



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
AUGUST 3, 2023

2428 Shattuck Avenue

Demolition Referral: Use Permit (#ZP2022-0149) to demolish an existing one-story commercial building, originally constructed in 1922 and subsequently altered (APN: 55-1896-4).

I. Application Basics

A. Zoning District: Commercial Downtown Mixed-Use (C-DMU) Zoning District

B. Parties Involved:

- **Project Applicant** Isaiah Stackhouse
Trachtenberg Architects, Inc.
2421 Fourth Street
Berkeley, CA 94710
- **Evaluator** Page & Turnbull, Inc.
170 Maiden Lane, 5th Floor
San Francisco, CA 94010
- **Property Owner** 2420 Shattuck Avenue, LLC
9101 Burning Tree Road
Bethesda, MD 20817

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

II. Background

On October 28, 2022, the applicant submitted a Use Permit application to demolish a one-story commercial building located at 2428 Shattuck Avenue [APN 55-1896-4], and construct a new, 17-story, mixed-use building with 132 dwelling units above ground floor lobby and commercial space. The application is eligible for streamlined review per Senate Bill 330.

The Use Permit application #ZP2022-0149 is under review by the Zoning Officer and the project is not yet tentatively scheduled for Zoning Adjustments Board (ZAB) consideration; 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.

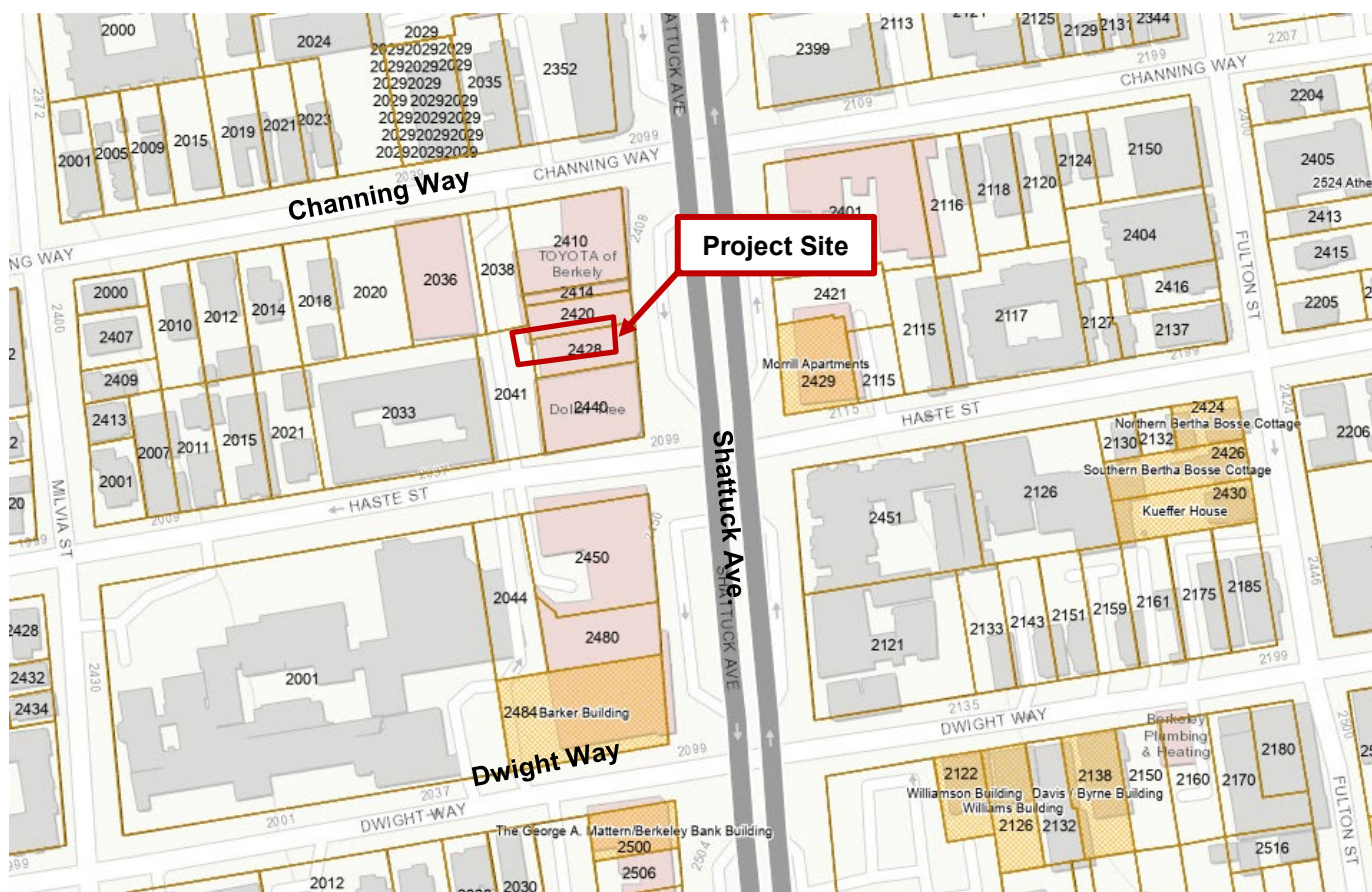
¹ At the time that the Use Permit application was submitted, the subject property was not a locally-designated Landmark site and not subject to BMC Chapter 3.24. If designation status were granted after Use Permit submittal date, then SB 330 would prevent the City from imposing any conditions under BMC 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 Morrill Apartments constructed in 1911, located across the street at 2429 Shattuck Avenue, and the Barker Building constructed in 1905, located one block south of the project site at 2484 Shattuck Avenue (see Figure 1).

