

L A N D M A R K S
P R E S E R V A T I O N
C O M M I S S I O N
S T A F F R E P O R T

REFERRAL
FEBRUARY 2, 2023

2900-2920 Shattuck Avenue

Demolition Referral: Use Permit (#ZP2022-0116) to demolish a commercial building constructed between 1947 and 1968; APN 53-1590-5-1

I. Application Basics

A. Zoning District: South Area Commercial District (C-SA)

B. Parties Involved

Project Applicant: Isaiah Stackhouse
Trachtenberg Architecture
2421 Fourth Street
Berkeley, CA

Evaluator: Page & Turnbull, Inc.
170 Maiden Lane, Fifth Floor
San Francisco, CA

Property Owner: 2900 Shattuck Avenue, LLC
2343 Stuart Street
Berkeley, CA

C. Staff Recommendation: Consider the evaluation and then take no action.

II. Background

On September 4, 2022, the applicant submitted a Use Permit application #ZP2022-0116 to demolish the existing commercial building, and to construct a 10-story mixed-use building with 4,090 square-feet of commercial space, 221 dwelling units, and nine parking spaces. At this time, the Use Permit application is under review by the Zoning Officer and anticipated to reach the Zoning Adjustments Board (ZAB) in later this year. More information about this project application can be found here:

<https://aca.cityofberkeley.info/citizenaccess/Default.aspx>

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

When such a demolition request occurs under the provisions of Senate Bill 330¹, the City would be divested of the ability to impose conditions related to historic resource preservation upon Use Permit approval. Nevertheless, the study of potential significance and the LPC referral shall be completed in accordance with the BMC requirement.

In considering the proposed demolition of a structure, the Commission will weigh the potential to meet the significance criteria for COB Landmarks and Historic Districts in the City's Landmarks Preservation Ordinance (Berkeley Municipal Code Chapter 3), which are relatively specific and appear to align with the California Register. The Commission will also weigh the potential to meet the broader COB Structure of Merit criteria, which can include structures that are neither individually architecturally distinctive nor associated with significant people or events but may qualify as contributors to identified districts, areas, or clusters. The LPC may initiate a designation or take no action based on the significance criteria, but still forward comments regarding potential project conditions such as relocation, salvage, and/or photographic documentation to the Zoning Adjustments Board for consideration in its action on the application.

III. Historical Resources

The subject property does not appear on the National Register of Historic Places, California Register of Historical Resources, or the State Historic Resources Inventory.

Nearby City Landmarks and Structures of Merit include: the Church by the Side of the Road/ John Knox Presbyterian Church at 2108 Russell Street (1908), Josiah J Rose-Goldsmith House at 2919 Lorina Street (1891), and the Hoffman Building at 2988

¹ At the time that the Use Permit application was submitted, the subject property was not a locally-designated Landmark site and not subject to BMC Chapter 3.24. If designation status were granted after Use Permit submittal date, then SB 330 would prevent the City from imposing any conditions under BMC 3.24 related to historical resource preservation on the project.

Adeline Street (1905).

Figure 1: Vicinity Map

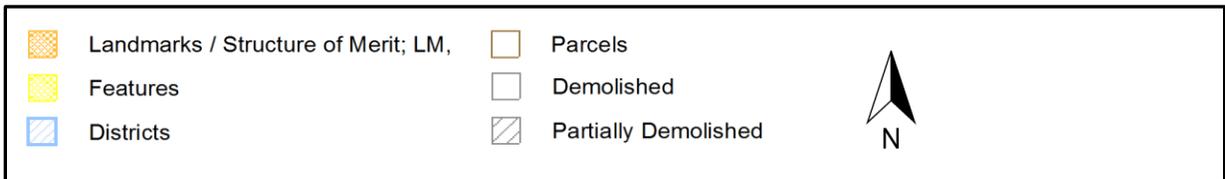
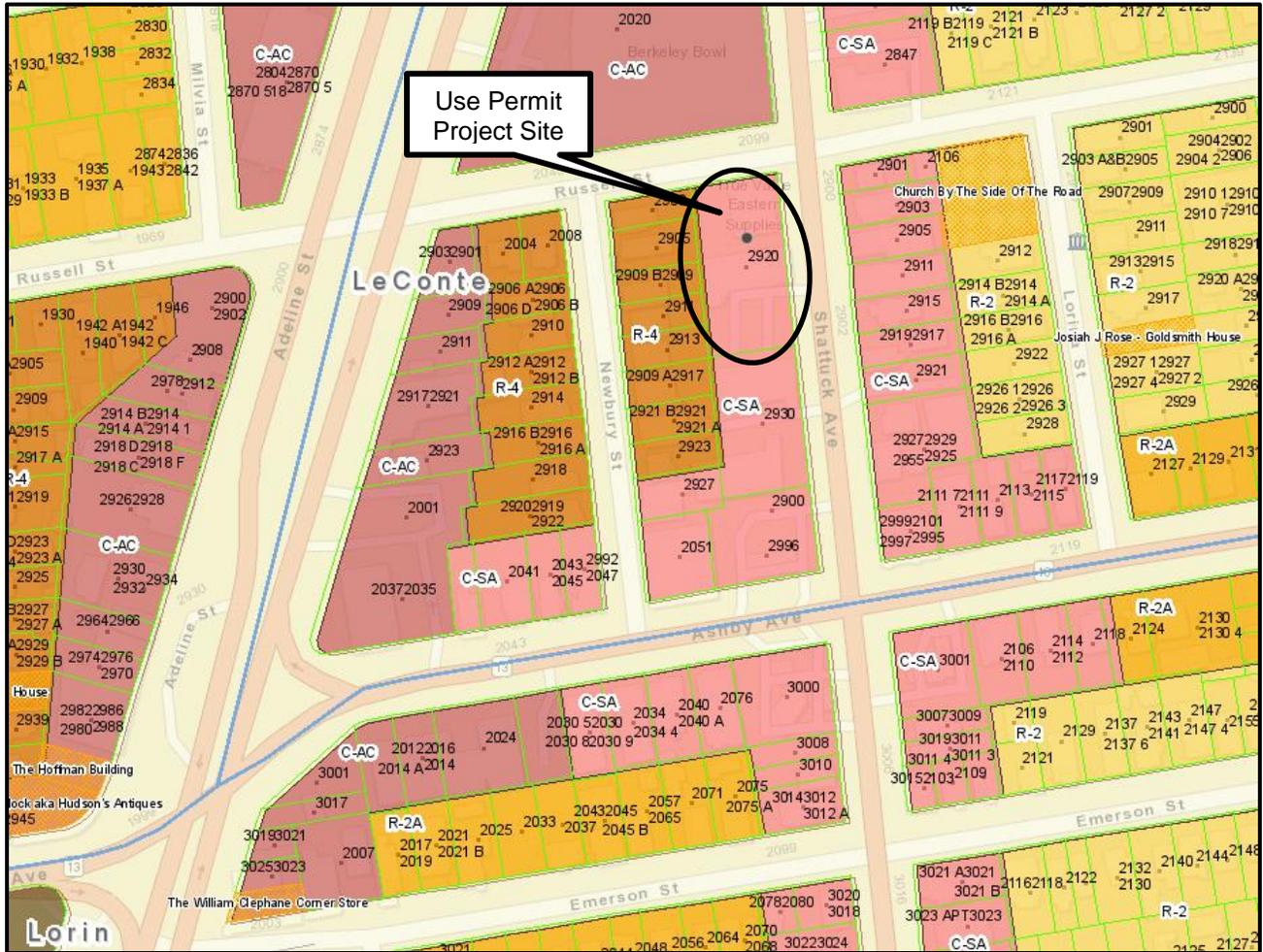


Figure 2: 2900-2920 Shattuck Avenue – Current site conditions, west elevation (Google Street View; 2022)



Figure 3: 2900-2920 Shattuck Avenue – Aerial view (Page & Turnbull; 2022)



IV. Property Description

The historic resource evaluation (HRE) for the subject property was completed in October 2022 by Page & Turnbull; please see Attachment 1 of this report. The HRE provides a description of the site's history and development, the building's construction history, previous owners and occupants, and a historical and architectural context, which are summarized below.

