



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
JULY 6, 2023

2480 Bancroft Way

Demolition Referral: Use Permit (#ZP2022-0148) to demolish an existing one-and-a-half-story retail building, originally constructed in 1916 and subsequently significantly altered – APN 55-1878-22

I. Application Basics

A. Zoning District: Telegraph Avenue Commercial (C-T) Zoning District

B. Parties Involved:

- Project Applicant Studio KDA
1810 Sixth Street
Berkeley, CA 94710
- Evaluator Mark Hulbert, Historic Architect
Preservation Architecture
446 17th Street #302
Oakland, CA
- Property Owner Rue-Ell Enterprises, Inc.
2437 Durant Avenue, Suite 204
Berkeley, CA 94704

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

II. Background

On November 2, 2022, the applicant submitted a Use Permit application to demolish a one-and-a-half-story commercial building located at 2480 Bancroft Way [APN 55-1878-22], and construct a new, 8-story, approximately 37,500 square foot mixed-use building with 28 dwelling units above an approximately 2,000 square foot restaurant space. The application is eligible for streamlined review per Senate Bill 330.

The Use Permit application #ZP2022-0148 is under review by the Zoning Officer and the project is tentatively scheduled for Zoning Adjustments Board (ZAB) consideration on July 27, 2023; see link to plans below.

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

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

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.

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.

III. Historical Resources

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

The subject property is not adjacent to any City of Berkeley landmark sites. The nearest City of Berkeley Landmarks/Structures of Merit are the Cambridge Apartments, located at 2500 Durant Avenue, constructed in 1914, and the Fred Turner Building, designed by Julia Morgan and constructed in 1940, located at 2548 Bancroft Way, (see Figure 1).

Figure 1: Vicinity Map showing historic resources (City of Berkeley GIS, 2023)

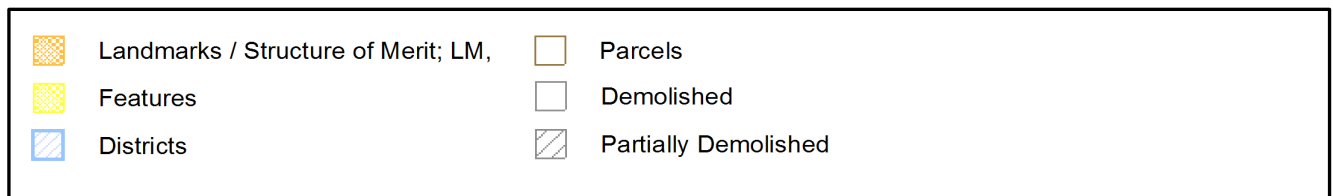
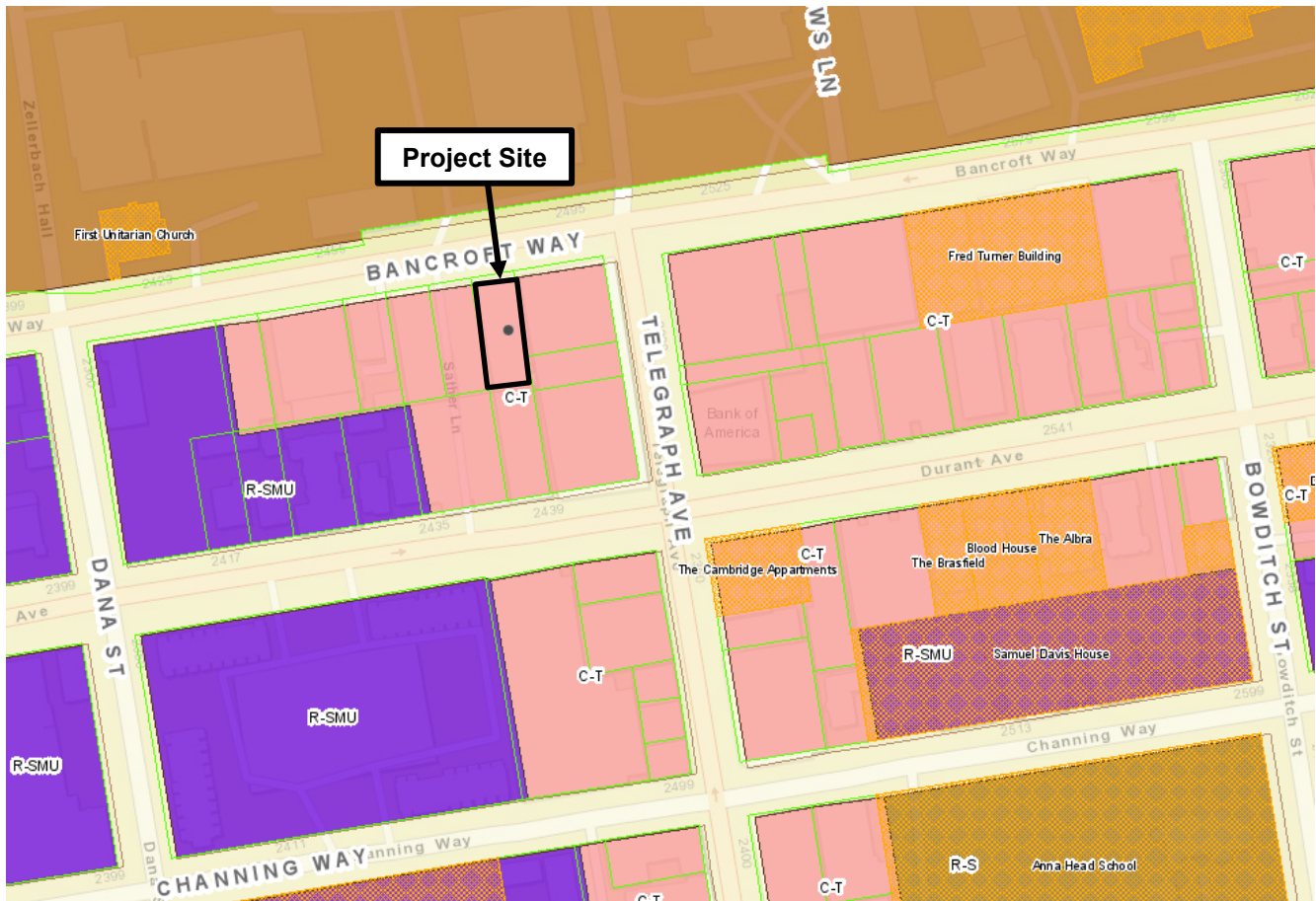


Figure 2: Subject Property, current site conditions (Hulbert, 2022)



IV. Property Description

The historic resource evaluation (HRE) for the subject property, which consists of a historic evaluation report and a CA Department of Parks & Recreation (DPR) Form 523 (A/B/L) was completed by historic architect Mark Hulbert of Preservation Architecture on June 12, 2022; please see Attachment 1 of this report. The following description derives from the information contained in the HRE as well as the City's land use archives and building permit records.

Parcel Description: The subject property is a 50-foot-wide by 130-foot-deep parcel located mid-block, west of the intersection of Bancroft Way and Telegraph Avenue. Adjoining the property at the east is a single-story commercial building with three retail tenants. Adjoining the property at the west is a three-and-a-half story commercial building with residential units above retail storefronts, and a covered passageway known as "Sather Lane." Directly north of the project site across Bancroft Way is the southern edge of the UC Berkeley campus, and the subject property faces the ASUC Student Union, Martin Luther King, Jr. Building.