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









| | | | |
|---|-------------------------------------|---|----------------------|
|  | Landmarks / Structure of Merit; LM, |  | Parcels |
|  | Features |  | Demolished |
|  | Districts |  | Partially Demolished |

Figure 2: Subject Property, historical image c. 1920s (Berkeley Architectural Heritage Association [via Page and Turnbull, 2022])

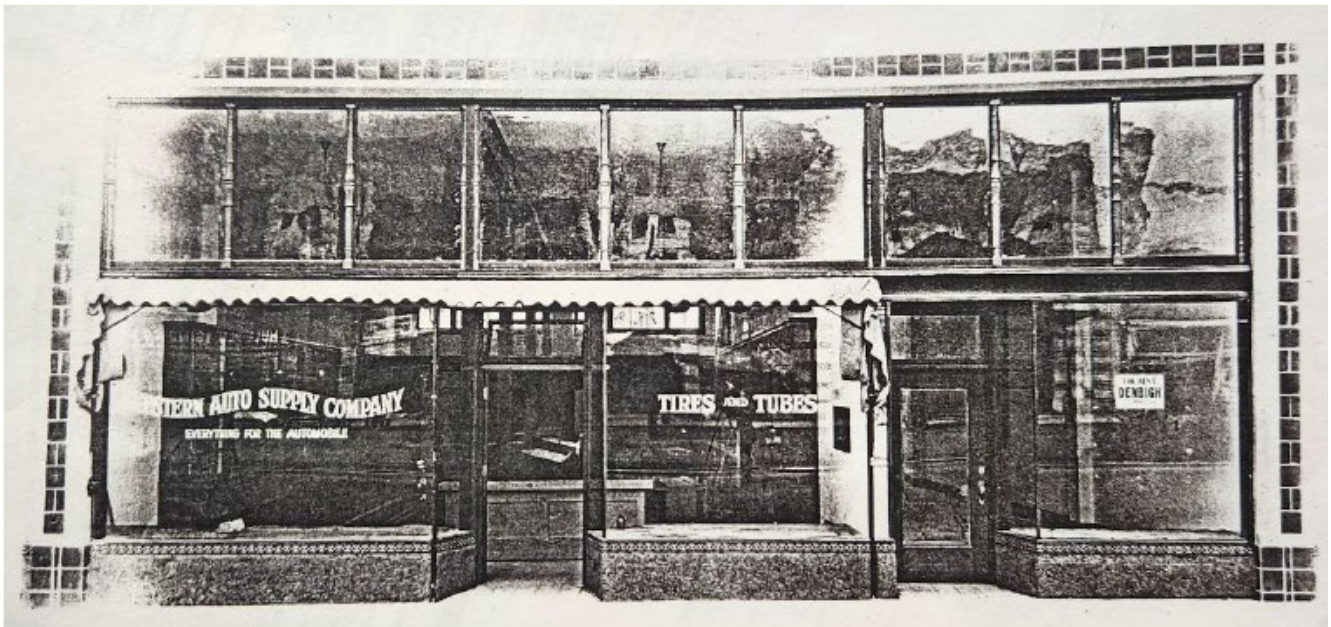
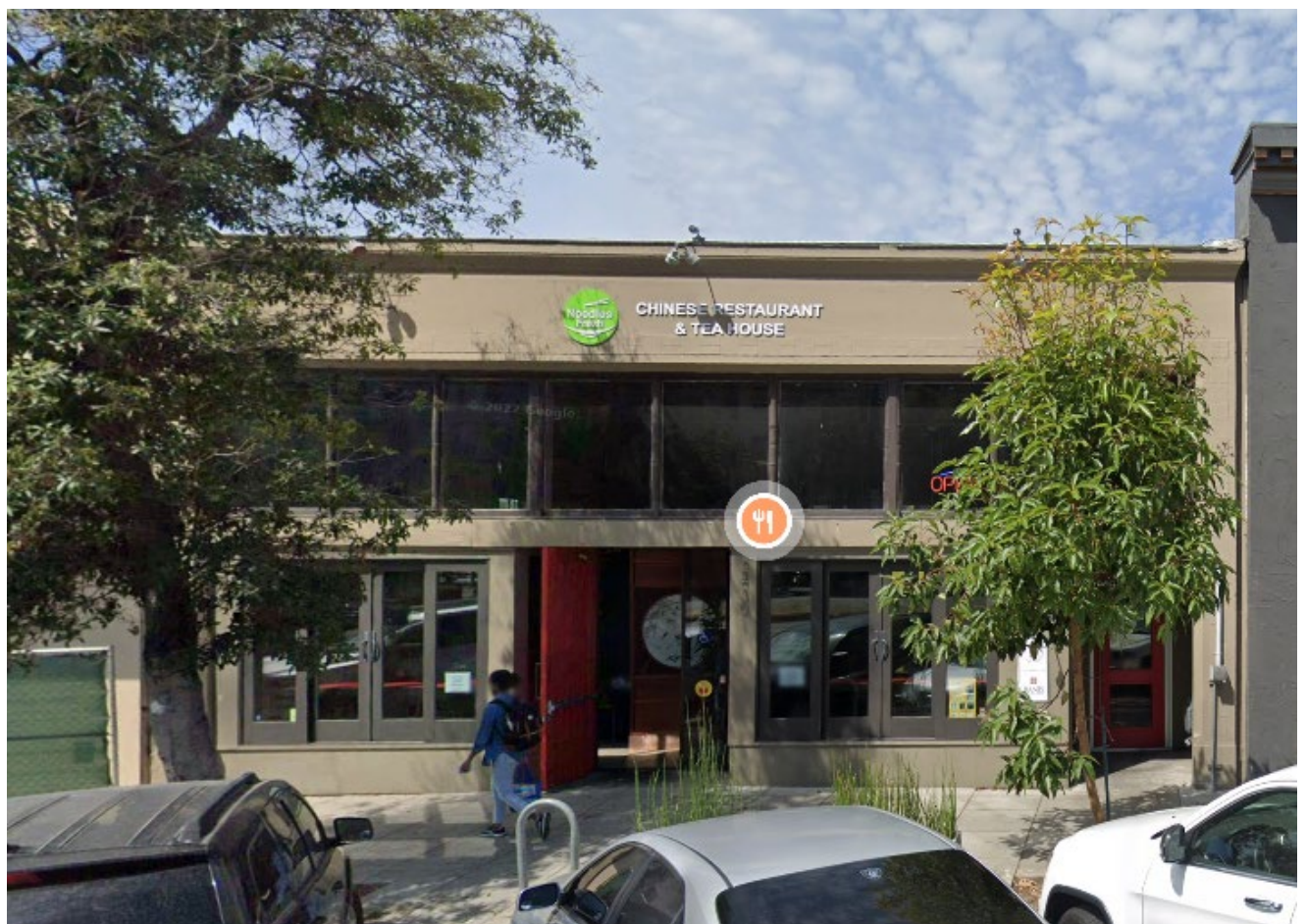


Figure 3: Subject Property, current site conditions (Google Maps, 2022)



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 Page & Turnbull, Inc. on December 21, 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 mid-block parcel located on the west side of Shattuck Avenue, south of Channing Way and north of Haste Street, in the southern portion of Downtown Berkeley. The parcel south of the project site at the northwest corner of Shattuck Avenue and Haste Street is currently a vacant lot (prior building demolished in 2022) which has been approved for redevelopment with a new eight-story mixed use building with 40 dwelling units. Adjoining the property at the north is single-story one-part commercial block building designed by the same architect (James W. Plachek), which is included as part of the redevelopment project that will encompass 2420 – 2428 Shattuck Avenue. (The Landmarks Preservation Commission will review a demolition referral for the 2420 Shattuck building at a future meeting.) The corner parcel at the southwest corner of Shattuck Avenue and Channing Way, to the north of the sites proposed for redevelopment, is a single-story car dealership occupied by Toyota of Berkeley.