Parcel & Building Description: The subject parcel is a corner lot located at the southwest corner of the intersection of Russell Street and Shattuck Avenue. There is one building with three contiguous one-story sections at the north end of the parcel, and a surface parking lot at the south end. Section 1 is the middle section, Section 2 is adjacent to the parking lot, and Section 3 is at the corner.

Section 2 is comprised of concrete block construction and wood framing with stucco, with a metal roll-up door on the east façade, and a flat roof. Section 1 is clad in lightly textured stucco, metal framed windows, a wood framed door, and a low-pitched gable roof. Section 3 has a wide stucco section over a large storefront glazing system, and a flat roof.

Brief Site History: The Dobson & Creagmile Planing Mill developed the parcel around 1911 with a mill building, lumber storage shed, and carpenters' shop at the south end of the parcel.

In 1947, Section 1 of the extant structure was constructed as a one-story mortuary, with wood framing, tile walls, and a tile roof. The owner and builder, Albert L. Burton, was African-American, and a mortician. In 1952, Section 2 was constructed as a warehouse with wood frame walls clad in corrugated sheet metal, with a corrugated sheet metal roof, by the Great Lakes Steel Company. Henningsen & Folsom, a plastic fabricator, was the owner. In 1955, the east façade of Section 2 was replaced with stucco cladding, and the south and west walls were replaced with concrete block construction by builders Yuasa & Price. Hachiro Yuasa and Oscar Moses Price were two architects in Oakland, but the evaluator notes that they did not practice architecture together. In 1968, while Dr. Sheldon Margen, Leon Lewis, and S. G. Setlow were the owners of the property, the warehouse building constructed for the planing mill was demolished, the extant parking lot was created, and Section 3 was constructed by the H.G. Speagle Construction Company. All three sections were integrated into a complex that featured a car showroom (Section 3), offices (Section 1), and car repairs (Section 2) around 1968. Currently, Sections 1 and 2 are occupied by a car repair business (The Model Garage, 2920 Shattuck Avenue), and Section 3 is a hardware store (True Value Eastern Supplies, 2900 Shattuck Avenue). Both businesses have operated at the site since 1988.

The evaluator classifies the building's design as Commercial Modern, characterized by flat roofs, projecting canopies, and rectilinear volumes.

The ownership and occupancy history of the subject building are available in detail in the HRE, Attachment 1.

V. Evaluation of Significance Criteria

Historic Context²: For the purpose of contextualizing and focusing this discussion of potential historical significance, staff suggests that the building's period of significance would have begun with Section 1's date of completion circa 1947 and continued until 1983, at least 40 years prior to this demolition referral, in accordance with BMC Section 23.326.070(C). Owing to the subject building's design, continued use for commercial business, and its location along the Shattuck Avenue commercial corridor, it is associated with the historical theme of Berkeley's commercial development.

Significance Criteria: The subject building has been evaluated based on the criteria of the California Register of Historical Resources and the Landmarks Preservation Ordinance (LPO/BMC Chapter 3.24). The existing building is more than 50 years old and, therefore, may be considered eligible for listing on the California Register of Historical Resources. Because it is more than 40 years old, BMC Section 23C.08.050 requires that it be evaluated for potential local significance prior to issuance of any demolition entitlement.

In determining the potential significance of this building, the evaluator has analyzed the property's extant features and any associated parties against the criteria of the California Register of Historical Resources (CR) and the LPO/BMC Chapter 3.24. The evaluation concentrates on possible associations with events (CR-1, BMC Sections 3.24.110(A)(2) and (B)(2)), persons (CR-2, BMC Section 3.24.110(A)(4)), architectural design (CR-3, BMC Sections 3.24.110(A)(1)(a-c) and (B)(2)(a and c)), and information/education (CR-4, BMC Section 3.24.110(A)(3)). The results of the consultant's and staff's evaluations are discussed below.

Events – CR Criterion 1/BMC Criteria for *Historical and Cultural Value*

The building is associated with the historical pattern of commercial development in Berkeley. However, a study of its construction history, ownership and occupancy records revealed no information linking this site to any events or singular episode of primary importance to Berkeley's history or economic development. For this reason, it does not exhibit historical significance under the local or state criteria.

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

With respect to significant persons and potential cultural value, the consultant's research confirmed that the persons and enterprises that owned and occupied this property do not appear to have made a significant or lasting contribution to history or commercial development. Similar to the findings and conclusions for the previous significance criterion, this property is not associated with a historically significance person.

² National Register Bulletin #15, Item V: *How to Evaluate a Property within its Historic Context* (2002); National Register Bulletin #16A, Section III: *How to Complete the National Register Registration – Period of Significance* (1997).

Design – CR Criterion 3/BMC Criteria for *Architectural Merit*

The design of the building is Commercial Modern. The evaluator concludes -- and staff agrees -- that the building could not be considered an outstanding example of the style because the design is utilitarian and does not include significant design features that characterize Modern design. The building was not found to be the first/last/only of its type in Berkeley, or the notable work of a designer, or to have exceptional value in its neighborhood context. Therefore, it would not be significant for its design.

Information – CR Criterion 4/BMC Criterion for *Educational Force*

There have been no recent CA Historical Resource Information System investigations for the subject parcel or its environs, but previous research concluded that it was not likely to yield archeological information or other sub-surface resources related to pre-history or pre-colonial and tribal cultural resources.

LPO/BMC Criteria for *Structure of Merit*

As a potential Structure of Merit (BMC Section 3.24.110(B)(2)), the extant building does not appear to be worthy of preservation as part of a neighborhood, a block, or a street frontage, or a group of buildings which include City Landmarks because it is:

- Neither a contemporary of the nearest City Landmark at 2108 Russell Street (Church by the Side of the Road/ John Knox Presbyterian Church), nor is it compatible with its Mission Revival style.
- Not a good example of design.
- Possesses no historically significant connections to its neighborhood, block, frontage or group of resources.

VI. Recommendation – Take No Action.

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

Attachments:

1. CA Dept. Parks & Recreation Forms A and B, and Historical Evaluation for 2900-2920 Shattuck Avenue, prepared by Page & Turnbull, 170 Maiden Lane, 5th Floor, San Francisco, CA; dated October 2022.

Prepared by: Allison Riemer, Associate Planner, ariemer@cityofberkeley.info, 510-981-7433

State of California — The Resources Agency DEPARTMENT OF PARKS AND RECREATION PRIMARY RECORD	Primary # _____ HRI # _____ Trinomial _____ NRHP Status Code <u>6Z</u>
	Other Listings _____ Review Code _____ Reviewer _____ Date _____

Page 1 of 17 Resource name(s) or number (assigned by recorder) 2900-2920 Shattuck Avenue

P1. Other Identifier: _____

***P2. Location:** Not for Publication Unrestricted ***a. County** Alameda
***b. USGS 7.5' Quad** Oakland West **Date** 2018
***c. Address** 2900-2920 Shattuck Avenue **City** Berkeley **Zip** 94703
***e. Other Locational Data:** Assessor's Parcel Number 53-1590-5-1

***P3a. Description:** (Describe resource and its major elements. Include design, materials, condition, alterations, size, setting, and boundaries.)