Building Description: The subject property is improved with a one-and-a-half story commercial building. The front façade is divided into three bays, with the central and western bays housing storefronts with pedestrian entries. The easternmost bay has been altered to remove the storefront entry and replaced with two separate solid single-panel doors (non-original). Above the ground-level storefronts is a cornice line that remains intact and a row of fixed panel transom windows above (partially altered). One of the bays (westernmost) retains the original transom window mullions and glazing condition. The second bay (central) retains the transom window mullions, but the glazing has been removed and replaced with painted concrete block (non-original). The transom on the third (easternmost) bay retains neither the window mullions nor any glazing, and is closed off with painted concrete block (non-original). The upper façade of the front elevation is faced in painted concrete block (non-original) and does not exhibit any other architectural features. Below the storefront windows, the original bulkhead condition exists across two-and-a-half of the three bays, and is faced in square black tiles.

Early Site History & Parcel Development: Property records show that the building was originally built in 1916 to house three stores. The original building was developed by owner Norvell R. Davidson, designed by architect James W. Plachek, and built by C.H. Warren. A considerable addition and alteration project was completed in 1950 by architect Paul H. Hammarburg. That project extended the building 30 feet to the rear property line, removed and replaced the storefronts, removed ornamental wood from the front façade, and finished the exterior surface in stucco.

V. Evaluation of Significance Criteria

Historic Context²: For the purpose of contextualizing and focusing this discussion of potential historical significance, staff concludes that the period of *potential* significance for the building at 2480 Bancroft Way would have been limited to 1916, the year of its original construction. However, since the building is not identified as significant, no period of significance applies.

Owing to the subject building's commercial use and location in a commercial corridor district, this property is linked to a historic context that is best defined as economic development. Additionally, the property could potentially be significant due to its association with notable architect James W. Plachek. This evaluation of the property's historical significance therefore, analyzes the significance criteria within the themes of economic development and architectural merit.

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 they are 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 property, Mark Hulbert, Historic Architect, has analyzed the building's extant features and any associated parties against the criteria of the California Register of Historical Resources (CR). To supplement Hulbert's analysis of the CR, staff has 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 Hulbert's and staff's evaluation is discussed below.

CR and BMC Criteria:

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

The HRE concludes that 2480 Bancroft Way does not meet CR Criterion 1 because it was not found to hold historical significance to the City. In its early-20th century, Southside commercial development context, there are no development patterns of any potential historic importance associated with this property or the ordinary store building existing on the site. Therefore, the property has not been found to hold historical significance to the City.

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).

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

The HRE concludes that 2480 Bancroft Way does not meet CR Criterion 2 because no persons associated with the property are of identifiable historical importance. The individual directly associated with creation of the subject building was Norvell R. Davidson. Other persons directly associated with the building's later bookstore use and alterations were Edward and Elizabeth Hunolt. None are found to have made notable or lasting contributions to their field. Consistent with guidance from National Register Bulletin #32, the property's association with Plachek as the architect is evaluated under the Criterion 3 for design/architectural merit below. This property has not contributed to the movement or evolution of culture in Berkeley and, therefore, does not exhibit cultural significance.

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

The subject building was originally designed in 1916 by architect James W. Plachek. Plachek can be considered a local master architect of great importance for his contributions to the development of the City of Berkeley's built environment. Plachek is the architect of numerous prominent civic buildings including: Alameda County Courthouse (co-designer), City Hall Annex, the North Branch Berkeley Public Library, John Muir School, and others. Seventeen buildings designed by Plachek are listed as City of Berkeley Landmarks.

While association with Plachek as the architect of the building could potentially lend architectural significance to the property, the existing building on site has been significantly altered and no longer retains integrity from its period of significance (1916). Most of the character-defining features of the original design, such as exterior brick cladding, ornamental wood work, storefront designs, and materials have been removed or severely altered over time. The building in its current state is a modest, non-descript, heavily altered commercial building that does not possess architectural merit nor convey its association with the architecture of James W. Plachek. Therefore, the subject property does not satisfy the criteria for architectural 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. Further, there have been no recent CA Historical Resource Information System investigation for this parcel or its environs, but previous research concluded that it is not likely to yield archeological information.

National Register – BMC Criterion *National Register*

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

LPO Criteria:

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 good 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, Hulbert and staff conclude that the building is not eligible for national, state, or local register listing.

VI. Recommendation

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

Attachments:

1. Historic Resource Evaluation for 2476 – 2480 Bancroft Way, prepared by Mark Hulbert of Preservation Architecture, dated June 13, 2022.
2. California Department of Parks and Recreation (DPR) Primary Record Form 523A/B/L, prepared by Mark Hulbert, dated June 13, 2022.

Prepared by: Reina Kapadia, AICP, Senior Planner; rkapadia@berkeleyca.gov, (510) 981-7485

Reviewed by: Fatema Crane, Principal Planner/LPC Secretary; fcrane@berkeleyca.gov, (510) 981-7410

PRESERVATION ARCHITECTURE

June 13, 2022

2476-2480 Bancroft Way, Berkeley City of Berkeley Historical Evaluation

This historical and historic architectural evaluation addresses the existing commercial property and building at the above address and based on the City of Berkeley's historical and cultural resource evaluation criteria. This overall effort has been based on site visits, the acquisition and review of city permit records, deed research at the County, U.S. census and telephone directory searches, along with general historical and architectural research. The following first summarizes the subject resource then proceeds to the City of Berkeley evaluation.

In sum, per the City of Berkeley's *Landmarks Preservation Ordinance (LPO)*, the subject property and building are not eligible for designation as a City of Berkeley Landmark or Structure of Merit.

Summary History

The 50 foot wide by 130 foot deep subject parcel (APN 55-1878-22) is located on the south side of Bancroft Way one parcel in from the southeast corner of Bancroft Way and Telegraph Ave. (figs. 1-3). Thereon, the existing 1-1/2 story commercial building was constructed for stores in 1916, prior to which the parcel housed a residence at the address 2434 Bancroft, which address was, early on, partly used for the subsequent commercial building.

The property owner and developer of the 1916 store building was Norvell R. Davidson, who in 1917 gift deeded this commercial property and its building to his daughter, Norvella M. Davidson. After marrying, she and her husband, J. Harold Weise, retained the property until c1961 when its then bookstore tenant, Edward Hunolt, acquired it from the Weises.

Construction news accounts of the subject building's origins identified the owner, N. R. Davidson and his architect and builder, James W. Plachek and C. H. Warren, respectively. While no original or early drawings or photos have surfaced in the course of this research effort, the 1916 accounts summarized the 1-story, 50 by 100 foot store building's exterior construction of "...patent store fronts and marble wainscot. Exterior faced with pressed brick" (*Building and Engineering News [BEN]*, June 12, 1916). Immediately subsequent *BEN* entries confirmed several of the subcontracts, including one for the "common and pressed brick work," which was issued to Arthur Arlett (*BEN*, July 26, 1916). Finally, a Completion Notice was dated November 1, 1916 (*BEN*, Nov. 8, 1916).

The original building had 3 stores addressed from east-to-west, 2476, 2478 and 2480 Bancroft Way, only a handful of which tenants have at this juncture been identified (based on permits, directories and official records):

<i>year</i>	<i>address</i>	<i>tenant</i>
1919	2436*	Johnson's Cash Grocery
1925	2436*	Joseph Landowitz, grocer
1925-29	2432*	U.S. Post Office
1930	2478	Casovio Borzo, restaurant
1934	2480	Spaulding's, sporting goods
1935-38	2478	Edward S. Bender/Jolly Roger, Inc., restaurant
1938	2480	The Ski Hut

(cont.)