Building Description: The subject property is developed with a one-part block commercial building originally designed by one of Berkeley's master architects James M. Plachek. The single-story structure, completed in 1922, covers the parcel with no setbacks from the front or side property lines. The building is constructed primarily of concrete and clad in painted stucco. The primary/front (east) façade features a recessed central entry doorway flanked by operable storefront windows (non-original) atop a bulkhead. Above the ground floor storefronts is an unembellished painted cornice, followed by a series of large clerestory windows with molded wooden mullions that span the full width of the façade (original). Above the clerestory is a rectangular parapet with the tenant's signage concealing a flat roof behind.

Early Site History & Parcel Development: The subject property was developed with the single-story building on site in 1922, during a period of commercial growth in downtown Berkeley. The building was designed by architect James W. Plachek, and built by an unknown contractor for property owner Basil K. Denbigh. The typical single-tenant store was first occupied by an auto parts supplier, followed by a series of commercial tenants over its 100-year history, and is currently occupied by a restaurant. Numerous tenant improvements over time altered the exterior appearance of the property.

Known alterations to the property since its 1922 completion include:

- Removal and replacement of original storefront butt-joint plate glass with a framed, hinged window system
- Removal of historic materials from the front façade including tile bands around the storefront and clerestory windows, and metal plating at the bulkheads
- Removal of original red clay roof tiles at the top of the parapet wall
- Possible re-surfacing and re-texturizing of the exterior stucco surface

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 2428 Shattuck Avenue would have been 1922, 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, Page & Turnbull, Inc., has analyzed the building's extant features and any associated parties against the criteria of the California Register of Historical Resources (CR) and 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 conclusion of Page & Turnbull's and staff's evaluations is discussed below.

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).

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

The HRE concludes that 2428 Shattuck Avenue does not meet CR Criterion 1 because it was not found to be associated with events which made a significant contribution to the broad patterns of local or regional history, or the cultural heritage of California or the United States. In terms of historic context, development of the property would fall under the theme of economic development in downtown Berkeley. However, a study of its development history, ownership and occupancy records revealed no information linking this site to any events or singular episode of primary importance to Berkeley's history. It does not exhibit historical significance under the local or state criteria.

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

The HRE concludes that 2428 Shattuck Avenue does not meet CR Criterion 2 because no persons associated with the property are of identifiable historical importance. With respect to significant persons and cultural value, the consultant's research did not uncover information that suggests any of the owners or enterprises that occupied the site made a significant or lasting contribution to history or commercial development. Similar to the assessment of historical events, the individuals were not found or known to have been particularly accomplished within their fields or endeavors. Consistent with guidance from National Register Bulletin #32, the property's association with Plachek as the architect is evaluated under 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 1922 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 (1922). The street-facing façade has undergone significant alterations since the building's construction, as documented in the permit record and available photographs, and no longer retains its original Plachek design. The current design does not possess high artistic value or notable design quality. Owing to its lack of distinction, this property does not warrant consideration for local register designation 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;
- Not an example of 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, Page & Turnbull 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. California Department of Parks and Recreation (DPR) Primary Record Form 523A/B/L, prepared by Page & Turnbull, dated December 21, 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

| | |
|---|----------------------------|
| F120 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 16 Resource name(s) or number (assigned by recorder) 2428 Shattuck Avenue

P1. Other Identifier: _____

***P2. Location:** Not for Publication Unrestricted ***a. County** Alameda
***b. USGS 7.5' Quad** Oakland West **Date** 2022
***c. Address** 2428 Shattuck Avenue **City** Berkeley **Zip** 94704
***e. Other Locational Data:** Assessor's Parcel Number 55-1896-4

***P3a. Description:** (Describe resource and its major elements. Include design, materials, condition, alterations, size, setting, and boundaries.)
 The parcel at 2428 Shattuck Avenue (APN 55-1896-4) contains a one-story concrete commercial building with a rectangular footprint covering the east half of the subject parcel, with a one-story addition built to its immediate west. The building is located south of downtown Berkeley on the west side of Shattuck Avenue (**Figure 1**). Originally built in 1922, the building was designed by architect James W. Plachek and constructed by an unknown contractor(s) for property owner Basil K. Denbigh. The building was occupied by various commercial tenants throughout its history, and is currently occupied by a restaurant.

The one-story building is built to its north, east, and south lot line and is constructed primarily of concrete. The east façade is clad with painted stucco and features a flat roof, rectangular parapet, and painted concrete cornice. The first story features two window fixtures with fixed outer lites and hinged inner panels flanking the primary entrance, which is a single wood door with a sidelight to its north (**Figure 2 through Figure 4**). An emergency exit is at the north end of the east façade (**Figure 5**). Signage featuring the current tenant's name is centered over the primary entrance, and a transom with molded wood mullions spans the entire façade from north to south (**Figure 6 and Figure 7**). The north façade of the subject building is immediately adjacent to the neighboring structures and has no visible openings. The south façade of the subject building has no openings and until recently was immediately adjacent to the neighboring structure, but recent demolition has exposed the south façade. The west façade consists of painted CMUs.
 (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



P5b. Photo: (view and date)
Oblique view of the primary façade, looking northwest, August 2022.
Source: Google Street View.