The parcel at 2900-2920 Shattuck Avenue (APN 53-1590-5-1) is rectangular in shape and is located at the southwest corner of Shattuck Avenue and Russell Street. The parcel contains three connected one-story buildings at the north end of the parcel and a large surface parking lot at its south end. The three buildings were constructed at various times, with the first building (referred to as "Section 1") constructed as a mortuary in 1947, the second (referred to as "Section 2") constructed as a warehouse in 1952, and the third (referred to as Section 3) constructed as an automobile sales showroom in 1968 at the time that all three buildings were internally connected (**Figure 1**). The building complex was used as a car repair and car showroom from 1968 to 1988. Since 1988 Sections 1 and 2 have been used as a car repair facility, while Section 3 has been a commercial unit containing a hardware store.

For simplicity, the three building sections will be described separately from south to north. (Refer to Continuation Sheet, page 2)

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

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

P5a. Photo



P5b. Photo: (view and date)
Oblique view of the Shattuck Avenue façades, looking southwest, September 16, 2022

***P6. Date Constructed/Age and Sources:** historic
1947, 1952, 1968 (original building permits)

***P7. Owner and Address:**
2900 Shattuck Avenue, LLC
2343 Stuart Street
Berkeley, CA 94705

***P8. Recorded by:**
Page & Turnbull, Inc.
170 Maiden Lane, 5th Fl
San Francisco, CA 94010

***P9. Date Recorded:** October 7, 2022

***P10. Survey Type:** Intensive

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

***Attachments:** None Location Map Sketch Map Continuation Sheet Building, Structure, and Object Record
 Archaeological Record District Record Linear Feature Record Milling Station Record Rock Art Record
 Artifact Record Photograph Record Other (list)

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



Figure 1: Bird's-eye view of 2900-2920 Shattuck Avenue, showing the approximate property line with a dashed red line. The building complex was constructed in three stages with Section 1 constructed 1947 as a mortuary; Section 2 constructed 1952 as a warehouse; and Section 3 constructed 1968 as a car dealership.

Section 2 of building complex at 2900-2920 Shattuck Avenue

The building described as Section 2 is rectilinear in footprint, with a small attached lean-to structure at the southwest corner of its south façade. The building has a flat roof with ten regularly spaced skylights and four roof vents. Its walls are a mixture of concrete block construction and wood framing with stucco. The primary (east) façade of Section 2 features a stucco-clad wall built out to the sidewalk along its southern end, while the remainder of the façade is set back with an overhanging canopy with a painted wood soffit and fascia (Figure 2). A large metal roll-up door is located to the south of the centerline of the facade and there are no other openings at the primary façade. A low planter with concrete block sidewalls is located at the north end of the primary façade and continues north to the primary façade of Section 1.



Figure 2: Oblique view of south and primary (east) façades of Section 2, at left and right, respectively. Looking slightly north west.



Figure 3: Detail of lean-to structure at southwest end of south façade of Section 2.

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The south façade of Section 2 consists of a painted concrete block wall with two metal roll-up doors. A small wood-frame lean-to storage structure with a shed roof and painted vertical wood siding is located at the west end of the south façade (**Figure 3**). It contains louvered metal vents along its visible east and south walls, and a single-leaf wood door is located at the center of its south wall. The surface parking lot that is located to the south of Section 2 is bounded by a concrete block wall with buttresses on its west and south sides, and a chain-link fence topped with razor wire at its east side.

Section 1 of building complex at 2900-2920 Shattuck Avenue

The building referred to as Section 1 is built up against the adjacent building sections to the south and north; the rear of the building is enclosed by a high impermeable fence and is not visible from the public right-of-way. The primary (east) elevation of Section 1 is the only façade that is visible (**Figure 4**). It is clad in lightly textured stucco. Section 1 is rectangular in footprint and features a gable roof with a low pitch. Openings along the east façade consist of a grouping of three metal frame slider windows behind a metal grille along the south portion of the east façade, with a fully glazed single-leaf wood frame door with a metal grille, and a steel sash window arrangement of eight lites with four square panes of glass over four vertically oriented panes of glass at the north portion of the east façade (**Figure 5**). The two outermost upper panes of glass are operable hopper sash. A metal grille covers the lower four vertically oriented panes of glass.



Figure 4: Primary (east) façade of Section 1. Looking west.



Figure 5: Detail of north portion of primary (east) façade of Section 1. Looking northwest.

The roofline of Section 1 extends out over the north portion of the primary façade and includes a small portion of the south slope of the roofline past the gable peak. This projecting canopy is supported on two metal poles at its southeast edge. It has a wood paneled soffit with painted exposed support beams, and painted wood fascia. This overhang covers a wide concrete landing reached by two concrete steps. The concrete block planter located at the north end of Section 2 continues to the south end of the entrance landing and stairs of Section 1.

Section 3 of building complex at 2900-2920 Shattuck Avenue

Section 3 consists of a rectilinear footprint with reinforced concrete walls at its west and south walls and the western portion of its north wall. The building has a flat roof. Due to its corner location, both the primary (east) and secondary (north) facades are fully visible. The easternmost bay of the south façade is visible due to the setback of Section 1 to the west. The rear (west) façade is not visible from the public right of way due to the presence of a tall metal fence with a metal roll-up door that is located at the west end of the northern property line and does not allow for any view of the rear of the building (**Figure 9**).

The primary (east) façade of Section 3 features a wide stucco section at the top of the façade over large storefront glazing systems with aluminum mullions and piers (**Figure 6 and Figure 7**). The stucco section features painted signage and an applied rectangular sign on a plywood panel that appears to have been mounted over an existing single-face illuminated sign with a metal frame. A fluorescent lamp extends from the roofline to illuminate the sign. The glazing system spans the full façade and is separated into four bays. The southernmost bay features a low concrete bulkhead beneath paired glass panels. The second bay features wide, asymmetrically divided, fully glazed double-leaf doors with aluminum frames beneath a transom with painted address numbers. The third and fourth bays have a low concrete sill over which a narrow panel of glass spans the width of the bay beneath a horizontal aluminum mullion.

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Figure 6: Primary (east) façade of Section 3. Looking west.



Figure 7: Oblique view of primary (east) façade of Section 3. Looking southwest.



Figure 8: Detail of east end of south façade of Section 3. Looking northwest.

The single visible bay of the south façade consists of a low concrete wall at its base and a large window with aluminum sash. The wide stucco section at the top of the primary façade continues to the south façade (**Figure 8**).

The majority of the length of the north façade of Section 3 (facing Russell Street) continues the stucco clad top portion of the primary façade and contains four bays of storefront glazing systems with aluminum piers and mullions over a low concrete wall (**Figure 9**). All four bays of glazing feature a narrow panel of glass that spans the width of each bay beneath a horizontal aluminum mullion with either one or two panes of glass above. The westernmost portion of the façade consists of a reinforced concrete block wall.

A square double-face illuminated plastic sign is mounted atop a pole at the northeast corner of the building (refer to **Figure 9**).

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Figure 9: Detail of north portion of primary (east) façade of Section 1. Looking northwest.

Surrounding Neighborhood

The surrounding area contains a mixture of multi- and single-family residential buildings and commercial buildings including retail, grocery stores, dry cleaners, and restaurants, as well as two gas station. Buildings within the surrounding blocks were constructed at a variety of dates from the late-nineteenth century to the early twenty-first century (Figure 10 to Figure 13).