- 1945 2476 American Women’s Voluntary Services, volunteer service organization
- 1945 2478 Sportsway, sporting goods
- * examples of the continuation of the former addresses

In the above summarized span of time, each of the 3 stores was evidently both partially and variously tenanted, and there was also just a couple of permits, including in 1919 for a brick store room addition at the rear of the building and which, along with the post office, was recorded in the 1929 Sanborn map (fig.4); and an unidentified store alteration in 1929.

Beginning in 1946, when it was first listing in directories, the Berkeley Book Store opened at 2476 Bancroft. In 1950, that bookstore expanded into the whole building, retaining the 2476 address, where that store remained into the mid-1990s when it was succeeded by another, Ned’s Bookstore. In 2002-2003, Ned’s expanded into the building next door, at 2470 Bancroft, and which had long been the Campus Textbook Exchange (that store first listed at 2470 Bancroft in the 1940 directory). Ned’s closed c2012.

Per permit records, as part of the 1950 expansion project, a concrete block addition was constructed that filled the 30 foot deep space behind the building, thus expanding the overall structure to completely fill its site, as it does today. The 1950 work also included the removal and replacement of the storefronts, removal of the ornamental wood from front and re-stuccoing. The architect of the addition and alterations was Paul Hammarburg, the contractor the Sherratt Company. As noted above, the then building owners were the Weises, the bookstore then a tenant.

Subsequent permit applications and construction notices record the numerous changes made to 2476 Bancroft since:

<i>Date</i>	<i>Work</i>	<i>Owner/Architect-Engineer/Contractor</i>
Oct.1952	Change location of entrance from center to left side	J. Harold Weise/--/--
Jul.1956	Interior alterations	J. Harold Weiss/--/--
Aug.1956	Add mezz. floor	J. Harold Weiss/--/--
Nov.1958	Reroof	J. H. Weise/--/--
Aug.1961	Remove storefront/New storefront	J. Harold Weiss/--/--
Aug.1961	Sign at left side of building	J. Harold Weiss/--/--
Jul.1963	Alter sign	Ed Hunolt/--/--
Jul.1964	Remove existing vestibules, build new vestibules	Ed Hunolt/--/--
Oct.1971	Awning	--/Harry Murphy/--
Nov.1991	Structural alterations per unreinforced masonry (URM) ordinance	Edward & Elizabeth Hunolt

(cont.)

Dec.1991	Remove windows, door, add fire exit door, replace old gl. and alum. with new Edward & Elizabeth Hunolt/--/Tappan Builders
May.1994	Seismic retrofit Edward & Elizabeth Hunolt/--/Tappan Builders
Jul.2002	Expansion into 2470 Bancroft Way Ned's Bookstore (Nebraska Book Co./Rizzo Assoc./Tera Nova Industries

Summary Descriptions (figs.5-11)

Fronting westward on Bancroft Way, that building façade is the only visible exterior building wall, as the other 3 walls abut adjoining buildings. The simple, 1-part commercial building front is subdivided into 3 enframed storefront bays, the easternmost slightly wider than the 2 equal, western bays. The narrow piers and high spandrel of the extant façade are flat, stucco finished, the stucco lightly scored and painted. Piers and storefronts have a low ceramic tile base that spans the front except where interrupted by doorways. Glazed storefront and flush egress doors are aluminum. A molded metal transom bar spans each storefront opening. The transoms above are solid stucco in the eastern bay, steel sash in the 2 western bays, the westernmost glazed. The metal transom bars and steel transom sash are the only evidence of original construction.

Given the extent of its exterior alteration, the stripped down extant building lacks definable design character and style.

Associated Persons

Norvell R. Davidson (1838-1921) was, in 1916, the developer of the subject commercial building. In that year, his residence was listed at 2519 College Ave., where that directory also listed him as a "capitalist." Nonetheless, searches for other development activities found none in those years. In 1917, he deeded the subject property, the College Ave. property and a third property to his daughter, Norvella M. Davidson (1885-1965). She was thereafter listed as a commercial artist and resided at 2519 College Ave. until c1928, when she married J. Harold Weise (1895-1989), a San Francisco attorney, where they subsequently resided.

The Berkeley Book Store at 2476 Bancroft Way was owned by Edward J. Hunolt (1911-1993) and Elizabeth Hunolt (1910-?) – the 1950 U.S. census recorded the Hunolts' proprietorship of a "stationary and text book store," with Edward the "proprietor" and Elizabeth the "bookkeeper." A Certificate of Limited Partnership filed with the County in 1946 recorded Edward J. Hunolt as the General Partner, and Walter A. and Pearl Nelson Wade as Limited Partners. The Hunolts acquired the property and its store c1961 (despite detailed title searches, no deed from the Weises nor to the Hunolts has been found). Via their 1988 estate, the Hunolts' executor was Thomas E. Hunolt, presumably a son, who acquired full title in 2001 and, in turn, transferred the deed to Rick Hunolt, presumably his son, in 2020, who then sold the property to its current owner.

Architect/Designer

Two individual architects were associated with the extant building, the first its designer in 1916, James W. Plachek; the second the architect of its 1950 alterations and addition, Paul H. Hammarburg.

James W. Plachek (1885-1948) was identified as the architect, in 1916, of the 2476-2480 Bancroft

building, at which time his office was located in the Acheson Building on University Ave., Berkeley. The following is excerpted from a biographical brief for Plachek (Susan Dinkelspiel Cerny, *Berkeley Landmarks*, Berkeley Architectural Heritage Association, 2002, p282).

“James Plachek was born in Chicago and was apprenticed to a Chicago architect at the age of fifteen and then studied engineering. He was sent to San Francisco in 1906 by the mayor of Chicago to study the effects of the earthquake and fire. Before setting up his own office, in 1912, in Berkeley, he worked with architect William Weeks and for the State of California and the City of San Francisco. He was co-designer of the Alameda County Courthouse.

He designed commercial buildings, homes, and warehouses. He was active in lodges and clubs: in 1918 he was president of the Berkeley Chamber of Commerce, member of the planning commission, and library building committee. His Berkeley landmarks include: City Hall Annex, 1835 Allston Way (1925), Berkeley Public Library, 2090 Kittredge Street (1930), the Farm Credit Building, 2180 Milvia Street (1938), the Heywood Building, 2014 Shattuck Avenue (1917), the Corder/Whitecotton Building, 2300 Shattuck Avenue (1921-1925), the Lorin Theater/Phillips Temple Church, 3332 Adeline Street (1914-1920), and John Muir School, 2955 Claremont Avenue (1919).”

Since that 2003 publication, 4 other works of Plachek have been landmarked in Berkeley, making a total of 13 landmarked works of Plachek. Based on his commitment to Berkeley and the number of his projects formally recognized as important to the City, Plachek is inarguably an architect of historic importance to the City of Berkeley.

It is also unarguable that the existing building at 2476-2480 Bancroft has no surviving design characteristics of an original work of Plachek and is, therefore, not a representative example of his work. It is additionally informative that this 1916 building was not included in a 1919 survey of his Berkeley projects, so it was also not an important work in its own time (“Buildings in Berkeley Designed by James W. Plachek,” *The Architect and Engineer*, Feb.1919, pp.60-80).

Paul H. Hammarberg practiced architecture in the East Bay over the course of the mid-1900s. He was born in Canada in 1912, while he and his family resettled during the course of the same year in Berkeley. His parents, Albert and Gertrude Hammarberg, were natives of Sweden.

Paul Hammarberg was a graduate of UCB’s school of architecture in 1933. According to the American Institute of Architects (AIA) firm profiles, he became a member of the East Bay Chapter of the AIA in 1938. An early work was a 1939 residence in Alameda. In 1961, he partnered with Arthur C. Herman in the firm of Hammarberg and Herman. The 1962 AIA profile also notes several of their works (El Cerrito Plaza Shopping Center, 1958; Walnut Bowl Recreation Center, 1959; Comstock Co-op Apartments, 1960; Sans-Souci Co-op Apartments, 1961; and San Pablo Shopping Center, 1961). Based on several recent citations of his contributions to charities, Hammarberg is presumably living in the Monterey area.

