94705
Cody Dunitz		2802 Webster St. 94705
Richard Bunce		2946 Magnolia 94705

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Print name	Signature	Street Address
Celeste McLean-Reid	Celeste McLean-Reid	2759 Prince St, Berk, CA 94705
ROBIN SOMERVILLE	Robin Somerville	2759 Prince St. Berkeley 94705
Lisa Ray		2753 Prince St BKT 94705
Matt Sadelmire		2144 McKinley Berkeley 94703
KYLIE TSENG		2838 PRINCE ST BERKELEY 94705
Mariama Soumah		2213 Stuart st Berkeley 94703
Greg Urban	Greg Urban	2751 Prince St Berk 94705
Linda Urban	Linda Urban	2751 Prince St Bk 94705
Tong Yokoyama		2806 Prince St. Berkeley, 94705
Mufune Mosned	Mosned	1834 University ave Berk 94703
Sorousch Salari-Namin		1178 Colusa Ave 94707
Sahand Salari Namin		1178 Colusa Ave 94707
Sally W. Smith	Sally W. Smith	2835 Prince St. 94705
Eileen Favretto		295 College Ave

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Print name	Signature	Street Address
Karen Marie Rice	Karen Marie Rice	2322 Carleton St.
Robert G. Laird, II	Robert Glenn Laird, II	2322 Carleton St
John F. Levy		2371 Carleton St #A Berkeley
Sara Fruchtman		2304 Carleton St.
Clay O'Dell	Clay O'Dell	2201 Derby St.
Cory Kendrick		2316 Carleton St.
Nancy Carleton	Nancy Carleton	3044-B Halcyon Ct Berkeley CA 94705
Carolyn Kolka	Carolyn Kolka	2331 Derby 94705 Berkeley, Ca.
Philip Aftel		2335 Derby St, Berkeley, 94705
Charles Aftel	Charles Aftel	2335 Derby St Bkly 94705
Wilson Henriquez		2340 Derby St 94705
Nicholas McNair		2639 Dana St 94704
Jillian Boroniec		2639 Dana St. 94704
Drury Mullins		2327 Carleton St 94704

Appeal of Denial of Historic District Designation (#LMIN2026-0001) on June 4 2026 for the Elmwood Commercial District. Section 3.24.300 of the Berkeley Municipal Code requires the signatures of 200 people to appeal a decision of the Landmarks Preservation Commission. The following persons are residents of the City of Berkeley who support this appeal.

Print name	Signature	Street Address
MA Dignon		2903 Russow Street 9470
MARINI Leengon	Monica Leengon	2716 Russell St 9470
Beverly Zoller		2814 Piedmont Ave 9470
ELKE WEBERMANN		2740 RUSSELL Street 9470
LISA MARTINOVICH		1613-62nd St #C 94703
David Martinovich		2730 Webster St 94705
LINDA Cozzarelli	Linda A Cozzarelli	55 El Camino Real 947
LEA BROWN	Lea Ann Brown	2230 Blake St. 94704
Gunther Stein		18 Tayleus Rd 94705
Ruth Praskins		1922 Parker St 94704
Patti Rossi		1345 Queens 94708
Dennis Mulqueeny		" " "
Tucker Malarkey		2740 Derby 94705
Toby Stewart	Toby	3012 A Shattuck
Shelley Roberts	Shelley Roberts	2710 Piedmont. 94705

Appeal of Denial of Historic District Designation (#LMIN2026-0001) on June 4 2026 for the Elmwood Commercial District. Section 3.24.300 of the Berkeley Municipal Code requires the signatures of 200 people to appeal a decision of the Landmarks Preservation Commission. The following persons are residents of the City of Berkeley who support this appeal.

