



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
JUNE 1, 2023

2847 Shattuck Avenue

Demolition Referral: Use Permit #ZP2022-0132 to demolish a commercial building originally completed in 1963, and to construct a new nine-story, mixed-use commercial and residential building (APN: 056-1686-020-00).

I. Application Basics

A. Zoning District: Avenue Commercial (C-U)

B. Parties Involved:

- Project Applicant: Isiah Stackhouse
Trachtenberg Architects
2421 Fourth Street
Berkeley, CA
- Evaluator: Page & Turnbull, Inc.
170 Maiden Lane, 5th Fl.
San Francisco, CA
- Property Owner: Ruth Goldenberg
614 Bridgewater Circle
Danville, CA

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

II. Background

On October 24, 2022, Use Permit application #ZP2022-0132 was submitted to demolish the building at 2847 Shattuck Avenue and to construct a new nine-story, mixed-use commercial and residential building with as many as 112 dwelling units. The application is eligible for streamlined review per Senate Bill 330.

At this time, the Use Permit application is under review by the Zoning Officer with no anticipated Zoning Adjustments Board (ZAB) hearing date; see link to plans below.

<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. It is not adjacent to any City of Berkeley landmark sites. However, the nearest City Landmarks and Structures of Merit include: Church by the Side of the Road at 2108 Russell Street (1908), and Goldsmith House at 2919 Lorina Street (1891).

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.

Figure 1: Vicinity Map (showing no nearby historic resources)

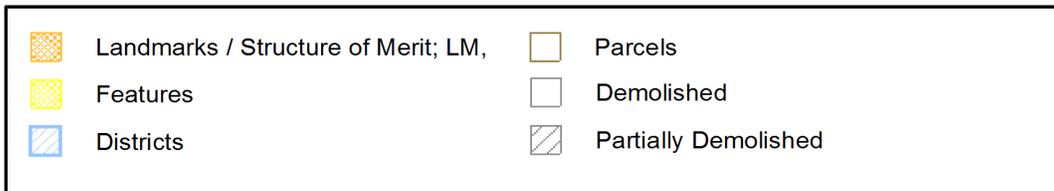
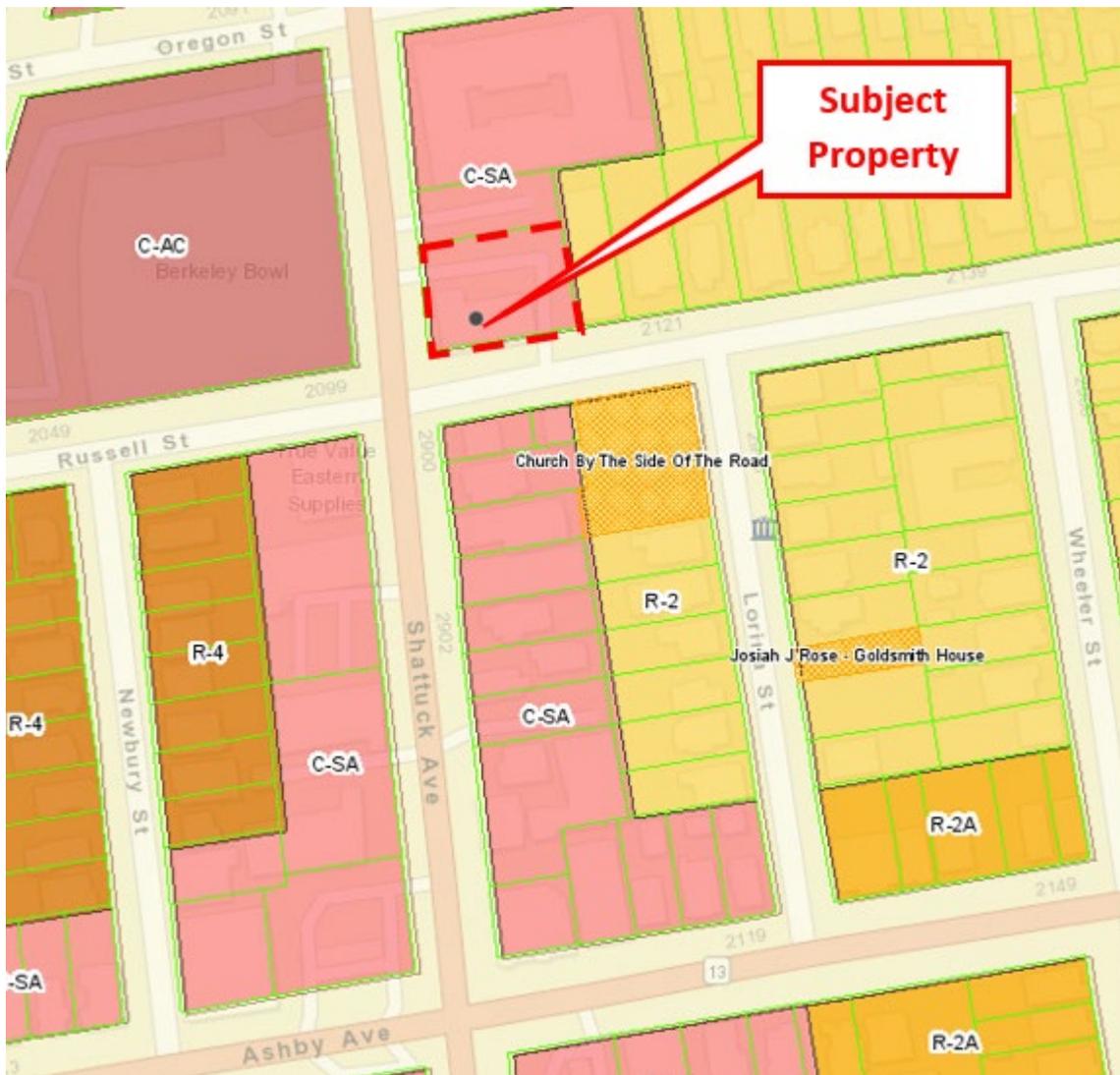