Works of Hammarberg that are recorded, either in contemporaneous magazines or in current real estate listings, are mostly mid-20th century residences, a handful in Berkeley. Hammarberg also designed the 1957 Shepard Cadillac building at 1500 San Pablo Ave., Berkeley (demolished c2015). One of his larger projects was the pair of 1960-1965 Fontana Towers in San Francisco (at 1000-1050 North Point).

In the late 1940s, Hammarberg was listed as an architect at 2401 Shattuck Ave., Berkeley. In 1953, he was listed at 1521 Shattuck Ave.; in 1956 at 2941 Telegraph Ave.; in 1957, the firm of Hammarberg and Herman were first listed at 2941 Telegraph Ave.; from 1962-63, that firm was listed at El Cerrito Shopping Center and from 1964-77 at 1430 Franklin Street in Oakland. In 1975, the firm added a B. C. Johnson as partner, becoming Hammarberg, Herman & Johnson. In 1979-1980, the firm was located at 1392 Ygnacio Valley Road, Walnut Creek.

Despite what was a long and apparently successful career, Hammarberg's known projects are few and none are known to have been recognized as noteworthy or important architectural works.

Evaluation

The commercial building and property at 2476-2480 Bancroft Way are not eligible for designation as a Berkeley Landmark or Structure of Merit on the basis of any cultural value, as the subject property and building:

- Are not associated with the movement or evolution of religious, cultural, governmental, social or economic developments of the City (LPO Section A.2). In its early-20th century, off-campus commercial development context, there are no development patterns of any potential historic importance associated with this property or its ordinary store building.
- Are not worth preserving for usefulness as an educational force (LPO Section A.3), as there is no potential educational value associated with the subject commercial building or its uses. While the building was long used as a bookstore, given the direct presence of a university and its community, in its time, there were numerous bookstores in Berkeley. While sentiment surrounds the bookstore culture, specifically those that purveyed literary culture via reading and events, no bookstores have been identified as cultural or historical resources by the City while Hunolt's bookstore, like many others, directly served the university.
- As a non-descript commercial resource, the subject building does not embody or express the history of Berkeley/Alameda County/California/United States (LPO Section A.4).

Additionally, on the basis of architectural merit, the subject building is not eligible to be a City of Berkeley Landmark or Structure of Merit, as:

- The subject building is not a "first, last, only or most significant architectural property of its type in the region," as there are numerous such commercial buildings locally and regionally. Moreover, the store building at 2476-2480 Bancroft Way is clearly of insignificant design character (LPO Section A.1.a).
- The basic and heavily altered building at 2476-2480 Bancroft Way is not prototypical or outstanding (LPO Section A.1.b).
- This commercial store building is also not an architectural example worthy of preservation (LPO Section A.1.c).
- Nor is this building worthy of potential preservation as part of its neighborhood, block or street frontage. Nearby landmarks include: El Granada Apartments, 2301 Telegraph (Meyers and Ward, 1905); Bancroft Hotel, 2680 Bancroft (Walter Steilberg, 1928); First Unitarian Church, 2401 Bancroft (A.C. Schweinfurth, 1898); Fred Turner Building, 2546 Bancroft (Julia Morgan, 1940); University YWCA, 2600 Bancroft (Joseph Esherick, 1958); University Art Museum, 2626 Bancroft (Mario Ciampi, etal, 1970), and the Cambridge Apartments, 2500 Durant (Walter Ratcliff, Jr., 1914). The subject building has no historical or historic architectural association or

compatibility with any of those identified historic resources (LPO Section B.1).

Further, under CoB Structure of Merit criteria:

- As cited above, the existing commercial building is not worthy of preservation as part of the neighborhood, block or street frontage, or as part of a group of buildings that includes landmarks (LPO sec.B.1).
- The age of the subject building is not contemporary with an historic period or event of significance to the City or to this neighborhood, block, street frontage, or group of buildings (LPO sec.B.2a). Neither does the subject commercial building constitute a potential event of importance relative “to the structure’s neighborhood, block, street frontage, or group of buildings” (LPO Section B.2.a[2]).
- As also noted above, a number of Berkeley Landmarks stand nearby, yet to which the subject building is neither architecturally related nor compatible in size, scale, style, materials or design (LPO sec.B.2b).
- The existing building has no identifiable historical significance to the City and/or to its neighborhood, block, street frontage, or group of buildings (LPO sec.B.2d).

Consequently, the commercial property and building at 2476-2480 Bancroft Way in Berkeley are not eligible as a City of Berkeley Landmark or Structure of Merit.

Signed:

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

Mark Hulbert
Preservation Architect

attached: figs.1-6 (pp.7-10)



Fig.1 – 2476-2480 Bancroft Way (circled and highlighted) – Location aerial (Google Earth, 2022, north is up)

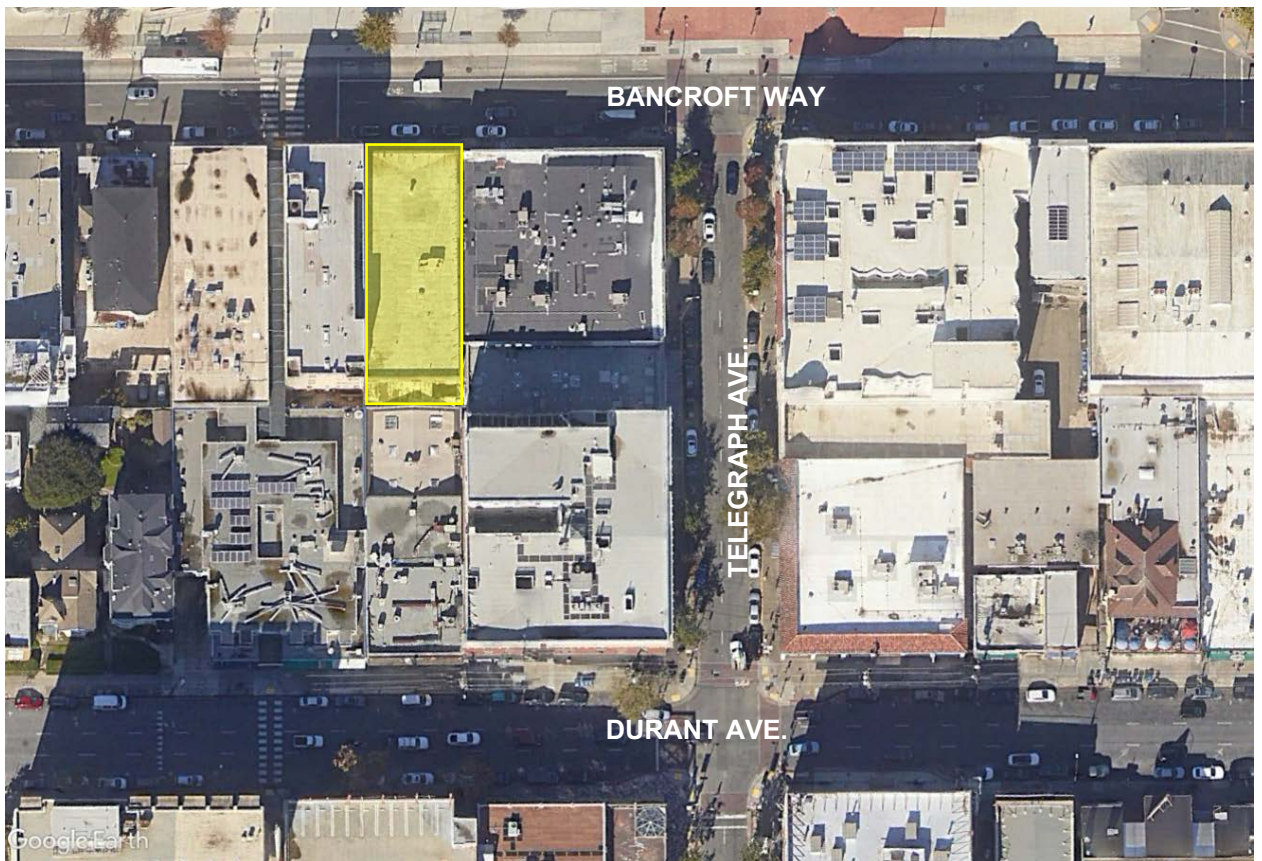


Fig.2 – 2476-2480 Bancroft Way (highlighted) – Aerial (Google Earth, 2022, north is up)