***P6. Date Constructed/Age and Sources:** Historic
1922 (Original Building Permit)

***P7. Owner and Address:**
2420 Shattuck Avenue LLC
9101 Burning Tree Road
Bethesda, MD 20817

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

***P9. Date Recorded:**
December 21, 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. Location of 2428 Shattuck Avenue, subject building highlighted yellow.
Source: Google Earth, 2020, edited by Page & Turnbull.



Figure 2: Oblique view of east façade. Looking northwest.



Figure 3: Detail view of primary entrance at east façade.
Looking west.

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Figure 4: Detail of north side of east façade, showing hinged storefront window fixture and emergency exit recess. Looking west.



Figure 5: Detail of emergency exit at north end of east façade. Looking west.



Figure 6: Detail of tenant signage, lighting, and cornice. Looking west.



Figure 7: Detail of wood mullions and clerestory at north end of east façade. Looking west.

Recent demolition of the adjacent parcel to the south has exposed the building's south façade for the first time since the 1950s, revealing a "Western Auto Parts Co." mural (Figure 8). The west quarter of the subject parcel is a parking lot currently in use by the auto dealership at the southwest corner of Channing Way and Shattuck Avenue (Figure 9).

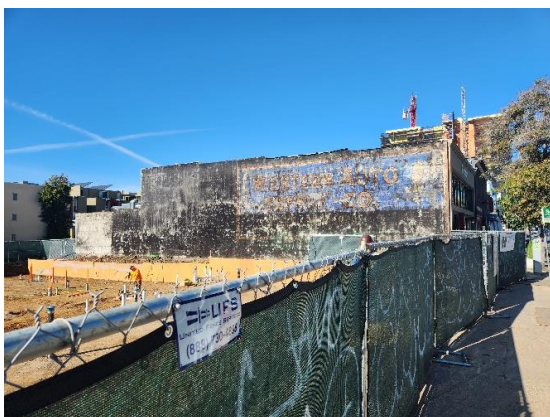


Figure 8: View of south façade of subject building, showing previously obscured former tenant signage. Looking northwest.

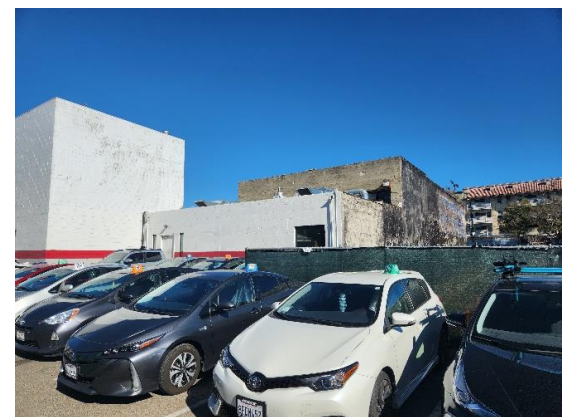


Figure 9: View of west façade of subject building, showing rear parking lot. Looking northeast.

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Buildings within the surrounding blocks include early to mid-twentieth century residential properties, commercial buildings, and mixed-use multi-family residential buildings as well as several multi-story developments completed in the 21st century (**Figure 10 to Figure 17**). A parcel on the same block as the subject building, at the northwest corner of Haste Street and Shattuck Avenue, was recently demolished to construct new multi-family housing. Further north and south of the subject building contemporary multi-family housing is currently under construction or very recently completed.



Figure 10: One-story optometrist office north of subject building at 2414 Shattuck Avenue, built 1948. Looking west.



Figure 11: One-story auto dealership north of subject building at 2400 Shattuck Avenue. Looking west.



Figure 12: Phase two of Identity Logan Park at 2370 Shattuck Avenue, an eight-story mixed-use multifamily building under construction. Looking northwest.



Figure 13: Multi-tenant two-story commercial building at 2395-2399 Shattuck Avenue. Looking northeast.

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Figure 14: Four-story mixed-use multi-family building at 2100 Channing Way, opposite Shattuck Avenue from subject building. Looking east.



Figure 15: Four-story mixed-use multi-family buildings at 2419 and 2425 Shattuck Avenue, opposite Shattuck from subject building. Looking east.