Figure 10: Shattuck Avenue façade of Berkeley Bowl grocery store, located north of the subject property. Looking slightly northwest.



Figure 11: Commercial building at 2947 Shattuck Avenue, located across the intersection from 2900-2920 Shattuck Avenue. Looking northeast.

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Figure 12: 2901 Shattuck Avenue, originally constructed as a residential property that is now used as a commercial office. Located across Shattuck Avenue from 2900-2920 Shattuck Avenue. Looking east.



Figure 13: Commercial buildings at 2905 and 2911 Shattuck Avenue. Located across Shattuck Avenue from 2900-2920 Shattuck Avenue. Looking northeast.

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*NRHP Status Code 6Z

*Resource Name or # 2900-2920 Shattuck Avenue

- B1. Historic name: 2900-2920 Shattuck Avenue
- B2. Common name: 2900-2920 Shattuck Avenue
- B3. Original Use: Commercial/Industrial (auto dealership and repair)
- B4. Present use: Commercial/Industrial (auto repair and hardware store)

*B5. Architectural Style: Mid-century Commercial

*B6. Construction History: (Construction date, alterations, and date of alterations)
At the beginning of the twentieth century, the subject parcel remained undeveloped. By 1911, as shown in a 1911 Sanborn Map Company map, the Dobson & Creagmile Planing Mill had developed the parcel with a mill building, lumber storage shed, and carpenters' shop at the south end of the parcel while the north end contained wood piles (**Figure 14**). (Refer to Continuation Sheet, page 8)

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

*B8. Related Features: No B9a. Architect: Albert L. Burton; Yausa & Price; unknown
b. Builder: Albert L. Burton; unknown; H.G. Speagle Construction Company

*B10. Significance: Theme N/A Area N/A
Period of Significance N/A Property Type N/A Applicable Criteria N/A
(Discuss importance in terms of historical or architectural context as defined by theme, period, and geographic scope. Also address integrity)

Historic Context – City of Berkeley
Incorporation of Berkeley

The development of Berkeley proceeded very slowly prior to the establishment of regular rail service between the town and Oakland and San Francisco. In 1873, several local investors formed the Berkeley Land & Town Improvement Association to spur development. This group organized land sales, built stores and wharves, and lobbied for a direct ferry connection to San Francisco. In 1874, the Berkeley Ferry & Railroad Company initiated regular service between San Francisco and Ocean View (now West Berkeley). During that same year, a horse-drawn transit line began operating along Telegraph Avenue between the areas that are now downtown Berkeley and Oakland.¹ In 1878, the Town of Berkeley incorporated, encompassing both the bayside manufacturing settlement of Ocean View and the small academic village of Berkeley.²

Following Berkeley's incorporation, Shattuck Avenue was already well on its way to becoming the town's main street. This was mostly the result of Francis Kittredge Shattuck's successful efforts to convince the Central Pacific Railroad to run a spur line from Oakland through the middle of his mile-long land holdings located just west of the University of California campus. The spur line ran along Adeline Street and terminated in a station at Stanford Square (later renamed Shattuck Square). The blocks east of Shattuck Avenue contained an eclectic mix of uses and remained in a quasi-rural state for much longer than the land south and west of Shattuck. While Shattuck Avenue served as the main north-south transportation corridor in downtown Berkeley, University Avenue served as the east-west horsecar route, connecting the shoreline community of Ocean View with downtown and the campus. (Refer to Continuation Sheet, page 12)

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

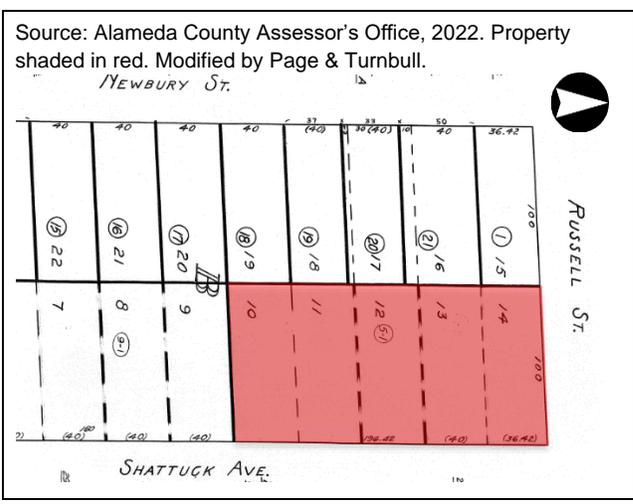
*B12. References: Refer to Page 17

B13. Remarks: None

*B14. Evaluator: Page & Turnbull, Inc.

*Date of Evaluation: October 7, 2022

(This space reserved for official comments.)



¹ Alan Cohen, *A History of Berkeley, From the Ground Up*, Archived on Archive.org, Accessed September 2022, <https://web.archive.org/web/20171014035000/http://historyofberkeley.org/chapters.html>
² Cohen, *A History of Berkeley, From the Ground Up*.

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

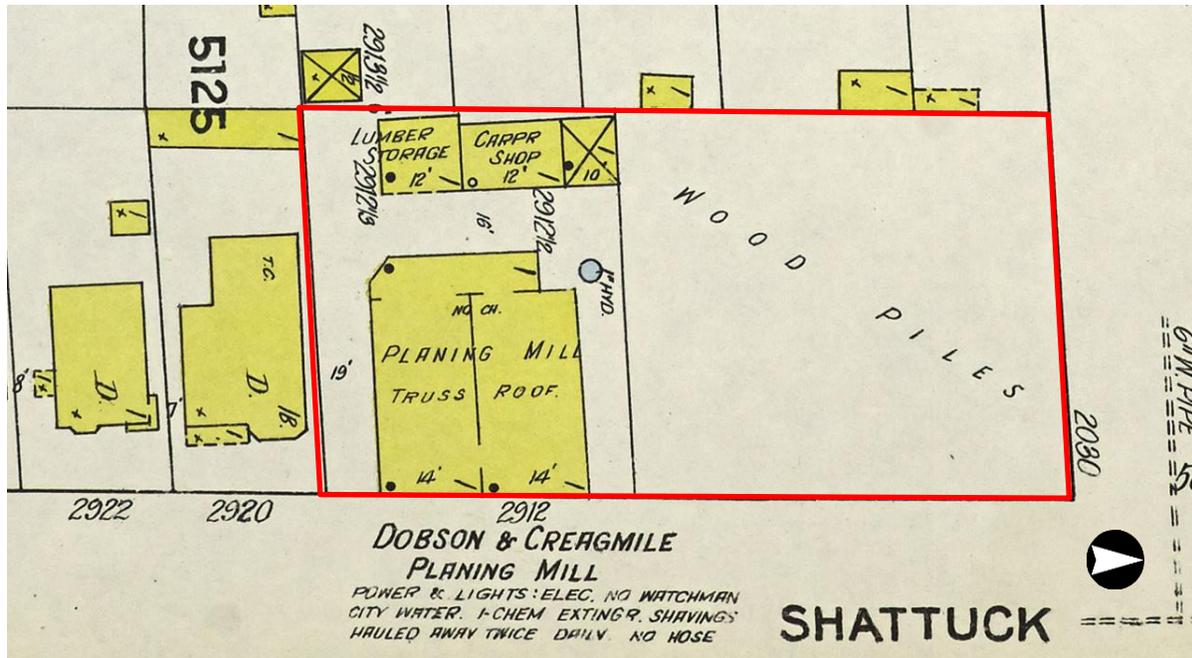


Figure 14: Sanborn Map Company map showing the area of the future subject property in 1911. Volume 2, Sheet 174. Approximate subject boundary shown with red line. Source: San Francisco Public Library. Edited by Page & Turnbull, 2022.