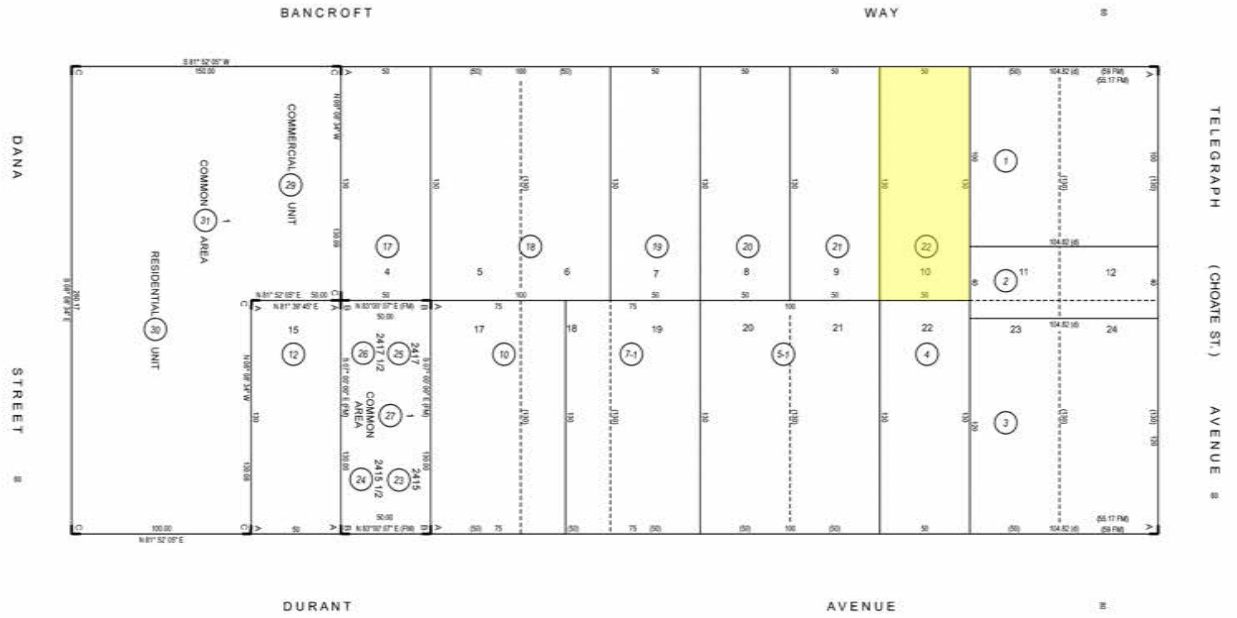


Fig.3 – 2476-2480 Bancroft Way (highlighted) – from Assessor's Parcel Map

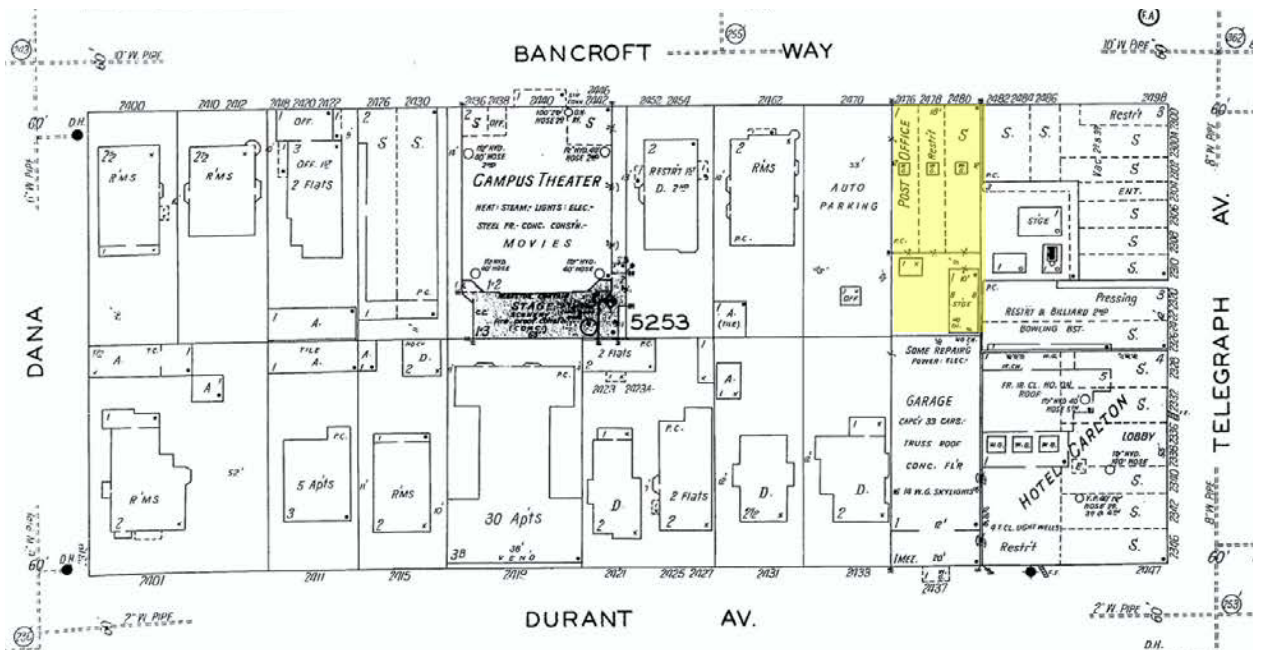


Fig.4 – 2476-2480 Bancroft Way (highlighted) – from 1929 Sanborn map

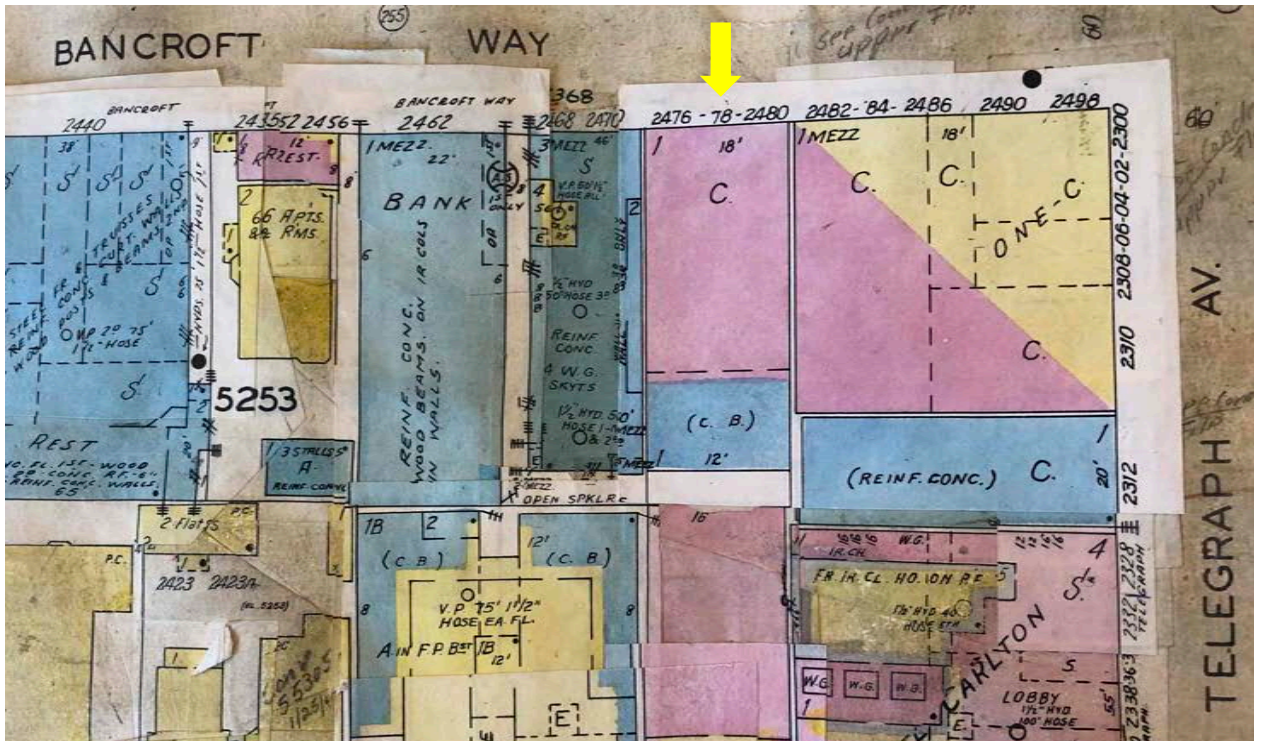


Fig.5 – 2476-2480 Bancroft Way (highlighted) – from c1990 Sanborn map



Fig.5 – 2476-2480 Bancroft Way – Front (figs.5-6, MH 2022)

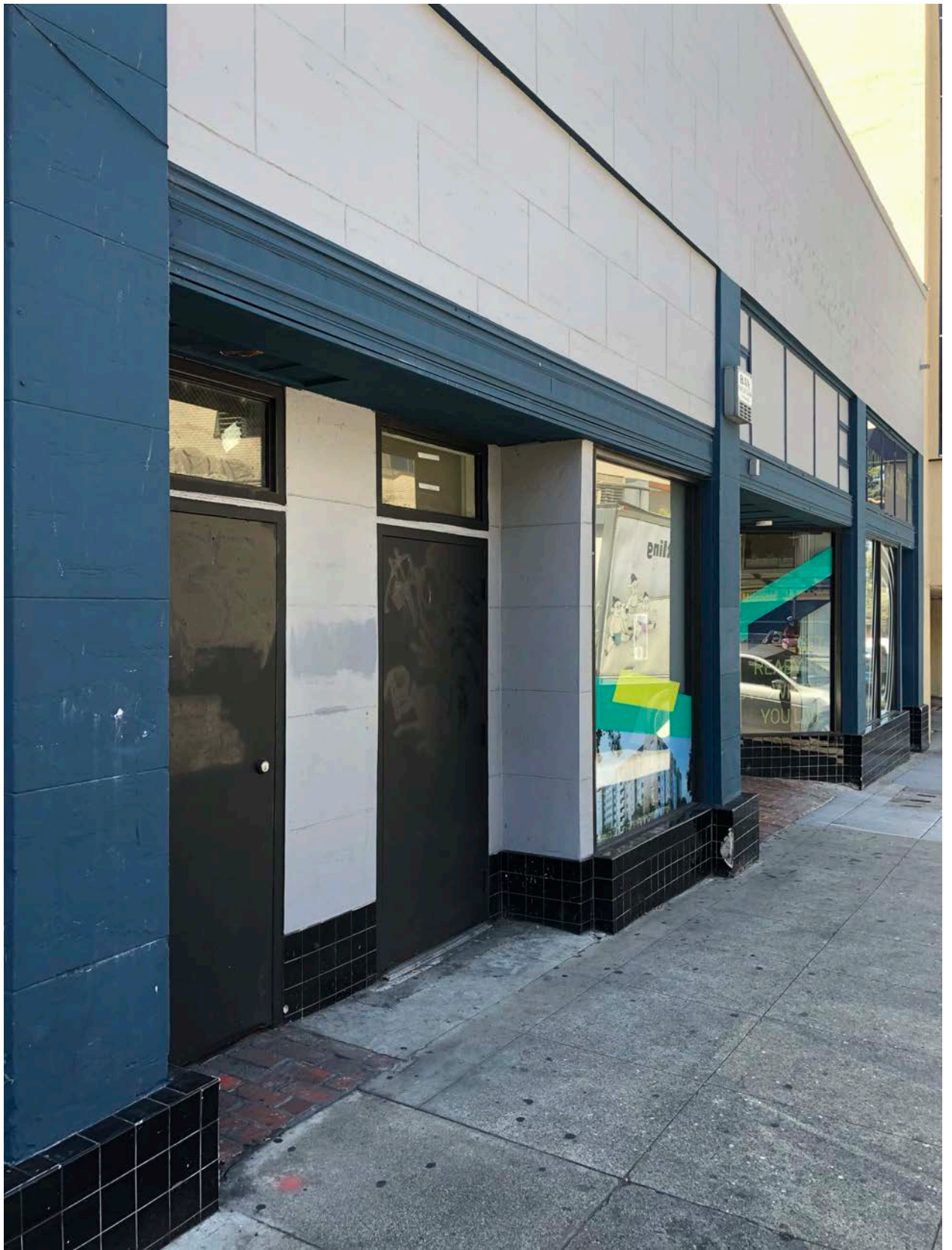


Fig.6 – 2476-2480 Bancroft Way – Front, detail

State of California <input type="checkbox"/> The Resources Agency DEPARTMENT OF PARKS AND RECREATION PRIMARY RECORD	Primary #
	HRI #
	Trinomial
	NRHP Status Code
Other Listings Review Code	Reviewer
	Date

Page 1 of 7 *Resource Name or #: 2476-2480 Bancroft Way
 P1. Other Identifier: None

*P2. Location: Not for Publication Unrestricted

- *a. County Alameda and (P2c, P2e, and P2b or P2d. Attach a Location Map as necessary.)
- *b. USGS 7.5' Quad Oakland West Date 1993 Township & Range --
- c. Address 2476-2480 Bancroft Way City Berkeley Zip 94704
- d. UTM: Zone , mE/ mN
- e. Other Locational Data: Assessor's Parcel Number 56-1878-22

***P3a. Description:**

The 50 foot wide by 130 foot deep subject parcel is located on the south side of Bancroft Way one parcel in from the southeast corner of Bancroft Way and Telegraph Ave. Fronting westward on Bancroft Way, that building façade is the only visible exterior building wall, as the other 3 walls abut adjoining buildings. The simple, 1-part commercial building front is subdivided into 3 enframed storefront bays, the easternmost slightly wider than the 2 equal, western bays. The narrow piers and high spandrel of the extant façade are flat, stucco finished, the stucco lightly scored and painted. Piers and storefronts have a low ceramic tile base that spans the front except where interrupted by doorways. (cont.)