Print name	Signature	Street Address
Christina Camperasso		2800 Derby St. 94705
John Roberts		2710 Piedmont Ave.
MAUREEN HANLON		1321 Arch St
RICARDO CHARLES		1321 ARCH STREET
[illegible]		2216 Shattuck Ave Berkeley
ANITA HEVITCH		2901 REGENT ST BERKELEY
Adriana Parcero		2245 Summer St. Berkeley.
Julian Sweet		2717 Webster St Berkeley
Sally Bean	Sally Bean	2435 Derby St, Berkeley
Mónica Marini	Mónica Marini	1973 Russell St Berkeley
Tom L. Hedges	Tom L Hedges	2154 Ward St, Berkeley
Allan Absher		6 Nogales St.
Lianne Morrison		2238 Stuart St Berkeley CA 947
Wendy Absher	Wendy Absher	6 Nogales St. Berkeley 947
Michael Luby		1133 Miller Ave. Berkeley 947
Lukas Luby-Prikot		1133 Miller Ave. Berkeley CA 94708
Alexander Luby-Prikot		1133 Miller Ave, Berkeley, CA 94
Christine Mitchell		1909 7th St. Berkeley. CA 947

Appeal of Denial of Historic District Designation (#LMIN2026-0001) on June 4 2026 for the Elmwood Commercial District. Section 3.24.300 of the Berkeley Municipal Code requires the signatures of 200 people to appeal a decision of the Landmarks Preservation Commission. The following persons are residents of the City of Berkeley who support this appeal.

Print name	Signature	Street Address
TERRANCE NORIYE		2642 DERBY ST #4
Simone Thompson-John		2609 Dana St Unit A
Lorna Byrne		23 Panoramic Way 94704
WARREN BYRNE		23 Panoramic Way 94705
Dottie Barber	Dorothy Barber	2741 Hillegass Ave 94705
JONATHAN BURKE		2722 DERBY ST 94705
ELAINE JACKSON		2804 College Ave 94705
Chris Kwok		2427 Oregon St. 94705
MARISA PUGLIANELLO		2423 Oregon St 94705
Caroline Sanders	Caroline Sand	2615 Milvia St. 947
Walter L. Johnson		2620 Stuart St Berkeley CA
Charles Ellik		2112 Carleton Berkeley CA 94704
Sarah Denmann		2704 Derby St. 94705

Appeal of Denial of Historic District Designation (#LMIN2026-0001) on June 4 2026 for the Elmwood Commercial District. Section 3.24.300 of the Berkeley Municipal Code requires the signatures of 200 people to appeal a decision of the Landmarks Preservation Commission. The following persons are residents of the City of Berkeley who support this appeal.

Print name	Signature	Street Address
Vanessa Pink		1612 62nd St, Ber, CA 94702
ROBERT SEELIG		3016 College Ave, CA 94705
Nell Friedman		1625 Sacramento St. 94702
Jose' R Linares		2737 GARBer ST. 94705
Eileen Beaudette		2737 Garber St #7

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Print name	Signature	Street Address
Eve Kramer	Eve Kramer	2951 Derby, #303 Berkeley
DIANE SHAVELSON	[illegible]	2951 Derby #103 Berkeley
ANNE HERRICK	A.M. Herrick	2951 Derby #318 Berkeley,
Susan Sturges	Susan Sturges	2951 Derby #113 Berkeley, CA 9470
Winston Williams	[illegible]	2951 Derby #213 St. Berkeley 94
BARBARA HABER	Barbara Haber	2951 Derby St. #330 Berkeley 9470
Lesley Emmington Jones	Lesley Emmington Jones	195 The Uplands 94705
Hope Carroll	Hope Carroll	317 2951 Derby St. Berkeley 94705

Appeal of Denial of Historic District Designation (#LMIN2026-0001) on June 4 2026 for the Elmwood Commercial District. Section 3.24.300 of the Berkeley Municipal Code requires the signatures of 200 people to appeal a decision of the Landmarks Preservation Commission. The following persons are residents of the City of Berkeley who support this appeal.

Print name	Signature	Street Address
Clinton Wheeler	Clinton Wheeler	2951 Derby St. #111 Berkeley
Richard Hart		2951 Derby St #B Berk
Julie Ragge	Julie Ragge	2951 Derby St #102
Nadine Bryson		2951 Derby St # 317

Appeal of Denial of Historic District Designation (#LMIN2026-0001) on June 4 2026 for the Elmwood Commercial District. Section 3.24.300 of the Berkeley Municipal Code requires the signatures of 200 people to appeal a decision of the Landmarks Preservation Commission. The following persons are residents of the City of Berkeley who support this appeal.