Figure 2: Subject Property, primary building façade/west elevation (Google, 2019)



IV. Property Description – see Attachment 1

The subject property is a corner lot with primary frontage on Shattuck Avenue (west) and secondary/side street frontage on Russell Street (south). It features a one-story, CMU commercial building with a dual-hip roof that is currently occupied by an office tenant. The approximately 3,550-sq. ft. building sits on the southern portion of the parcel and is surrounded by a surface parking lot on its north and south sides. It has been modified since its original construction in 1963. Renovations have included a modest expansion at the rear of building in 1973; conversion from its original dry-cleaning use to an auto dealership in 1981; roof and window replacements, and façade improvements, including ADA upgrades that occurred as recently as 2006.

The historic resource evaluation (HRE) for this property includes CA Department of Parks & Recreation Forms 523A and B, prepared by cultural resources consultants Page & Turnbull, Inc. The consultant's evaluation of the site and structure is thorough and descriptive of the property and its development history, and includes a summary of all owners and commercial occupants; please refer to Attachment 1 of this report.

V. Evaluation of Significance Criteria

Historic Context²: Owing to their commercial use and time of construction, the subject property and extant building are associated with the historical theme of commerce and economic development. Their period of potential significance would have begun with completion of the building in 1963 and ended in 1983, approximately 40 years prior to this evaluation – in accordance with the City’s established measure of historical maturity found in BMC Section 23.326.070.

Significance Criteria: The subject property is evaluated based on the criteria of the National Register of Historic Places, California Register of Historical Resources and the Landmarks Preservation Ordinance (LPO/BMC 3.24). The existing building is over 50 years old and, therefore, may be considered eligible for listing on the National Register of Historic Places or the California Register of Historical Resources. Because it is more than 40 years old, BMC Section 23.326.070 requires that it be evaluated for potential local significance prior to issuance of any demolition entitlement.

In determining the potential significance of this property, Page & Turnbull have analyzed the building’s extant features and any associated parties against the criteria of the California Register of Historical Resources (CR). To supplement this analysis of the CR, the consultants have also provided an analysis of the Landmarks Preservation Ordinance (LPO), BMC Chapter 3.24, which closely aligns to criteria of the CR. 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 result of Page & Turnbull’s and staff’s evaluation is discussed below.