Known alterations to the buildings on the subject property that are supported by permits on file at the City of Berkeley Department of Building and Safety are listed in **Table 1** (below).

Table 1: Alterations to 2900-2920 Shattuck Avenue				
Permit #	Date	Owner	Builder/Contractor	Description
61244	5/27/1947	Albert L. Burton	Albert L. Burton	Construct a new 1-story mortuary building (Section 1) made of reinforced concrete foundations, tile walls and a tile roof.
71195	4/18/1952	Henningsen & Folsom	Great Lakes Steel Company	Construct a new 1-story warehouse costing \$4,800 (Section 2) with corrugated sheet metal walls and roof
77396	5/4/1955	Henningsen & Folsom	[Yuasa] & Price	Alterations to existing shop addressed in 1955 as 2912-2914 Shattuck Avenue (currently Section 2). Front (east) face of existing building to be replaced with wood frame and stucco construction. South and west wall which was wood frame to be replaced with concrete block construction. Necessary ties to roof, floor and other remaining portions of the building as required.
110868	1/27/1968	Dr. Margen	Bay Cities	Demolish existing warehouse building [site of current surface parking lot], leaving site clean.
111000	2/15/1968	Dr. Margen	H.G. Speagle Construction Company (contractor)	1. Demolish 8000 SF building; fill and pave with asphalt (refer to permit 110868); 2. add toilet room in existing 4000 SF building and add required doors and fire extinguishers for fire and building codes (Section 2); 3. Construct new 2200 SF building (Section 3); 4. Remove existing Quonset hut and pave area (located

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Table 1: Alterations to 2900-2920 Shattuck Avenue				
Permit #	Date	Owner	Builder/Contractor	Description
				west of/behind Section 1); 5. Complete sidewalk repair, fences, and landscaping.
111431	4/16/1968	English Motors of Berkeley	[not listed]	Dark blue lettered sign for new car sales room reading "English Motors of Berkeley" on Shattuck façade.
111432	4/16/1968	English Motors of Berkeley	[not listed]	Dark blue lettered sign for new car sales building reading "English Motors of Berkeley" on Russell façade.
070275105	7/2/1975	English Motors of Berkeley	Enterprise Roofing	Reroof building
091576103	9/15/1976	English Motors of Berkeley	Arrow Sign Co.	Install illuminated wall signs on each façade.
0527809386	5/23/1980	Timothy K. Southwick	Not listed	Installation of an aluminum sliding window.
0529809450	5/28/1980	Imported Cars of Berkeley	Arrow Sign Co.	Install a single-face sign "Fiat-Lancia"
1211804000	12/11/1980	Carolyn Lewis	Caldwell-Roland Roofing Co.	Reroof building – remove loose gravel, repair damaged sheathing, lift skylight; apply tar and gravel roofing.
0330816111	3/31/1981	Imported Cars of Berkeley	Arrow Sign Co.	Remove existing sign cabinets and replace with new. "Peugot" "Lancia" "Fiat"
0317821272	3/17/1982	Isuzu Parts & Service	[not listed]	Install one new wall sign.
330821534	3/30/1982	Imported Cars of Berkeley	Arrow Sign Co.	Install new double-face sign.
0228824191	7/28/1982	Dodge of Berkeley	Barber Sign Co.	Remove Fiat and Lancia signs on Russell Street façade and install a new sign "Dodge of Berkeley"; on the Shattuck façade, replace the "Import Cars of Berkeley" sign with "Import Cars of Berkeley – Fiat" and remove the "Izusu Service" sign
03098811887	3/9/1988	Berkeley Chrysler-Plymouth	Balch Petroleum	Remove 250-gallon underground fuel tank.
[illegible]	5/5/1988	Peter & Susan Edinoff; Donald & Dorothy Worth [Model Garage]	[not listed]	Install new wood signs for Model Garage.
99-03755	8/18/1999	Peter and Susan Edinoff; Donald and Dorothy Worth	Nicholas Roofing	Re-roof building at 2920 Shattuck Avenue.

The first building to be erected that remains extant as a portion of the building complex on the subject property is the building referred to as Section 1, which was constructed in 1947 as a mortuary for owner and mortician Albert L Burton. Burton was also listed as the architect, engineer, and contractor on the original building permit.³ The mortuary building was constructed as a one-story wood-frame building with a concrete foundation, tile walls, and a tile roof (**Figure 15**).

The building referred to as Section 2, was constructed as a warehouse in 1952 and was addressed as 2912-2914 Shattuck Avenue at the time of its construction. It was constructed with a concrete foundation, wood-frame walls clad in corrugated sheet metal siding, and a corrugated sheet metal roof. The owner of the property was Henningsen & Folsom (a plastic fabricator), and the architect/engineer is listed as the Great Lakes Steel Company. Three years later, the façade of Section 2 was altered and sections of the corrugated metal siding was replaced with stucco at the primary façade and concrete block at the south and west (rear) facades. The architecture firm listed on the building permit appears to be Yuasa & Price, although in available archival records, including city directories and AIA registration records, the local Oakland architect Hachiro Yuasa is not known to have formed a partnership with another architect by the name of Price. The building called Section 2 is visible in a 1965 aerial photograph with a larger warehouse to the south, and Section 1 to the north (**Figure 16**).

³ Refer to Permit 61244, filed May 27, 1947. On file with the City of Berkeley Department of Building and Safety.

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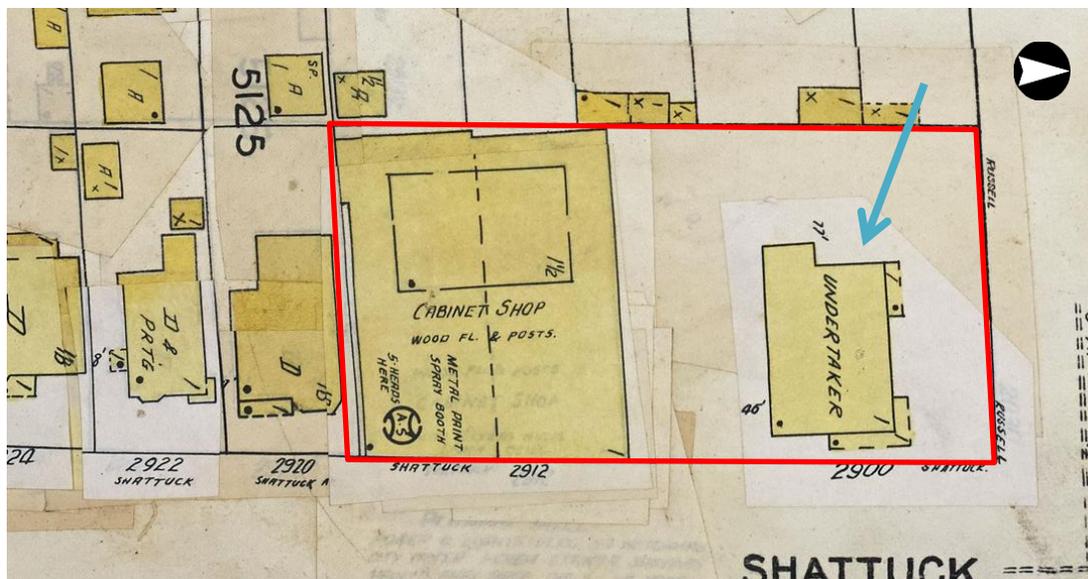


Figure 15: Sanborn Map Company map showing the development of the subject property in 1950. Sheet 174. Approximate subject boundary shown with red line, Section 1 (original mortuary building) indicated with blue arrow. Source: San Francisco Public Library. Edited by Page & Turnbull, 2022.