Print name	Signature	Street Address
Phil Bokovoy		2601 Piedmont Ave
MARCIA CAMPOS		2951 Derby St #127
PAUL VALENSTEIN		70 HAZEL ROAD 94705
KATHLEEN MCGUIRE		2705 Piedmont Ave 94705
DAN LINDHEIM		103 EL CAMINO REAL 94705
Julie Nachtwey	Julie Nachtwey	136 Alvarado Rd. Berkeley 94705
Bruce Riordan		3115 Eton Berkeley
Joe Kutchinsky		3159 Lewiston St.
Jeffrey Angell		2605 Piedmont Ave.
Joan Kiang-Angell		2605 Piedmont Ave Berkeley
George Scharffenberger		2805 Parker St. Berkeley 94705
Nancy Hadeshian		2745 Parker St. Berkeley 947
JULIA OVERSHOOT		2536 Piedmont Apt 1 Berkeley 947
CHRISTINE GIMMLER		336 PANORAMIC WAY 947
Kirsten Vega		2812 Parker St Berkeley 94

Appeal of Denial of Historic District Designation (#LMIN2026-0001) on June 4 2026 for the Elmwood Commercial District. Section 3.24.300 of the Berkeley Municipal Code requires the signatures of 200 people to appeal a decision of the Landmarks Preservation Commission. The following persons are residents of the City of Berkeley who support this appeal.

Print name	Signature	Street Address
David Salk		2746 Prince St. 94705
Richard N. Waugh		2312 Stuart St. 94705
Bruce H Feingold		16 Hazel Rd 94705
Madeline Feingold		16 Hazel Rd, Berkeley, CA 94705
Karen Leah Kaizer		2746 Prince Street, Berkeley, CA 94705
Chris Hoskins		2753 Prince St. 94705
Gretchen Burns		2733 —

Appeal of Denial of Historic District Designation (#LMIN2026-0001) on June 4 2026 for the Elmwood Commercial District. Section 3.24.300 of the Berkeley Municipal Code requires the signatures of 200 people to appeal a decision of the Landmarks Preservation Commission. The following persons are residents of the City of Berkeley who support this appeal.

Print name	Signature	Street Address
Natalia Vasyleyk		2337 Parker Street
David Shiver		2428 Stuart St 05
Jean Hohl		2341 Parker St #9
Barbara Vasa		2341 Parker St Apt 7
Mary Wrenn		2259 Derby St
ROBERT D. WRENN		2259 DERBY ST.
SUZY CORTES		2907 Fulton St
Joanna Levine		2601 Russell St.
~~Elizabeth Dittel Gabrielle Dittel~~		

Appeal of Denial of Historic District Designation (#LMIN2026-0001) on June 4 2026 for the Elmwood Commercial District. Section 3.24.300 of the Berkeley Municipal Code requires the signatures of 200 people to appeal a decision of the Landmarks Preservation Commission. The following persons are residents of the City of Berkeley who support this appeal.

Print name	Signature	Street Address
PETER GOLDMAYER		3037 WHEELER ST BERKELEY 947
Janam Sells		2723 A - Stuart St
Hanna Rodarte		2619 College Ave apt D
Jamie Long		5661 Keith Ave. 94618
Alexia Puerta		1308 Burnett St., Berkeley 9470
Michael Rodriguez		1308 Burnett St, Berkeley 9470

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Print name	Signature	Street Address
Emily Taylor	Emily Taylor	18 Tanglewood Rd, Berkeley 94708
Max Stein	Max	18 Tanglewood Rd Berkeley
Alex Stein	Alex	18 Tanglewood Rd Berkeley
Helena Brzykcy	Helena	802 Colusa Ave Berkeley 9470
JENNIFER SHAPPEE	Jennifer Shappee	2515 RUSSELL STREET BERKELEY 94
SHMUEL WEISSMAN	[illegible]	2901 Benvenue Ave. Berkeley 94
Jacob B. Armitage	Jacob	6 Alvarado Rd Berk 9470
Kathleen A Hess	Kathleen A Hess	2610 Regent St #201 Berkeley 94
KAREN HEINZ	Karen	382 Adeline 94703
KATJA ZAMRIK	Katja	2478 PRINCE ST 94
Ada C. Ramsey	Ada	2823 Hillegass Av. 9470