Events – CR Criterion 1/BMC Criterion for *Historical Value*

The consultant’s research did not reveal information indicating that this property has associations with events of particular importance to Berkeley’s history or historical development. The commercial building constructed in 1962 served as a laundry and dry cleaner, auto dealership and office use during its historic period. No event marking an important moment in Berkeley’s economic development is connected with the property, its owners or commercial occupants. No pattern of events or historic trends that made a significant contribution to Berkeley’s commercial and economic development were found within the research. Therefore, the property is not found to exhibit historical significance.

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

Similar to the information and analysis for historical significance, the property was not found to hold important connections to cultural development, individuals or community groups. Neither the property nor the entities associated with it have played decisive or far-reaching roles in the development of Berkeley or within their respective fields and

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).

endeavors. No significant cultural associations are linked to this property.

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

The subject building is in good condition and has been well maintained. However, its architectural design is unremarkable, and utilitarian in character. The building does not exhibit high artistic value or represent an outstanding example of commercial design from its period of study. For these reasons, the property does not warrant consideration for architectural or design merit.

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

The evaluation of this property was limited to above ground and did not involve survey or evaluation of the subject property for the purposes of archaeological information. Moreover, there have been no recent CA Historical Resource Information System investigations for this parcel or its environs, but previous research concluded that it is not likely to yield archeological or other important sub-surface information.

LPO/BMC Criteria for *Structure of Merit*

As a potential Structure of Merit (BMC Section 3.24.110.B, Paragraph 2), the subject 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:

- Not the same age as the nearest City Landmark buildings;
- Cannot serve as a good example of architectural design;
- Not comparable to the type/use, design or style of the nearby Landmarks; and
- Not associated with events that are historically significant to the City of Berkeley.

For all of these reasons, the evaluating consultant and staff conclude that the property is not eligible for state or local register listing.

VI. Recommendation

1. **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 it for consideration.

Attachment:

1. CA Dept. of Parks & Recreation Forms 523A and B for 2847 Shattuck Avenue, prepared by Page & Turnbull, Inc., dated September 16, 2022.

Prepared by: Fatema Cane, Principal Planner, fcrane@berkeleyca.gov, (510) 981-7410

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 11 Resource name(s) or number (assigned by recorder) 2847 Shattuck Avenue

P1. Other Identifier: _____

***P2. Location:** Not for Publication Unrestricted ***a. County** Alameda
b. USGS 7.5' Quad Berkeley, CA **Date** 2022
c. Address 2847 Shattuck Avenue **City** Berkeley **Zip** 94705
d. UTM: (Give more than one for large and/or linear resources) Zone _____ mE/ _____ mN
e. Other Locational Data: Assessor's Parcel Number 53-1686-20

***P3a. Description:** (Describe resource and its major elements. Include design, materials, condition, alterations, size, setting, and boundaries.)
 2847 Shattuck Avenue is located on a lot roughly 120' x 90' on the east side of Shattuck Street, between Oregon and Russell Streets. Built in 1962, 2847 Shattuck Avenue is a one- story commercial building designed in no particular style. The rectangular-plan building, clad in stucco and exposed concrete masonry units, sits on a concrete foundation, and is capped by two hipped roofs, one to the east and the other on the west, clad in composition shingle roofing and with domed skylights at their peaks. The primary façade faces west, and a secondary façade faces south toward Russell Street. The fenestration on the building consists of sliding and fixed vinyl windows. The building appears to be in good condition.

West (Primary) Façade

The west (primary) façade faces Shattuck Avenue and is accessible by public sidewalk. An asphalt driveway leading to a parking area runs parallel to the north side of the building, entered from Shattuck Avenue (**Figure 3**). The stucco clad left (north) half of the west façade does not contain any fenestration. A vinyl fixed window sits at the center of the façade, to the left (north) of the entrance. The primary entrance is set in a slight recess, and consists of a glazed metal door (**Figure 2**). Two concrete steps lead up from the left to the door, with a metal railing along the side. A concrete ramp runs parallel to the west façade, providing access from the main entrance to the sidewalk at Russell Street. A three-pane vinyl fixed window is set to the right (south) of the entrance. (Continued on page 2)

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

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



P5b. Photo: (view and date)
 West (primary) façade, September 16, 2022

***P6. Date Constructed/Age and Sources:** Historic Prehistoric Both
 1962. Permit records

***P7. Owner and Address:**
 Ruth Goldenberg, Trustee, Goldenberg Family Revocable Trust
 614 Bridgewater Circle
 Danville, CA 94526
 Berkeley, California 94705