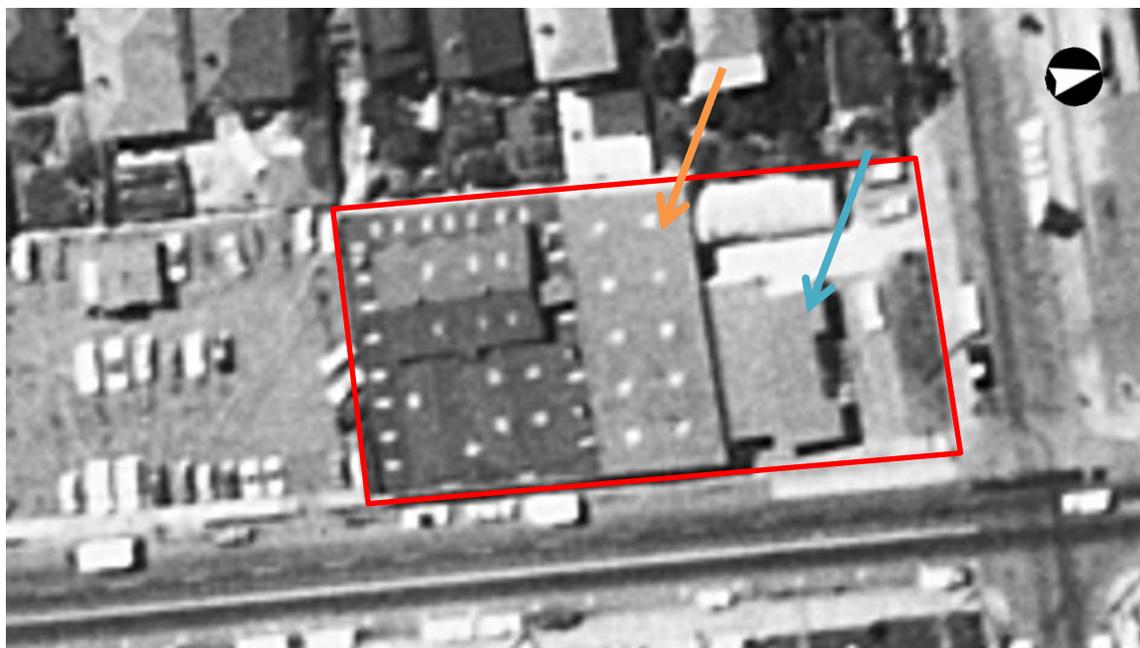


Figure 16: Aerial photograph of the subject property in 1965. Photographed by Cartwright Aerial Surveys, Flight CAS-65-130, Frame 15-139. Approximate subject boundary shown with red line, Section 1 (original mortuary building) indicated with blue arrow and Section 2 (original warehouse building) indicated with orange arrow. Source: UC Santa Barbara, FrameFinder. Edited by Page & Turnbull, 2022.

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At some time in the 1960s, the various lots and buildings that now are encompassed by the subject property were united under the ownership of a Dr. Sheldon Margen, Leon Lewis, and S.G. Setlow. Margen et al appear to have first pursued the idea of establishing a medical research facility called Solano Laboratories at this location. While they submitted initial plans that would have adapted the three existing buildings into a laboratory complex and submitted a change in use permit for the property, the project was not undertaken.⁴

In 1968, the former warehouse at the south end of the parcel was demolished and the building referred to as Section 3 was constructed. At this time all three buildings were integrated into a building complex that was used as a car showroom (Section 3), offices (Section 1), and a car repair and maintenance facility (Section 2) for British Motors of Berkeley, which was previously located on an adjacent lot to the south of the subject property. Alterations to Section 1 appear to have been the most involved, with the removal of the original projecting rooflines along its north façade (refer to **Figure 9**) in order for Section 3 to be constructed. Any original windows or entrances along this north façade of Section 1 would have also been removed. The non-original aluminum slider windows at the south portion of the primary façade of Section 1 may have been installed at this time.

From 1968 to approximately 1980, the business operated under the name "English Motors of Berkeley." From ca. 1980 to 1988, it appears that the building complex was operated under the names of "Import Cars of Berkeley," "Isuzu Parts and Service," "Dodge of Berkeley," and "Berkeley Chrysler-Plymouth." A photograph of Section 3 in 1983 shows the "Import Cars of Berkeley" signage and shows the fenestration and entrance pattern on the primary façade of Section 3 that remains today (**Figure 17**).



Figure 17: Photograph of Section 3 of subject building taken in 1983. Looking northwest.
Source: Berkeley Historical Society.

Alterations that were undertaken at the subject property since 1968 and are supported by the permit record include a significant number of signage changes (various years), the reroofing of the building complex in 1975, the repair of skylights and reroofing of Section 2 in 1980 and 1999, and the removal of an underground gasoline storage tank in 1988. The installation of a sliding metal frame window in 1980 occurred at an unknown location that does not appear to be extant.

As no other historic photographs have been identified at this time, it is impossible to know the original design of the mortuary building at Section 1, or to know what the building complex looked like in 1968 when it first became English Motors of Berkeley.

⁴ Change of Use Permit in 1965 on file with City of Berkeley Department of Building and Safety. Drawing of proposed project was submitted and is on file with City of Berkeley Department of Building and Safety.

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

Historic Context – City of Berkeley

Early Development of South Berkeley⁵

The subject area, South Berkeley, grew slowly due to the confusion over whether the area would be absorbed by Oakland or Berkeley. The incorporation of the Town of Berkeley in the 1870s originally proposed to extend the southern boundary of the town to Russell Street (just north of the subject property), but due to opposition from the City of Oakland, the boundary line instead was drawn at Dwight Way.

In the mid nineteenth century, within the area that would become South Berkeley, the land consisted of large farming tracts owned by a few land owners. The installation of a railroad station at Alcatraz and Adeline Streets in 1876 spurred the development of the surrounding blocks with industrial uses located near the railroad line and residential housing beyond. The Newberry Station, now the location of the Ashby Bart Station, was established several years after the Alcatraz Station and proved a catalyst for development right around the area of the subject property. South Berkeley was annexed by the Town of Berkeley in the early 1890s.

Early Twentieth Century History of Berkeley

During the early twentieth century, particularly in the years between the 1906 earthquake and the Great Depression, both the University of California and the town of Berkeley grew rapidly. After 1906, Berkeley became one of the largest cities in California, mostly due to an influx of as many as 20,000 San Francisco earthquake refugees. The construction of the Key System of ferryboats and streetcars made transportation between Oakland, Berkeley, and San Francisco quick and affordable and spurred the development of numerous residential tracts in Berkeley and Oakland. This growth brought in more customers which encouraged intensive commercial development in downtown Berkeley.⁶

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

Meanwhile, the growth of the University of California under the patronage of influential people like University President Benjamin Ide Wheeler and donor Phoebe Apperson Hearst also encouraged the physical development of the city, as well as the growth of its identity and local culture. Within this period Berkeley began to develop its reputation for progressiveness, unconventionality, and bohemianism. These traits were reflected in its architecture, especially the new First Bay Region style houses that were designed by the likes of Bernard Maybeck, Julia Morgan, and John Galen Howard.⁷ Commercial and civic development continued through the 1920s in downtown Berkeley, with construction of several new downtown buildings including the city's first "skyscraper" – the twelve-story Chamber of Commerce (now Wells Fargo) building at the northwest corner of Shattuck Avenue and Center Street, designed by Walter H. Ratcliff, Jr. in 1925.