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Print name	Signature	Street Address
BARBARA HUNT	[signature] YES	2840 Woolsey ST. Berk., 94705
Lisa Bruce	[signature]	3027 Claremont Ave 94705
Julian Hodges	[signature]	3027 Claremont Ave 94705
Margaretta Mitchell	[signature]	280 Hillcrest Rd
Francine Radford	[signature]	29 Eucalyptus Rd Berkeley 94705
FORREST BROWN	[signature]	2960 Magnolia St Berkeley 94705
BONNIE MATTISON	[signature]	2960 MAGNOLIA St. Berkeley 94705
Zoe Carr	[signature]	131 Alvarado Road Berkeley CA 94705
RICHARD KHREENBERGER	[signature]	3121 CLAREMONT AV BERKELEY
Madeleine H. Shearer	[signature]	267 Hillcrest Rd Berkeley 94705

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Print name	Signature	Street Address
Sarah Dinbar	Sarah Dinbar	2129 5TH ~~AVE~~ ST. Berkeley, CA 94
Nick St. Mary		2129 5th St. Berk. 9
Mariona Villa-Sinclair		2525 Stuart St. Berkeley 947
Diana Fishter		51 Canyon Rd Berk 947
~~Laura Bellon~~		~~1795 Walston Ave Berk. 94805~~
~~James Randolph~~		~~226 Modoc Ave 94618~~
Laura Kahn		2911 Benvenue Ave 94705

Appeal of Denial of Historic District Designation (#LMIN2026-0001) on June 4 2026 for the Elmwood Commercial District. Section 3.24.300 of the Berkeley Municipal Code requires the signatures of 200 people to appeal a decision of the Landmarks Preservation Commission. The following persons are residents of the City of Berkeley who support this appeal.

Print name	Signature	Street Address
MARY MONTALI	Mary Montali	2920 Russell St,
ERIC LEENSON	Eric Leenson	2716 Russell St.
Monica Leenson	Monica Leenson	2716 Russell St
Alex Leenson	Alex Leenson	2716 Russell St.
Michelle HLUBINKA	MH	2819 Prince St, 94705
Odette Lardé	Odette Lardé	2732 Garber St., 94705
Roy Cavalcant	Roy Cavalcant	60 Vicente Rd, Berk 94705
Selma Banskin	Selma Banskin	2738 GARBER ST #1 94705 Berkeley
Ellery Hoffman	Ellery Hoffman	2815 Russell St. 94705
Christine Hoffman	Christine Hoffman	2815 Russell St. 94705
Diane Burgess	Diane Burgess	2823 Kelsey St Berkeley 94705
Jonathan W. Redding	JONATHAN REDDING	2823 KELSEY St. Berk 94705

12 signatures

Appeal of Denial of Historic District Designation (#LMIN2026-0001) on June 4 2026 for the Elmwood Commercial District. Section 3.24.300 of the Berkeley Municipal Code requires the signatures of 200 people to appeal a decision of the Landmarks Preservation Commission. The following persons are residents of the City of Berkeley who support this appeal.

Print name	Signature	Street Address
ANDY LIU	Andrew Liu	2308 Russell Street Berkeley CA 94705
GAIL TENNANT		2916 Russell St.
SYLVIA SALGADO		2235 Blake St.
CORNELIA DEISS GHAFUR		1241 Burnett St.
RICK SPAND	Richard W. Spand	2550 Ellsworth St.
Bruce Fischer		2225 Ellsworth St
Xiao Y Wang		2925 Ellsworth St
JANE KITCHEL	Jane Kitchel	2152 Ward St
Gale Garcia		2538 Fulton St.

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Appeal of Denial of Historic District Designation (#LMIN2026-0001) on June 4 2026 for the Elmwood Commercial District. This page is to satisfy the rules on appeal fees under the City of Berkeley instructions for Filing an Appeal on a Zoning or Land Use Decision.

The following persons lease or own property within 300 feet of the Elmwood Commercial District site, and are in support of the Historic District Designation that was denied.