P5a. Photograph



Fig.1 – 2476-2480 Bancroft Way, front (north)

***P3b. Resource Attributes:**

HP6: 1-3 story commercial building
 *P4. Resources Present: Building Structure Object Site District Element of District Other
 P5b. Description of Photo: fig.1,3)MH,2022; fig.2)Sanborn map, c1990
 *P6. Date Constructed/Age and Source: Historic Prehistoric Both
1916 building permit #5628
 *P7. Owner and Address: Rue-Ell Enterprises, Inc. 2347 Durant Ave., Berkeley, CA 94704
 *P8. Recorded by: Mark Hulbert 446 17th St. #302 Oakland, CA 94612
 *P9. Date Recorded: June 13, 2022

*P10. Survey Type: (Describe)

Intensive

*P11. Report Citation:

None

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

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B1. Historic Name: 2476-2480 Bancroft Way
 B2. Common Name: --
 B3. Original Use: Commercial - store B4. Present Use: same/vacant
 *B5. Architectural Style: None

*B6. Construction History:
 The existing 1-1/2 story commercial building was constructed for stores in 1916, prior to which the parcel housed a residence at the address 2434 Bancroft, which address was, early on, partly used for the subsequent commercial building. (cont.)

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

*B8. Related Features: None
 B9a. Architect: James W. Plachek (1916) b. Builder: C.H. Warren (1916)

*B10. Significance: Theme -- Area ---
 Period of Significance -- Property Type -- Applicable Criteria --

As summarized below, per the California Register evaluation criteria, the subject property and building have no identifiable historic significance. (cont.)

B11. Additional Resource Attributes: none

*B12. References:

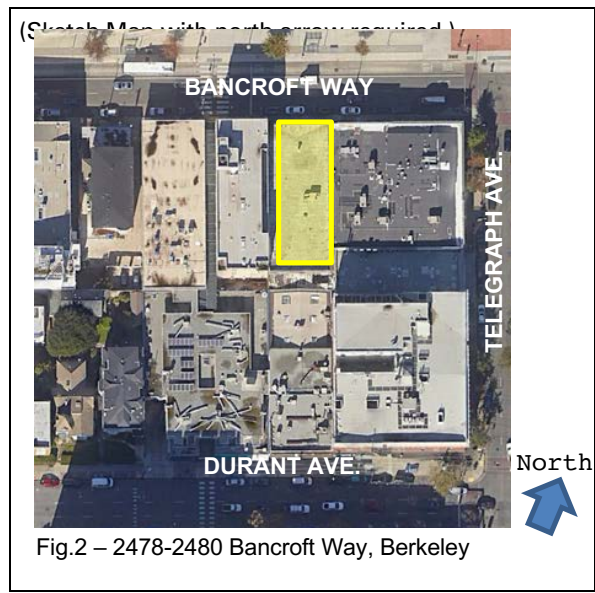
Alameda County/Oakland directories – 1920-2008 (@loc.org; Berkeley Public Library); Sanborn maps – 1929, 1950 (@sfpl.org) & c1990 (from City of Berkeley; City of Berkeley permit records, 1916-present; U.S. Census records (@heritagequest.com)); additional reference in text.

B13. Remarks:

*B14. Evaluator: Mark Hulbert Preservation Architect

*Date of Evaluation: June 13, 2022

(This space reserved for official comments.)



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Description (continued from p1)

Glazed storefront and flush egress doors are aluminum. A molded metal transom bar spans each storefront opening. The transoms above are solid stucco in the eastern bay, steel sash in the 2 western bays, the westernmost glazed. The metal transom bars and steel transom sash are the only evidence of original construction.

Given the extent of its exterior alteration, the stripped down extant building lacks definable design character and style.



Fig.3 – 2476-2480 Bancroft Way – Front, detail

Construction History (continued from p2)

The property owner and developer of the 1916 store building was Norvell R. Davidson, who in 1917 gift deeded this commercial property and its building to his daughter, Norvella M. Davidson. After marrying, she and her husband, J. Harold Weise, retained the property until c1961 when its then bookstore tenant, Edward Hunolt, acquired it from the Weises.

Construction news accounts of the subject building's origins identified the owner, N. R. Davidson and his architect and builder, James W. Plachek and C. H. Warren, respectively. While no original or early drawings or photos have surfaced in the course of this research effort, the 1916 accounts summarized the 1-story, 50 by 100 foot store building's exterior construction of "...patent store fronts and marble wainscot. Exterior faced with pressed brick" (*Building and Engineering News [BEN]*, June 12, 1916).
(cont.)

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Construction History (continued from p3)

Immediately subsequent *BEN* entries confirmed several of the subcontracts, including one for the "common and pressed brick work," which was issued to Arthur Arlett (*BEN*, July 26, 1916). Finally, a Completion Notice was dated November 1, 1916 (*BEN*, Nov. 8, 1916).

The original building had 3 stores addressed from east-to-west, 2476, 2478 and 2480 Bancroft Way, only a handful of which tenants have at this juncture been identified (based on permits, directories and official records):

<i>year</i>	<i>address</i>	<i>tenant</i>
1919	2436*	Johnson's Cash Grocery
1925	2436*	Joseph Landowitz, grocer
1925-29	2432*	U.S. Post Office
1930	2478	Casovio Borzo, restaurant
1934	2480	Spaulding's, sporting goods
1935-38	2478	Edward S. Bender/Jolly Roger, Inc., restaurant
1938	2480	The Ski Hut
1945	2476	American Women's Voluntary Services, volunteer service organization
1945	2478	Sportsway, sporting goods

* examples of the continuation of the former addresses

In the above summarized span of time, each of the 3 stores was evidently both partially and variously tenanted, and there was also just a couple of permits, including in 1919 for a brick store room addition at the rear of the building and which, along with the post office, was recorded in the 1929 Sanborn map; and an unidentified store alteration in 1929.

Beginning in 1946, when it was first listed in directories, the Berkeley Book Store opened at 2476 Bancroft. In 1950, that bookstore expanded into the whole building, retaining the 2476 address, where that store remained into the mid-1990s when it was succeeded by another, Ned's Bookstore. In 2002-2003, Ned's expanded into the building next door, at 2470 Bancroft, and which had long been the Campus Textbook Exchange (that store first listed at 2470 Bancroft in the 1940 directory). Ned's closed c2012.

Per permit records, as part of the 1950 expansion project, a concrete block addition was constructed that filled the 30 foot deep space behind the building, thus expanding the overall structure to completely fill its site, as it does today. The 1950 work also included the removal and replacement of the storefronts, removal of the ornamental wood from front and re-stuccoing. The architect of the addition and alterations was Paul Hammarburg, the contractor the Sherratt Company. As noted above, the then building owners were the Weises, the bookstore then a tenant.

Subsequent permit applications and construction notices record the numerous changes made to 2476 Bancroft since:

<i>Date</i>	<i>Work</i>
	<i>Owner/Architect-Engineer/Contractor</i>
Oct. 1952	Change location of entrance from center to left side J. Harold Weise/--/--
Jul. 1956	Interior alterations J. Harold Weiss/--/--
Aug. 1956	Add mezz. floor J. Harold Weiss/--/-- (cont.)