***P8. Recorded by:**
 Page & Turnbull, Inc.
 170 Maiden Lane, 5th Floor
 San Francisco, CA 94108

***P9. Date Recorded:**
 September 16, 2022

***P10. Survey Type:** Intensive

***P11. Report Citation:** 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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*Date September 16, 2022 Continuation Update

***P3a. Description (Continued)**



Figure 1: Aerial view of 2847 Shattuck Avenue. Subject parcel outlined in red. Source: Google Maps.



Figure 2: View of north half (left) of west (primary) facade.



Figure 3: View of north and west facades facing south.

North Façade

The north façade faces an asphalt parking lot. A metal door with one glass pane is slightly below grade at the left corner (east), with a concrete ramp and wood railings leading north (**Figure 4**). Directly to the right of the ramp are two vinyl fixed windows with vertical iron bars on the exterior. A rectangular vertical wood slat fence intersects the building at the center of the façade, enclosing an area at the northeast side of the building. A one-story volume with a flat roof extends from the right half of the north side of the subject building (**Figure 5**). Two vinyl casement over fixed windows are set in the north façade of this volume. A gated metal fence extends from the center of the protruding volume to the north property line.

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Figure 4: View of east (left) corner of north facade.



Figure 5: View of west (right) corner of north facade.

East Façade

The east façade faces a portion of the asphalt parking lot. The left half of the façade does not contain any fenestration (**Figure 6**). A metal fence connects to the left of the façade and extends east around the property. Two vinyl fixed windows sit towards the lower half of the right corner of the façade (**Figure 7**).



Figure 6: Oblique view of east facade.



Figure 7: View of north (right) half of east facade and parking lot.

South (Secondary) Façade

The south façade faces Russell Street and a public sidewalk. The left half of the façade contains two double paned vinyl fixed windows (**Figure 8**). At the center, the cladding changes to concrete masonry units and a third double paned vinyl fixed window is present. The right half of the façade contains two smaller double paned vinyl windows (**Figure 9**). A metal fence intersects the façade and surrounds the rest of the property, containing an opening to the parking lot.

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Figure 8: View of west (left) corner of south facade.



Figure 9: View of east (right) corner of south facade.

Surrounding Properties

The surrounding properties to 2847 Shattuck Avenue are mainly commercial. The buildings were constructed throughout the twentieth and into the twenty-first centuries and are a mix of one to three story buildings. Uses include grocery store, chiropractor office, and nursing home, among others. They are in varying styles, from mid-century commercial to more contemporary.



Figure 10: 2020 Oregon Street, west of subject property.



Figure 11: 2901 Shattuck Avenue, south of subject property.



Figure 12: 2829 Shattuck Avenue, north of subject property.

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*Resource Name or # 2847 Shattuck Avenue

B1. Historic name: 2847 Shattuck Avenue

B2. Common name: 2847 Shattuck Avenue

B3. Original Use: Laundromat and Dry Cleaners

B4. Present use: Answering Service

*B5. Architectural Style: N/A

*B6. Construction History: (Construction date, alterations, and date of alterations)
 Prior to construction of the subject building in 1962, the parcel contained a wood and coal yard. (Refer to continuation sheet, page 6)

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

*B8. Related Features: None

B9a. Architect: N/A b. Builder: Hugo Miller Construction

*B10. Significance: Theme N/A Area N/A
 Period of Significance N/A Property Type Commercial Applicable Criteria N/A

Historic Context:

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, with the completion of the first buildings at the new campus of the University of California in Berkeley, 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). Also that 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 8)