Print name	Signature	Street Address
Kara Hammond	Kara Hammond	2900 College Ave
Julie Ewer	Julie Ewer	2943 College Ave
Alexandra Nogueira	Alexandra Nogueira	2642, Ashby Ave
ELI DELBELE		2924 COLLEGE AVE
[illegible]		2910 COLLEGE AVE
Lillian Morais	Lillian Morais	2910 College Ave
Julia Elliott	Julia Elliott	2708 Russell St
SANDRA STEPAK		2708 RUSSELL ST
AMIR FARUQ		2980 COLLEGE AVE
~~Hossein Zarei~~		**Duplicate**
David Grunwald		2717 Russell St.
Matthew Ross	Matthew Ross	2734 Russell St 94705
Carla Bell	Carla Bell	2840 College Ave 94705
Chrissy Hoffman		business: 2832 College Ave.
GLORIA LAWRENCE	Gloria Lawrence	2734 Russell St 94705
JASON GOEBL		2944 COLLEGE AVE
ERIC LEENSON	Eric Leenson	2716 Russell St. 94705
Monica Leenson	Monica Leenson	2716 Russell St 94705
Alex Leenson		2716 Russell St. 94705
CHANDLER HOFFMAN		business: 2832 College Ave. 94705
David Salk		Focal Point, 2638 Ashby Avenue, 94705

this page: 20 signatures

Appeal of Denial of Historic District Designation (#LMIN2026-0001) on June 4 2026 for the Elmwood Commercial District. This page is to satisfy the rules on appeal fees under the City of Berkeley instructions for Filing an Appeal on a Zoning or Land Use Decision.

The following persons lease or own property within 300 feet of the Elmwood Commercial District site, and are in support of the Historic District Designation that was denied.

Print name	Signature	Street Address
Margaret Macy	Margaret Macy	2814 Cherry St Berkeley
Robert H Dorsett	Robert H Dorsett	2817 CHERRY ST BERKELEY
Loretta Dorsett	Loretta Dorsett	2817 CHERRY ST BERKELEY
Peter Engelhart	Peter Engelhart	2811 Cherry St Berk.
Enid Schreibman	Enid Schreibman	2828 Cherry St. Berk.
ANDREW DETSCH		2815 CHERRY ST. BERK.

6 signatures

Appeal of Denial of Historic District Designation (#LMIN2026-0001) on June 4 2026 for the Elmwood Commercial District. This page is to satisfy the rules on appeal fees under the City of Berkeley instructions for Filing an Appeal on a Zoning or Land Use Decision.

The following persons lease or own property within 300 feet of the Elmwood Commercial District site, and are in support of the Historic District Designation that was denied.

Print name	Signature	Street Address
Sarah Dunbar	SarahDunbar	2981 College Ave Berkeley
Nick St. Mary	Z	2981 college ave Berk
Hossein Zareii		2998 College Ave 94705
RICHARD TAPP		2930 COLLEGE AVE 94705
Laura Leventer	Laura M	2928 College Ave 94705
Monique Rodriguez		2935 College Ave 94705

6 signatures

City Clerk Department

October 1, 2026

Burl Willes
2829 Russell St
Berkeley, CA 94705

RE: Elmwood Commercial Historic District – Appeal LPC Decision #LMIN2026-0001

Dear Appellant:

This will acknowledge receipt of your appeal of the Landmarks Preservation Commission decision of June 4, 2026, denying the Historic District designation for the Elmwood Commercial Historic District.

Your appeal has been referred to the Planning Department.

The Planning Department will transmit to Council a statement setting forth the reasons for the Landmarks Preservation Commission decision. This report, as well as a copy of the appeal, will appear on the Council agenda of **November 12, 2026**.

This meeting of the Council will commence at 6:00 p.m. and will be held in the School District Board Room located at 1231 Addison Street. The meeting will be conducted in a hybrid model with both in-person attendance and virtual participation. Once posted, the agenda for this meeting will include a link for public participation using Zoom video technology.

Pursuant to the City Council Rules of Procedure, this appeal will appear on the City Council's agenda as a public hearing. Time shall be provided for five-minute presentations each by the appellant and applicant. Where the appellant is not the applicant, the appellants collectively shall have five minutes to comment and the applicant shall have five minutes to comment. Where the appellant is the applicant, the applicant/appellant shall have five minutes to comment and the persons supporting the action of the board or commission on appeal shall have five minutes to comment.