The Great Depression and World War II

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

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

Post-World War II

After the war, Berkeley experienced the same out-migration as many other large cities in the country, as families moved to the suburbs to take advantage of G.I. home loans and the increased ease of commuting by automobile. This led to a shift in the demographics of Berkeley, where larger working-class populations developed. G.I. benefits also resulted in soaring enrollment at the University of California, which meant that students flooded available housing around the campus. The large houses that had previously been subdivided to accommodate war workers were well-suited to housing students.

⁵ This section summarized from "Chapter 9: More on East Berkeley" and "Chapter 11: Incorporation" in Alan Cohen, *A History of Berkeley, From the Ground Up*, Archived on Archive.org, Accessed September 2022, <https://web.archive.org/web/20171014035000/http://historyofberkeley.org/chapters.html>

⁶ Susan Dinkelspiel Cerny, *Berkeley Landmarks: An Illustrated Guide to Berkeley California's Architectural Heritage* (Berkeley: Berkeley Architectural Heritage Association, 1994), 64.

⁷ Charles Wollenberg, *Berkeley, A City in History*, (Berkeley, University of California Press, 2002), 78.

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In the decades following World War II, Berkeley’s reputation as a liberal stronghold grew, particularly expressed by its Democratic-leaning academic community and African American and working-class populations. Civil Rights became an important topic, leading to struggles over fair-housing and segregation of schools. The Vietnam War affected the city tremendously, as it was heavily populated by young, working-class people and students who were eligible for the draft, spurring protests and demonstrations. Berkeley has remained a politically and culturally outspoken community that largely accepts and promotes progressive thinking. The University of California remains the centerpiece of the city, which is otherwise inhabited by a wide range of social, economic, and ethnic demographics.⁸

Design of 2900-2920 Shattuck Avenue

Section 1, the original mortuary building, may have had a more clearly expressed style when it was first completed in 1947. However, the building was significantly altered through the construction of Section 3 in 1968, which removed the original projecting rooflines at Section 1’s north façade and likely altered the openings of the east façade with the installation of the extant aluminum slider windows. As no original photographs or drawings have been located that provide information on the original 1947-design of Section 1, it also remains unclear whether the building was oriented towards Shattuck Avenue or Russell Street, as its projecting rooflines at its north façade (facing Russell Street) signal that various openings or points of entry would have been located along this façade. As noted previously, the architect of the 1947 design was listed as Albert L. Burton, who was also the owner and contractor. Burton, who previously worked in an automobile garage and as a contractor, was also the mortician of the funeral home that he established at this location. No other properties constructed or designed by Burton are known.

Section 2 was constructed as a utilitarian warehouse building in 1952, and then altered with a more Modern façade in 1955. The alterations made to the building were minimally described in the permit application and it is likely that they included the articulation of the primary facade with its partial setback and overhanging canopy. The architect of the alteration was Yuasa & Price, who appear to have been two independent architects, who are not known to have formed a formal partnership.⁹ Neither architect has been identified as an architect of merit, and the design of Section 2 is largely utilitarian in style with a nod to the prevailing Modern aesthetics of the era.

The building complex at 2900-2920 Shattuck Avenue was assembled from two existing buildings (Sections 1 and 2) and a new building (Section 3) in 1968. The treatment of both existing buildings appears to have only minimally altered the structures to accommodate any necessary internal connections and to support the construction of the new Section 3. No alterations were known to have been made that would stylistically unify the three sections and any visual unity appears to have been managed through signage and paint. As such, the building complex does not appear to express any particular style and only minimally includes some design features of the Modern Movement, including flat roofs, projecting canopies, and rectilinear volumes. No architect was specified in the 1968 building permit, and no designer or architect has been identified as responsible for the overall design of the building complex.

Owner History of 1598 University

The following owner history was assembled from a combination of the permit record on file with the City of Berkeley Department of Building and Safety, available Alameda County Directories, and recent deed records available at the Alameda County Clerk-Recorder’s Office.

Prior to the creation of the building complex at 2900-2920 Shattuck Avenue in 1968, the various buildings appear to have been owned by separate individuals. Albert Burton was listed as the owner at the time that the mortuary and funeral home (Section 1) was established in 1947. Henningsen & Folsom was listed as the owner of the adjacent warehouse building (Section 2) when it was constructed through approximately 1965. The various parcels appear to have been assembled in the mid-1960s under an ownership partnership consisting of Dr. Seldon Margen, Leon Lewis, and S.G. Setlow. This partnership group appears to have retained ownership of the property until 1985, when it was transferred to Timothy and Susan Southwick, who appear to have run the automobile business on site since at least 1980. In 1988, the Southwicks sold the property to Donald and Dorothy Worth and Peter and Susan Edinoff. The parcel was transferred to 2035 Blake Street in 2017 and from 2035 Blake Street LLC to 2900 Shattuck Avenue LLC, the current owner, in August 2018.

⁸ City of Berkeley, *City of Berkeley Landmark Application for the Preservation of All Souls Church, Parish Hall and Courtyard, 2220 Cedar Street, Berkeley, CA*, on file at Berkeley Architectural Heritage.
⁹ Hachiro Yuasa and Oscar Moses Price were registered architects who worked and lived in Oakland. Both men were listed separately in the 1956 American Architects Directory. American Institute of Architects, *American Architects Directory, 1956*. (Wakefield, Massachusetts: R.R. Bowker Company, 1955). Accessed September 2022. Available at <https://aiahistoricaldirectory.atlassian.net/wiki/spaces/AHDAA/pages/20644319/1956+American+Architects+Directory>

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Occupancy History

Table 2, below, lists known commercial businesses at 2900-2920 Shattuck Avenue since 1947, the year that the mortuary building, which became Section 1, was constructed. The following records were assembled through research in Alameda County Directories, building permit records, and historic newspaper archives. Entries that are left blank are years where directories or other archival information was not available.

Table 2. Occupancy History of Commercial Businesses at 2900-2920 Shattuck Avenue				
Year(s) of Occupancy	Business in Section 1	Business in Section 2	Business in Section 3	
1947	Bur-Ton Funeral Chapel (1947-ca. 1950)	[not yet built]	[not yet built]	
1948				
1949				
1950				
1951				
1952				
1953				
1954				
1955				
1956				
1957				
1958				
1959				
1960				
1961				
1962				
1963				
1964				
1965	[not in directory]	1952-1965 Henningsen & Folsom (plastic fabricator)	[not yet built]	
1966	[not in directory]			
1967	[not in directory]			
1968				
1969				
1970				
1971				
1972				
1973				
1974				
1975				
1976				
1977				
1978				
1979				
1980	1968-ca. 1980 English Motors of Berkeley (Car showroom and car repair/service station)		[not yet built]	
1981				
1982				
1983				
1984				
1985				
1986				
1987				
1988				
1989				
1990 to present				
	1988-present Model Garage (car repair/service station)	1988-present True Value Hardware (hardware store)		

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Evaluation:

California Register Evaluation

The property at 2900-2920 Shattuck Avenue is not currently listed in the National Register of Historic Places (National Register) or the California Register of Historical Resources (California Register). The building does not appear in the most recent version available of the State of California Office of Historic Preservation (OHP) Built Environment Resources Directory (BERD), issued March 2020, indicating that no record of a previous survey or evaluation is on file at an information center of the California Historical Resources Information System (CHRIS).¹⁰ The subject building is not listed as a City of Berkeley Landmark or Structure of Merit.