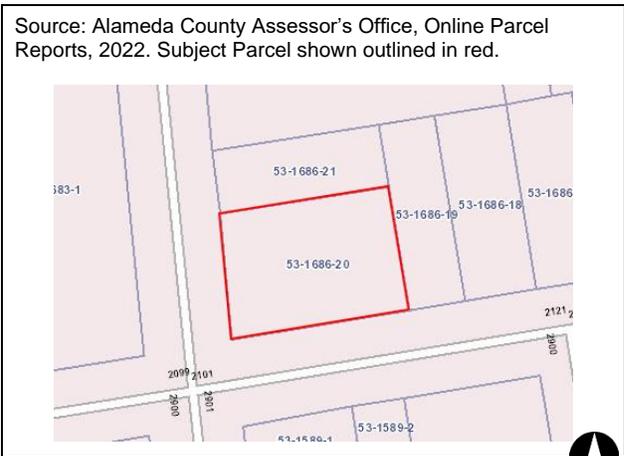
B11. Additional Resource Attributes: N/A

*B12. References: Refer to footnotes

B13. Remarks: N/A

*B14. Evaluator: Sarah Kefalas, 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):**

The 1911 Sanborn Map shows a wood and coal yard located on the parcel (**Figure 13**). In 1950 the parcel continued to hold the function of the North Berkeley fuel yard, but with a different configuration of buildings (**Figure 14**).³ The current building was built as new construction in 1962 as a dry cleaning and laundromat business.⁴ The aerial photograph from 1965 shows the current structure and parking lot (**Figure 15**). The flat-roofed addition at the northwest corner of the building was added in 1973 according to permit information. In 1981, there was a permit for window replacement. A 1983 photograph shows the building with full-height glazing on the southwest corner of the south and west facades (**Figure 16**). The building was remodeled in 1987 to accommodate new use by an answering service. The windows were replaced in 2006. Reroofing was completed in 1972, 1978, and 1989. Table 1 lists construction and alterations undertaken at the subject property as documented by permits on file at the City of Berkeley Permit Service Center.

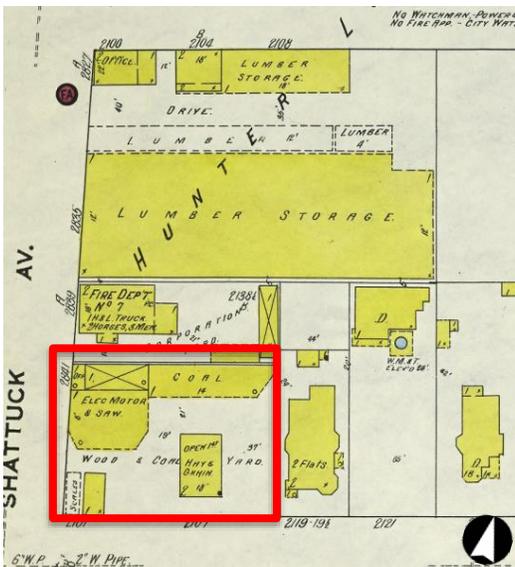


Figure 13: Sanborn Fire Insurance map, 1911. Subject parcel outlined in red. Source: San Francisco Public Library.

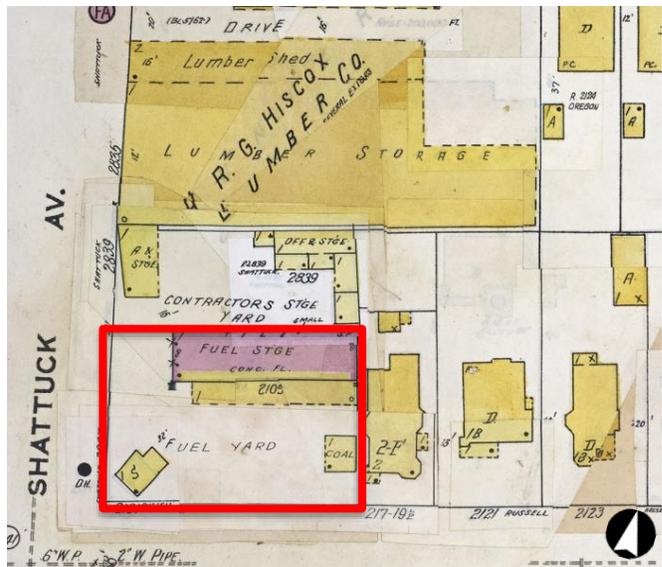


Figure 14: Sanborn Fire Insurance map, 1950. Subject parcel outlined in red. Source: San Francisco Public Library.

³ Berkeley City Directory, 1950, Berkeley Historical Society.

⁴ 2847 Shattuck Avenue Property Card, City of Berkeley.