Figure 16: The Morrill Apartments at 2429-2437 Shattuck Avenue, City of Berkeley Landmark #81. Looking east.



Figure 17: Five-story mixed-use student housing building at 2110 Haste Street. Looking southwest.

| | |
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| BUILDING, STRUCTURE, AND OBJECT RECORD | |

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- B1. Historic name: 2428 Shattuck Avenue
- B2. Common name: 2428 Shattuck Avenue
- B3. Original Use: Commercial
- B4. Present use: Commercial
- *B5. Architectural Style: Early 20th Century Commercial
- *B6. Construction History: (Construction date, alterations, and date of alterations)

2428 Shattuck Avenue was originally built in 1922 by an unknown contractor(s) in the Early Twentieth-Century style as a single-tenant one-story commercial building. According to the original building permit dated February 4th 1922, the owner of the property was Basil K. Denbigh.¹ Renovations by several tenants have altered the original primary (east) façade, which currently lacks several original features. These and other alterations are based on City of Berkeley permit records and are discussed in more detail below and in Table 1. (Refer to Continuation Sheet, page 7)

- *B7. Moved? No Yes Unknown Date: _____ Original Location: _____
- *B8. Related Features: No _____ B9a. Architect: James W. Plachek b. Builder: Not Listed
- *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

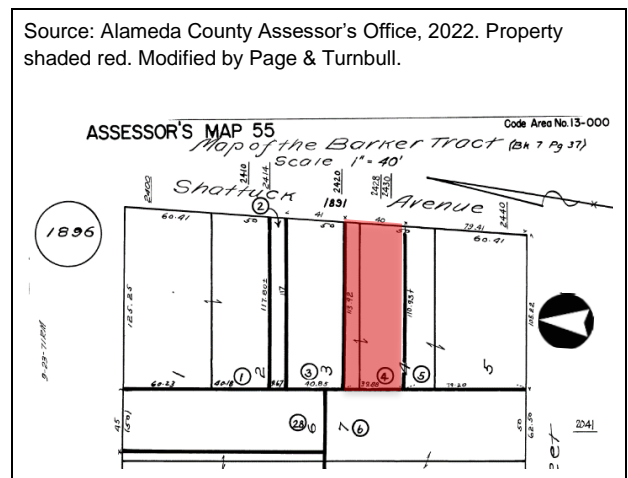
The development of Berkeley proceeded very slowly prior to the establishment of regular rail service between the town and Oakland and San Francisco. In 1873, with the completion of the first buildings at the new campus of the University of California in Berkeley, several local investors formed the Berkeley 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.² In 1878, the Town of Berkeley incorporated, encompassing both the bayside manufacturing settlement of Ocean View and the small academic village of Berkeley.³

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: (List attributes and codes)

- *B12. References: Refer to Page 16
- B13. Remarks: None
- *B14. Evaluator: Page & Turnbull, Inc.
- *Date of Evaluation: December 21, 2022

(This space reserved for official comments.)



¹ Permit No. 49531. September 10th, 1940. Accessed by the Berkeley Architectural Heritage Association.
² 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>
³ Cohen, *A History of Berkeley, From the Ground Up*.

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

Alterations to the subject building that are documented by permits on file at the City of Berkeley Building and Safety Division are listed in **Table 1** (below).

| Table 1: Alterations to 2428 Shattuck Avenue | | | | |
|--|------|---------------------|-------------------------------|--|
| Permit # | Year | Owner | Builder/Contractor | Description |
| 11264 | 1922 | Basil K. Denbigh | "Segregated Contract" | New construction |
| 17851 | 1924 | Western Auto Supply | J. McGoner | No description available |
| 27450 | 1927 | Western Auto Supply | Not listed | No description available |
| 113113 | 1968 | Albert Kessler | W. O. Vitlitow | Change double doors to swing out with panic bar |
| 070573076 | 1973 | John Kessler | A. Rose Co. | Replace burned interior and exterior trim |
| 041675992 | 1975 | John Kessler | Elliot and Elliot Co. | Apply 1/Planet and 2/15 Asbestos, glazed |
| 1999-04731 | 1999 | Mike Giotinis | Holland & Harley Construction | Remove sign and metal siding at façade only, Exterior to be weathered in |
| 2000-01770 | 2000 | Michael Giotinis | Owner | Restore clerestory glass and duplicate (E) mullions, paint façade |
| 2019-00792 | 2019 | Michael Giotinis | Hengda Construction | Tenant improvements for restaurant |

Documented alterations include the replacement of doors, storefronts, and exterior trims at 2428 Shattuck Avenue. The building permits shown in 1999 and 2000 are responsible for the restoration of the extant clerestory and mullions. The majority of the subject building's primary façade alterations are not shown in the permit record.