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Construction History (continued from p4)

Nov.1958	Reroof J. H. Weise/--/--
Aug.1961	Remove storefront/New storefront J. Harold Weiss/--/--
Aug.1961	Sign at left side of building J. Harold Weiss/--/--
Jul.1963	Alter sign Ed Hunolt/--/--
Jul.1964	Remove existing vestibules, build new vestibules Ed Hunolt/--/--
Oct.1971	Awning --/Harry Murphy/--
Nov.1991	Structural alterations per unreinforced masonry (URM) ordinance Edward & Elizabeth Hunolt
Dec.1991	Remove windows, door, add fire exit door, replace old gl. and alum. with new Edward & Elizabeth Hunolt/--/Tappan Builders
May.1994	Seismic retrofit Edward & Elizabeth Hunolt/--/Tappan Builders
Jul.2002	Expansion into 2470 Bancroft Way Ned's Bookstore (Nebraska Book Co./Rizzo Assoc./Tera Nova Industries

Significance (continued from page 2)

Associated Persons

Norvell R. Davidson (1838-1921) was, in 1916, the developer of the subject commercial building. In that year, his residence was listed at 2519 College Ave., where that directory also listed him as a "capitalist." Nonetheless, searches for other development activities found none in those years. In 1917, he deeded the subject property, the College Ave. property and a third property to his daughter, Norvella M. Davidson (1885-1965). She was thereafter listed as a commercial artist and resided at 2519 College Ave. until c1928, when she married J. Harold Weise (1895-1989), a San Francisco attorney, where they subsequently resided.

The Berkeley Book Store at 2476 Bancroft Way was owned by Edward J. Hunolt (1911-1993) and Elizabeth Hunolt (1910-?) – the 1950 U.S. census recorded the Hunolts' proprietorship of a "stationary and text book store," with Edward the "proprietor" and Elizabeth the "bookkeeper." A Certificate of Limited Partnership filed with the County in 1946 recorded Edward J. Hunolt as the General Partner, and Walter A. and Pearl Nelson Wade as Limited Partners. The Hunolts acquired the property and its store c1961 (despite detailed title searches, no deed from the Weises nor to the Hunolts has been found). Via their 1988 estate, the Hunolts' executor was Thomas E. Hunolt, presumably a son, who acquired full title in 2001 and, in turn, transferred the deed to Rick Hunolt, presumably his son, in 2020, who then sold the property to its current owner.

Architects

Two individual architects were associated with the extant building, the first its designer in 1916, James W. Plachek; the second the architect of its 1950 alterations and addition, Paul H. Hammarburg.

James W. Plachek (1885-1948) was identified as the architect, in 1916, of the 2476-2480 Bancroft building, at which time his office was located in the Acheson Building on University Ave., Berkeley. (cont.)

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Significance (continued from p5)

The following is excerpted from a biographical brief for Plachek (Susan Dinkelspiel Cerny, *Berkeley Landmarks*, Berkeley Architectural Heritage Association, 2001, p282).

"James Plachek was born in Chicago and was apprenticed to a Chicago architect at the age of fifteen and then studied engineering. He was sent to San Francisco in 1906 by the mayor of Chicago to study the effects of the earthquake and fire. Before setting up his own office, in 1912, in Berkeley, he worked with architect William Weeks and for the State of California and the City of San Francisco. He was co-designer of the Alameda County Courthouse.

He designed commercial buildings, homes, and warehouses. He was active in lodges and clubs: in 1918 he was president of the Berkeley Chamber of Commerce, member of the planning commission, and library building committee. His Berkeley landmarks include: City Hall Annex, 1835 Allston Way (1925), Berkeley Public Library, 2090 Kittredge Street (1930), the Farm Credit Building, 2180 Milvia Street (1938), the Heywood Building, 2014 Shattuck Avenue (1917), the Corder/Whitcotton Building, 2300 Shattuck Avenue (1921-1925), the Lorin Theater/Phillips Temple Church, 3332 Adeline Street (1914-1920), and John Muir School, 2955 Claremont Avenue (1919)."

Since that 2001 publication, 4 other works of Plachek have been landmarked in Berkeley, bringing the number of Plachek's landmarked works to 13. Thus, based on his commitment to Berkeley and the number of his projects formally recognized as important to the City, Plachek is inarguably an architect of historic importance to the City of Berkeley.

It is also unarguable that the existing building at 2476-2480 Bancroft has no surviving design characteristics of an original work of Plachek and is, therefore, not a representative example of his work. It is additionally informative that this 1916 building was not included in a 1919 survey of his Berkeley projects, so it was also not an important work in its own time ("Buildings in Berkeley Designed by James W. Plachek," *The Architect and Engineer*, Feb.1919, pp.60-80).

Paul H. Hammarberg practiced architecture in the East Bay over the course of the mid-1900s. He was born in Canada in 1912, while he and his family resettled during the course of the same year in Berkeley. His parents, Albert and Gertrude Hammarberg, were natives of Sweden.

Paul Hammarberg was a graduate of UCB's school of architecture in 1933. According to the American Institute of Architects (AIA) firm profiles, he became a member of the East Bay Chapter of the AIA in 1938. An early work was a 1939 residence in Alameda. In 1961, he partnered with Arthur C. Herman in the firm of Hammarberg and Herman. The 1962 AIA profile also notes several of their works (El Cerrito Plaza Shopping Center, 1958; Walnut Bowl Recreation Center, 1959; Comstock Co-op Apartments, 1960; Sans-Souci Co-op Apartments, 1961; and San Pablo Shopping Center, 1961). Based on several recent citations of his contributions to charities, Hammarberg is presumably living in the Monterey Bay area.

Works of Hammarberg that are recorded, either in contemporaneous magazines or in current real estate listings, are mostly mid-20th century residences, a handful in Berkeley. Hammarberg also designed the 1957 Shepard Cadillac building at 1500 San Pablo Ave., Berkeley (demolished c2015). One of his larger projects was the pair of 1960-1965 Fontana Towers in San Francisco (at 1000-1050 North Point).

In the late 1940s, Hammarberg was listed as an architect at 2401 Shattuck Ave. in Berkeley. In 1953, he was listed at 1521 Shattuck Ave.; in 1956 at 2941 Telegraph Ave.; in 1957, the firm of Hammarberg and Herman were first listed at 2941 Telegraph Ave.; from 1962-63, that firm was listed at El Cerrito Shopping Center and from 1964-77 at 1430 Franklin Street in Oakland. (cont.)

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Significance (continued from p6)

In 1975, the firm added a B. C. Johnson as partner, becoming Hammarberg, Herman & Johnson. In 1979-1980, the firm was located at 1392 Ygnacio Valley Road, Walnut Creek.

Despite what was a long and apparently successful career, Hammarberg's known projects are few and none are known to have been recognized as noteworthy or important architectural works.

Evaluation

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

Criterion 1 – In its early-20th century, off-campus commercial development context, there are no development patterns of any potential historic importance associated with this property or its ordinary store building, so 2476-2480 Bancroft Way does not meet *CR criterion 1*.

Criterion 2 – The individual directly associated with creation of the subject building was Norvell R. Davidson. Other persons directly associated with the building's later bookstore use and alterations were Edward and Elizabeth Hunolt. Based on the evidence presented herein, neither Davidson nor the Hunolts are of identifiable historical importance. Consequently, the subject property and its building do not meet *CR criterion 2*.

Criterion 3 – The basic and heavily altered building at 2476-2480 Bancroft Way lacks distinctive design and construction character and characteristics of its type, period or region, and there are no distinctive methods of construction.

While the building was designed by an architect of unequivocal historic importance to the City of Berkeley, James W. Plachek, it is also unarguable that the extant building has no surviving design characteristics of an original work of Plachek and is, therefore, not a representative example of his work.

In 1950, the architect Paul H. Hammarberg designed a rear addition, interior and exterior alterations. The latter work evidently stripped the building of its original design. Hammarberg is, additionally, not an architect of identifiable importance.

Further, the building does not embody any artistic intent or artistry. Therefore, 2476-2480 Bancroft Way has no identifiable design or construction significance under *CR criterion 3*.

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

Conclusion – The subject building at 2476-2480 Bancroft Way in Berkeley lacks potential historical significance per the California Register criteria.