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Figure 15: Aerial photograph from May 1, 1965. Subject property outlined in red. Source: Cartwright Aerial Surveys, Flight CASS 65_130, Frame 15_139. Collection of the University of Santa Barbara Libraries, edited by Page & Turnbull.



Figure 16: 2847 Shattuck Avenue, looking north. December 14, 1983. Source: Berkeley Historical Society.

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Table 1. Permits on file for 2847 Shattuck Avenue at the City of Berkeley Permit Center

Permit #	Date	Owner	Architect/Contractor	Description
Unknown	5/24/1962	Cleanco Inc.	Hugo Miller construction	Zoning permit for coin – operated dry cleaning company
Unknown	6/7/1962	Cleanco Inc.	HJ Johnson, Hugo Miller	Construction of 45-foot by 85-foot masonry building for use as a dry cleaning and laundry business.
96883	1/22/1963	Cleanco Inc.	National Neon	Sign
100804	6/22/1964	Cleanco Inc.	C.E. Miller	Wall built around boiler room
8159	2/16/1972	G. Wong	[illegible] Merritt Roofing	Repair valley roof
1002735	10/1/1973	J. Ortiz	Unknown	Add 12x24 storage addition to existing laundromat and dry-cleaning center, NW corner
11078868	11/7/1978	Henry B. R[illegible]	Colonial Roofing	Re-roof
112078138	11/20/1978	The Scrubboard, Mr. Ashley	Acmo Awning Co.	New aluminum awning
090678536	9/6/1978	Bennett Ashley	Atom Sign Co.	Remove sign to conform with code
081678038	8/15/1978	Dick Prock	Triangle Builders Service	Perform all painting and carpentry
0227815183	2/27/1981	Tim Southwick	Charlie Williams	Window replacement
03306110	3/31/1981	Isuzu of Berkeley	Arrow Sign Co.	New exterior sign
0202870813	2/3/1987	Direct Line Answering Service	Harry Haimouitch	Remodel existing building for answering service
1123878849	11/13/87	Larry and Ruth Goldenberg	[Illegible]	Sign
03178423187	1989	Larry and Ruth Goldenberg	Caldwell Roland Roofing Co.	Tear off roofing, install squares or built-up roofing
AUP 05-20000022	7/21/2006	Larry and Ruth Goldenberg	Graff Architects	Administrative use permit. Construct an accessible entrance with a ramp, install an emergency generator, replace windows.
B2014-03919	8/27/2014	Unknown	Unknown	Install two exterior signs

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

Early Development of South Berkeley⁵

The subject area, South Berkeley, grew slowly in the city's early years due to 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 landowners. 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 in the immediate vicinity of the subject property. South Berkeley became part of the City 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

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>

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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.

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

Ownership and Occupancy Summary

Table 2 outlines the ownership and commercial tenant history of 2847 Shattuck Avenue. This information was compiled from Berkeley City Directories, Alameda County Assessor records, building permit applications, newspaper articles, and public records available through Ancestry.com. Brief summaries of long-term occupants are provided in the paragraphs following the table.

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.

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.

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Table 2. Documented Owners and Commercial Tenants of 2847 Shattuck Avenue.

Year of Occupancy	Known Occupants (known owners in bold)	Business Operated
1962-1964	Cleanco Inc.	Dry cleaning and laundromat
1965- 1973	The Wash House Inc.	Dry cleaning and laundromat
1973-1978	Jesus V. (Jesse) and Andelina Ortiz 1974- J & P Coin Launderette 1975- G & K Coin Launderette and Dry Cleaning 1976- Sunshine Center 1977-1978- Wombat TM One Hour Dry Cleaning &	Dry cleaning and laundromat
1978-1981	Bennett Ashley The Scrubboard	Dry cleaning and laundromat
1981-1983	Isuzu	Car Dealership
1985-2006	Larry and Ruth Goldenberg Direct Line Answering Service	Owners Telephone answering service
2006-present	Direct Line Answering Service	Telephone answering service

Direct Line Answering Service, 1985- present

Direct Line Answering Service has operated out of 2847 Shattuck Avenue since 1985. The company was founded by Larry and Ruth Goldenberg, who bought the building in 1985. Direct Line Answering Service is a telephone answering service, originally for medical services, but today has expanded to a variety of industries.⁹ The company currently still operates out of 2847 Shattuck Avenue.