Observed alterations not described in permit records include the removal of many features shown in early historic photographs, such as tile bands surrounding the storefront and clerestory windows, metal bulkheads, and original storefront plate glass and doors (**Figure 18**). At some point before 1950, a possible CMU addition to the west façade was constructed. The clerestory windows were either filled in or covered by tenant signage before the late 1950s. (**Figure 19**). The original red clay roof tiles above the cornice remained as late as 1967, but were removed at some point before 2008 (**Figure 20**).

Notably, original painted signage from the subject building's first tenant remains on the south façade (**Figure 21**). The nonextant building on the adjacent lot to the south was built before the first tenant, Western Auto Supply, vacated the subject building circa 1956, covering the sign and protecting it from the elements and alterations. The demolition of the adjacent building to the south has revealed the signage and its non-original colors and text, altered at some point before the building adjacent to the south was constructed (**Figure 22**).

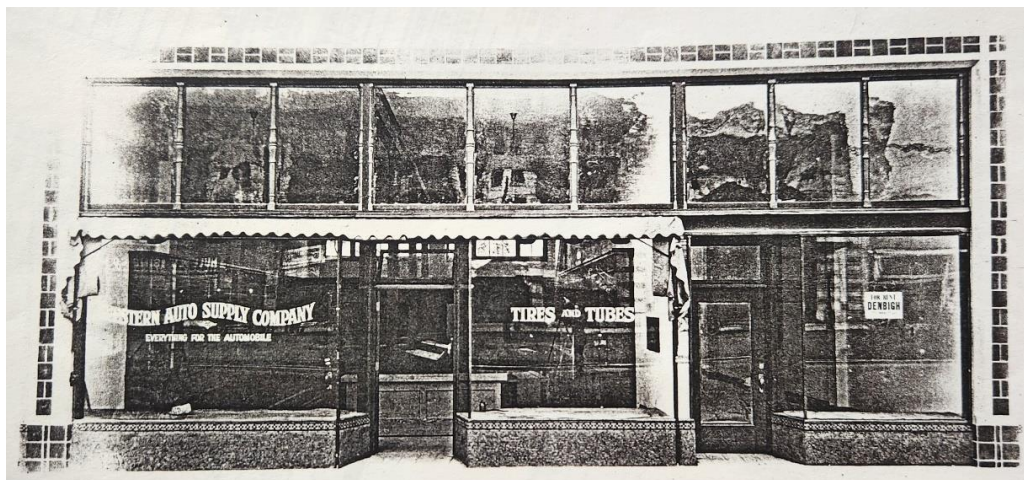


Figure 18. Historic photograph from circa 1920s, showing earliest known condition of the primary façade. Source: Berkeley Architectural Heritage Association.

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Figure 19: 2428 Shattuck Avenue, circa late 1950s. Source: Berkeley Architectural Heritage Association.



Figure 20: 2428 Shattuck Avenue, July 1967. Note the red clay tiles at the roofline. Source: Berkeley Architectural Heritage Association.

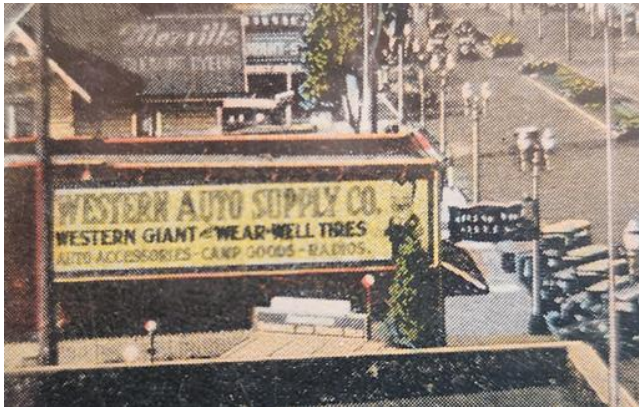


Figure 21: South façade of 2428 Shattuck Avenue, circa late 1920s. Colorized photograph printed on postcard. Source: Berkeley Architectural Heritage Association.



Figure 22: Mural on south façade of 2428 Shattuck Avenue, December 8, 2022.