Criterion 1 (Events)

2900-2920 Shattuck Avenue does not appear to be individually eligible for listing in the California Register under Criterion 1 (Events) for its association with events that have made a significant contribution to the broad patterns of local or regional history, or the cultural heritage of California or the United States. The building complex that exists today was built in three phases with the construction of Section 1 as a mortuary in 1947, the construction of Section 2 as a warehouse in 1952, and the construction of Section 3 and the linking of all three structures into a single building complex in 1968. The building complex and the individual building sections are not notable developments in the context of South Berkeley, which was already established with a mixed-use character by the early twentieth century. The establishment of British Motors of Berkeley at this location in 1968 does not appear to be notable, as the company was already operating in the area prior to the completion of the building complex, and the automotive industry does not appear to be a significant industry in South Berkeley. No significant events are known to have taken place at the subject property that would allow the building complex or its individual building sections to rise to the level of significance necessary to be individually eligible for the California Register.

Criterion 2 (Persons)

2900-2920 Shattuck Avenue does not appear to be individually eligible for listing in the California Register under Criterion 2 (Persons). The building complex, including its individual sections have been associated with several individuals, none of whom appear to have made significant achievements that would be associated with the subject property. Little is known about the original owner and contractor of Section 1, Albert Burton who was an African American contractor and mortician. Available archival materials have not identified his contributions to funerary sciences or as a contractor. The other persons most closely associated with the property are Dr. Sheldon Margen, Leon Lewis, and S.G. Setlow who were active in the medical and science fields, and owned the subject property when it was developed as an automobile services and showroom complex in 1968. These men retained ownership of the building as a speculative property and do not appear to have been involved in the day-to-day operations of the property. The subsequent owners of the building complex have owned the property since 1985, and do not appear to have made significant achievements in their professional fields that would be associated with the subject property and would allow the building complex to be individually eligible for the California Register under Criterion 2.

Criterion 3 (Architecture)

2900-2920 Shattuck Avenue does not appear to be individually eligible for listing in the California Register under Criterion 3 (Architecture) as a building or building complex that embodies the distinctive characteristics of a type, period, or method of construction. As all three sections of the building were constructed at different times and for different uses, the overall building complex can be characterized as utilitarian, incorporating some minimal design elements of the Modern Movement including rectilinear massing, flat roofs, and projecting canopies.

No photographs or drawings have been identified that illustrate the original design of Section 1 as designed and built in 1947, and therefore its original style and features remain unknown. The owner, Albert Burton, was listed as the architect and contractor of the building. Burton has not been identified as an architect/builder of merit at this time, and the original 1947 design, if intact, would not be found significant for an association with Burton.

Section 2, as constructed in 1952, was erected as a utilitarian warehouse with corrugated metal walls that was altered in 1955 with a more Modern designed façade treatment with a projecting canopy, painted fascia panels, and a stucco façade. This design minimally expresses Modern style elements and does not incorporate any significant design features that characterize the style. The builders, contractors, and architects associated with the construction and alteration of Section 2 are not currently known to be architects of merit, such that Section 2 would be individually eligible for the California Register.

When the extant buildings were assembled into a building complex and Section 3 was erected in 1968, the existing buildings were only minimally adapted to meet the needs and use of the building complex. The 1968 alterations and the construction of Section 3 were completed by a contractor, H.G. Speagle Construction Company, and no architect is known to have designed the complex. The building complex was not altered to create a cohesive design and instead was a utilitarian adaptation of the existing structures to accommodate a car repair service, offices, and showroom. The building complex lacks formal design elements that would characterize it as a good example of a style or type, and does not appear to be eligible for the California Register under Criterion 3.

¹⁰ California State Office of Historic Preservation, Built Environment Resource Directory (BERD), Alameda County, updated March 2020.

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The property also does not appear to be eligible as a contributor to a historic district, but the evaluation of a potential district is outside the scope of this report.

Criterion 4 (Information Potential)

2900-2920 Shattuck Avenue does not appear to be individually eligible for listing in the California Register under Criterion 4 (Information Potential). The “potential to yield information important to the prehistory or history of California” typically relates to archeological resources, rather than built resources. When California Register Criterion 4 (Information Potential) does relate to built resources, it is relevant for cases when the buildings themselves are the principal source of important construction-related information. The subject property does not appear to be individually significant under Criterion 4 as a building complex or individual building sections that have the potential to provide information important to the prehistory or history of the City of Berkeley, the state, or the nation. The building complex does not appear to feature construction or material types, or embody engineering practices that would, with additional study, provide important information. Identification or evaluation of archaeological resources is beyond the scope of this study.

City of Berkeley Landmark and Structure of Merit Evaluation

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

The subject property at 2900-2920 Shattuck Avenue does not appear to be eligible as a City of Berkeley Landmark. The subject property contains a building complex constructed from 1947 to 1968 that adapted existing buildings and constructed a new building section to create a car showroom, sales office, and car repair facility that was used by British Motors of Berkeley from 1968 until 1988. The building complex is generally utilitarian in its design and construction, with some minor characteristics that indicate the influence of the Modern Movement. The building is not of an early or exceptional example of mid-twentieth century commercial architecture as represented within the City of Berkeley and does not demonstrate architectural merit such that it would qualify as a landmark. It does not provide architectural value to the surrounding neighborhood, which is characterized by a mixture of commercial and single- and multi-family residential buildings of varied construction dates and architectural styles. 2900-2920 Shattuck Avenue operated as a car sales and repair facility until 1988, when it became two separate businesses with a car repair garage at the south portion of the building complex and a hardware store at the north portion. The businesses associated with the subject property have not made a significant contribution to the history of the city or the neighborhood and the building complex would not be eligible as a landmark for its cultural value. 2900-2920 Shattuck Avenue does not appear to be eligible as a landmark for its educational value. The building complex and property does not bear significant historic associations for it to contribute meaningfully to educational curricula. The building also does not appear to be eligible for its historic value as its type and style do not embody the history of Berkeley or the state. Additionally, the subject property is not listed on the National Register.

The subject property does not appear to have contextual importance as part of a neighborhood, block, or street frontage, as the character of Shattuck Avenue between Russell Street and Ashby Avenue lacks visual, architectural, or historic distinctiveness or significance in its mixture of commercial and multi-family residential buildings. Therefore, 2900-2920 Shattuck Avenue is not eligible as a City of Berkeley Structure of Merit.

Conclusion

The commercial building complex at 2900-2920 Shattuck Avenue, Berkeley, California was built in stages from 1947 to 1968. The building complex, which was created as an automobile showroom and repair facility for British Motors of Berkeley, has served as the home of several car dealerships from 1968 to 1988, before becoming an automobile repair business and a hardware store. This evaluation is based on a site visit and analysis of available documentation pertaining to the subject building’s ownership and occupant history, chronology of construction and alterations, and architectural characteristics. The subject property is not eligible for individual listing in the California Register under any criterion, nor is the subject property eligible for designation as a City of Berkeley Landmark or Structure of Merit. The property does not therefore appear to qualify as a historic resource for the purposes of review under the California Environmental Quality Act (CEQA). As such, the California Historical Resource Status Code (CHRSC) of “6Z” has been assigned to the building, meaning that it was “Found ineligible for NR, CR or Local designation through survey evaluation.”¹¹

¹¹ California State Office of Historic Preservation Department of Parks and Recreation, *Technical Assistance Bulletin #8: User’s Guide to the California Historical Resource Status Codes & Historical Resource Inventory Directory*, Sacramento, November 2004.

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