After the conclusion of the five-minute comment periods, members of the public may comment on the appeal pursuant to the Rules of Procedure in effect for the Council meeting. Appellants/applicants who spoke during the five-minute blocks of time may not speak again at public comment. Appellants/applicants who did not speak during the five-minute blocks may speak at public comment.

The Council will then deliberate and determine to do one of three things: 1) continue the public hearing; 2) based on the record of the Council's consideration and hearing,

reverse or affirm, wholly or partly, or modify any decision, determination, condition or requirement of the Commission's original action; or 3) remand the matter to the Commission to reconsider the application, or any revisions thereto submitted after the Commission's action.

Communications to the City Council that are received by the City Clerk pursuant to the following deadlines will be accepted and distributed as follows:

Submission Deadline	Distributed	Packet
November 3, 2026, by 5:00 p.m. (Tuesday)	Seven days before the meeting (Thursday)	Agenda Packet
November 12, 2026, 12:00 p.m. (Thursday)	By 5:00 pm the day of the meeting (Thursday)	Supplemental 2

Communications should be submitted directly to the City Clerk to ensure receipt by all Councilmembers. Electronic communications may be submitted to council@berkeleyca.gov for immediate distribution to the Mayor, each City Councilmember, and the City Clerk for inclusion in the official record. Please note that for communications submitted in hardcopy, if the communication includes maps or photos or any other material not reproducible on a copy machine, fifteen copies should be provided to the City Clerk.

During the five-minute presentations each by the appellant and applicant, electronic presentations are permissible by the appellant, applicant, or their respective designees. To present materials electronically (such as a PowerPoint or PDF presentation), the presenter must join the Zoom meeting using the public link on the meeting agenda. Public Wi-Fi is available at the meeting location. All meeting audio is processed through the audio-visual system in the meeting room (the microphone and speakers on the presentation device must be muted). At the designated time, City staff will promote the presenter to a Panelist, which will allow them to share their screen within Zoom to show the presentation. Please note that due to the technological demands of running the Council meeting, City staff are unable to facilitate electronic presentations on behalf of individuals.

Please note that Berkeley's Lobbyist Registration Act (Berkeley Municipal Code Chapter 2.09) is effective beginning on January 1, 2020. Information and resources regarding the Lobbyist Registration Act are available from the City's website at: https://berkeleyca.gov/your-government/lobbyist-registration

If you have any additional questions regarding this matter, please do not hesitate to contact me at (510) 981-6908.

A copy of the staff report and a City Council agenda will be available from this office upon request after 4:00 p.m. on Thursday, November 5, 2026 or can be viewed on our website at: berkeleyca.gov/council-agendas.

Sincerely,

Mark Numainville
City Clerk

cc: Jordan Klein, Director of Planning
Anne Hersch, Land Use Planning Manager
Allison Riemer, Staff Planner and Secretary to the LPC
Farimah Brown, City Attorney
Anthony Bruce (Applicant)
Property Owners:

- 2900 COLLEGE AVE OWNER, HAL BRANDEL, 1933 FRANCISCO ST., BERKELEY, CA 94709
- 2910 COLLEGE AVE OWNER, CHRISTOS TRIANTOPOULOS / HANS J HAMERLER, 27 STARVIEW DR., OAKLAND, CA 94618
- 2924 COLLEGE AVE / 2941 COLLEGE AVE / 2944 COLLEGE AVE / 2629 ASHBY AVENUE OWNER, JOHN K GORDON / JANIS L MITCHELL, 2091 ROSE ST., BERKELEY, CA 94709
- 2936-2940 COLLEGE AVE OWNER, GARBIS BAGHDASSARIAN / SILVA BAGHDASSARIAN, 8 CANDLESTICK RD., ORINDA, CA 94563
- 2942 COLLEGE AVE OWNER, SRUE CORP & MAR/DAN CORP, 2437 DURANT AVE, BERKELEY CA 94704
- 2632 ASHBY AVE OWNER, GALLARDO BROTHERS LLC, 207 E RANCH RD, SACRAMENTO, CA 95825
- 2642 Ashby Ave Owner, JAMES F GALLARDO / VIOLETTE P GALLARDO, PO BOX 8486, HUNTSVILLE, AL 35808
- 2960 COLLEGE AVE OWNER, NEIL B GOODHUE / DIANE C DELUCCHI, 2960 COLLEGE AVE, BERKELEY, CA 94705
- 2966 COLLEGE AVE OWNER, ELMWOOD THEATRE FOUNDATION/RED OAK REALTY, 1891 SOLANO AVE, BERKELEY, CA 94707
- 2974 COLLEGE AVENUE OWNER, HOMAYOON KAZEROONI / AUDREY J. SHOJI, 2924 RUSSELL ST, BERKELEY, CA 94705
- 2974 COLLEGE AVENUE OWNER, STEVEN H. OLIVER, 1035 CARLETON ST, BERKELEY, CA 94710
- 2982 COLLEGE AVE OWNER, WU SHU F BYPASS TRUST, 609 CORNELL AVE, ALBANY, CA 94706
- 2992 COLLEGE AVE OWNER, ROSE ORIENTAL RUGS INC, 1573 SOLANO AVE, BERKELEY, CA 94707
- 2705 WEBSTER ST/ 2999 COLLEGE AVE OWNER, JCJ9 PROPERTY MANAGEMENT LLC & EARL J. MARCH, 26191 N LOWER SACRAMENTO RD, ACAMPO, CA 95220
- 2995 COLLEGE AVE OWNER, JLTSOU LLC, 2995 COLLEGE AVE, BERKELEY, CA 94705
- 2993 COLLEGE AVE OWNER, WILLIAM W DINAPOLI, 2943 MAGNOLIA ST, BERKELEY, CA 94705

Property Owners (continued):

- 2979 COLLEGE AVENUE OWNER, ALLEN S HIBBARD, 1498 WESTVIEW DR, BERKELEY, CA 94705
- 2973 COLLEGE AVE OWNER, GABRIEL BRUCK,. 16 MARIPOSA LN, ORINDA, CA 94563
- 2961 COLLEGE AVE OWNER, JEREMY M KIDSON, 2 S PARK ST, SAN FRANCISCO, CA 94107
- 2959 COLLEGE AVE OWNER, ATC BUILDING COMPANY/WELLS FARGO BANK, PO BOX 2609, CARLSBAD, CA 92018
- 2947 COLLEGE AVE OWNER, BEH BUILDING LLC, 2722 WEBSTER ST, BERKELEY CA 94705
- 2935 COLLEGE AVE OWNER, WILLIAM F NOBLE, 16135 CANTERBURY LN, TRUCKEE CA 96161
- 2921 COLLEGE AVE OWNER, WILLIAM G MCNAB, 2015 BAYO CLAROS CIR, MORGAN HILL CA 95037
- 2917 COLLEGE AVE / 2905 COLLEGE AVE OWNER, SUSAN L BENNETT, 15 MORAGA VIA, ORINDA CA 94563
- 2901 COLLEGE AVE OWNER, JCJ9 PROPERTY MANAGEMENT LLC, 2207 KRUEGER DR, CONCORD CA 94520
- 2887 COLLEGE AVE OWNER, WARD J JR MIOTTEL, PO BOX 3450, BERKELEY CA 94703
- 2832 COLLEGE AVE OWNER, ALISON F LUDWIG, 123 CRESCENT AVE, SAUSALITO, CA 94965
- 2840 COLLEGE AVE OWNER, MOSE DURST / ESTHER DURST, 2929 AVALON AVE, BERKELEY CA 94705

NOTICE CONCERNING YOUR LEGAL RIGHTS: If you object to a decision by the City Council to approve or deny an appeal, the following requirements and restrictions apply: 1. If you challenge this decision in court, you may be limited to raising only those issues you or someone else raised at the public hearing described in this notice, or in written correspondence delivered to the Landmarks Preservation Commission at, or prior to, the public hearing. 2. Pursuant to Code of Civil Procedure Section 1094.6(b) and Government Code Section 65009(c)(1), no lawsuit challenging a City Council decision, as defined by Code of Civil Procedure Section 1094.6(e), regarding a use permit, variance or other permit may be filed more than ninety (90) days after the date the decision becomes final, as defined in Code of Civil Procedure Section 1094.6(b). Any lawsuit not filed within that ninety (90) day period will be barred.