Statement of Significance:

In order for a property to be considered eligible for the California Register of Historical Resources (California Register), the property must possess significance and retain integrity to convey that significance. The criteria for significance are listed below, followed by discussion of the subject property's significance under each.

Criterion 1 (Events): Associated 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.

2847 Shattuck Avenue does not appear to be individually eligible for listing in the California Register under Criterion 1 (Events), as the subject building does not appear to have contributed to the broad patterns of history in Berkeley, the state, or the nation. 2847 Shattuck Avenue was built in 1962 as a dry cleaning business and laundromat. The building does not appear to have been part of early development in the town, representative of a significant period of growth, or part of a significant planned development. No significant events are known to have occurred at 2847 Shattuck Avenue, such that it would be individually eligible under Criterion 1.

Criterion 2 (Persons): Associated with the lives of persons important to local, California or national history.

2847 Shattuck Avenue does not appear to be individually eligible for listing in the California Register under Criterion 2 (Persons). For much of its use, the building was a laundromat, having multiple owners. Most recently, since 1985, the building has been home to Direct Line Answering Service. Research did not identify any individuals or groups of historical significance to be associated with the answering service business or the multiple laundromats. Therefore, 2847 Shattuck Avenue does not appear to be individually eligible for the California Register under Criterion 2 (Persons).

Criterion 3 (Architecture): Embodies the distinctive characteristics of a type, period, region or method of construction or represents the work of a master or possesses high artistic values.

2847 Shattuck Avenue does not appear to be individually eligible for listing in the California Register under Criterion 3 (Architecture). The building was constructed in 1962 by a Hugo Miller Construction for use as a laundromat. 2847 Shattuck Avenue was built in no particular architectural style. Therefore, 2847 Shattuck Avenue does not appear to rise to a level of individual significance under Criterion 3.

Criterion 4 (Information Potential): Has yielded, or has the potential to yield, information important to the prehistory or history of the local area, California or the nation.

The property at 2847 Shattuck Avenue does not appear to be individually eligible for listing in the California Register under Criterion 4 as a building or property that has the potential to provide information important to the prehistory or history of the City of Berkeley, state, or nation. It does not feature construction or material types, or embody engineering practices that would, with additional study, provide important information. Evaluation of this property was limited to age-eligible resources above ground and did not involve survey or evaluation of the subject property for the purposes of archaeological information.

⁹ "About," Direct Line Answering Service, Accessed September 20, 2022, <https://www.directlineinc.com/about/>.

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City of Berkeley Landmark and Structure of Merit Evaluation

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

The subject property at 2847 Shattuck Avenue does not appear to be eligible as a City of Berkeley Landmark. The subject building is a one-story commercial building that was constructed for use as a laundromat and dry cleaners in 1962. The building is not an early or rare example of its type within the City of Berkeley and therefore 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 multi-family residential buildings of varied construction dates and architectural styles. 2847 Shattuck Avenue was used for laundry services during a time when this use was already a regular part of Berkeley life, and as such the building would not be eligible as a landmark for its cultural value. 2847 Shattuck Avenue does not appear to be eligible as a landmark for its educational value. The subject building 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 building is not listed on the National Register.

The subject building does not appear to have contextual importance as part of a neighborhood, block, or street frontage, as the character of Shattuck Avenue between Oregon Street and Russell Street lacks visual, architectural, or historic distinctiveness or significance in its mixture of commercial and multi-family residential buildings dating between the mid-twentieth and twenty first centuries. Therefore, 2847 Shattuck Avenue is not eligible as a City of Berkeley Structure of Merit.

Conclusion

The property at 2847 Shattuck Avenue does not appear to be individually eligible for listing in the California Register of Historical Resources under any criteria. The California Historical Resource Status Code (CHRSC) of "6Z" has been assigned to the property, meaning "Found ineligible for National Register, California Register, or Local Designation through survey evaluation."¹⁰

Resources:

Direct Line Answering Service. "About." Accessed September 20, 2022. <https://www.directlineinc.com/about/>.

Alameda County Directories, 1895-present, collections of Archive.org and the Berkeley Public Library .

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¹⁰ 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.