James W. Plachek, Architect

James W. Plachek (1885-1948) was a prolific architect based in Berkeley who designed dozens of buildings in the East Bay including many Berkeley Landmarks. The following is excerpted from the *Shattuck Avenue Commercial Corridor Historic Context and Survey Report* completed in 2015 for the City of Berkeley by Archives and Architecture, LLC.:

James William Plachek was born in 1885, in Illinois, to Czechoslovakian immigrant parents. At the age of 15, he began an apprenticeship as a draftsman under Chicago architect J. E. O. Pridmore, and then went on to study engineering. Following the 1906 San Francisco Earthquake, Plachek, along with several others, was sent to San Francisco by the Mayor of Chicago to study the effects of the devastation. Under this directive, Plachek worked with William Weeks, the State Department of Architecture in Sacramento, and the City Architect's Office in San Francisco. In 1912, Plachek received his certificate to practice architecture, and he moved to Berkeley to set up his own firm.

Until his death in 1948, Plachek was active in Berkeley civic life, and designed and executed a multitude of Berkeley buildings, including the Heywood Apartments at 2119 Addison St., the UC Theater at 2036 University Ave., the Plachek Building at 2014 Shattuck Ave., the Stark and Central Hotels, and the Berkeley Public Library.⁴

⁴ City of Berkeley Planning Department, "Shattuck Avenue Commercial Corridor Historic Context and Survey," *Archives and Architecture*, May 28, 2015, 50.

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Many of Plachek's works, including those named above, are extant and have been landmarked by the City of Berkeley (**Figure 23 and Figure 24**).



Figure 23: Berkeley Public Library, main branch. Designed by James W. Plachek, built in 1939. Berkeley Landmark #56. Source: Sarah Wikander collection. Berkeley Historic Plaque Project.



Figure 24: Heywood Building. Designed by James W. Plachek, built in 1917. Berkeley Landmark #181. Source: James W. Plachek Collection, Berkeley Architectural Heritage Society.

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

Historic Context – City of Berkeley

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 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 (continued)

Commercial and civic development continued through the 1920s in downtown Berkeley, with construction of several new downtown buildings including the city's first "skyscraper" – the twelve-story Chamber of Commerce (now Wells Fargo) building at the northwest corner of Shattuck Avenue and Center Street, designed by Walter H. Ratcliff, Jr. in 1925. Located south of the downtown core, the vicinity of the subject property was served by public transit from the first decade of the twentieth century, with a rail service on Shattuck Avenue running between Vine Street to the north and Oakland to the south.⁶ The blocks between downtown Berkeley and the campus and the more industrial developments around San Pablo Avenue nearer to San Francisco Bay, filled slowly during this time. In the 1920s the blocks surrounding the subject building were occupied by residential uses, with slowly increasing density and infill concentrated along Shattuck Avenue (**Figure 25 and Figure 26**).

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

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 C. L. Huggins, Berkeley, California (map) (Berkeley, 1904) David Rumsey Map Collection, electronic resource at <https://www.davidrumsey.com/luna/servlet/s/7s77tm>, accessed April 26, 2022.

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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. By the 1950s, the subject block along Shattuck was filled in with commercial developments (**Figure 27 through Figure 29**).

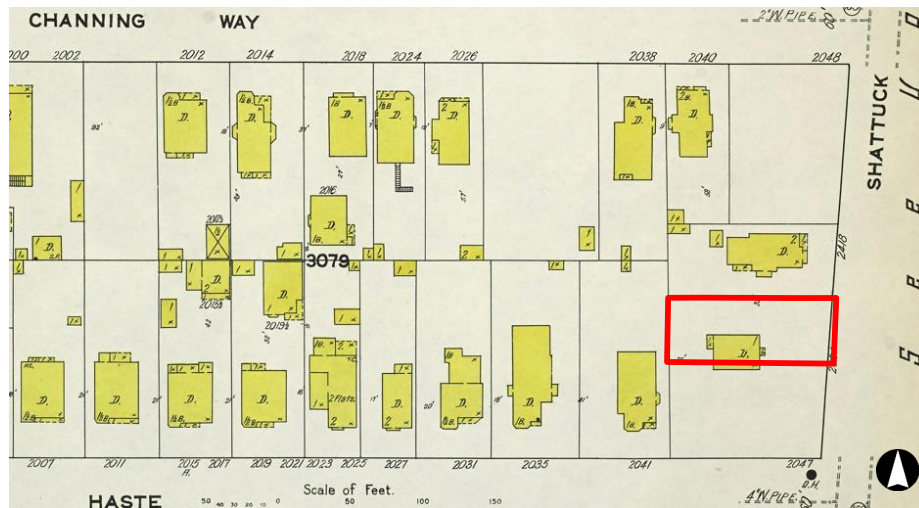


Figure 25. Detail from 1911 Sanborn Insurance Company Map for Berkeley, showing early twentieth century residential development on Shattuck Avenue. Approximate future subject parcel outlined red.

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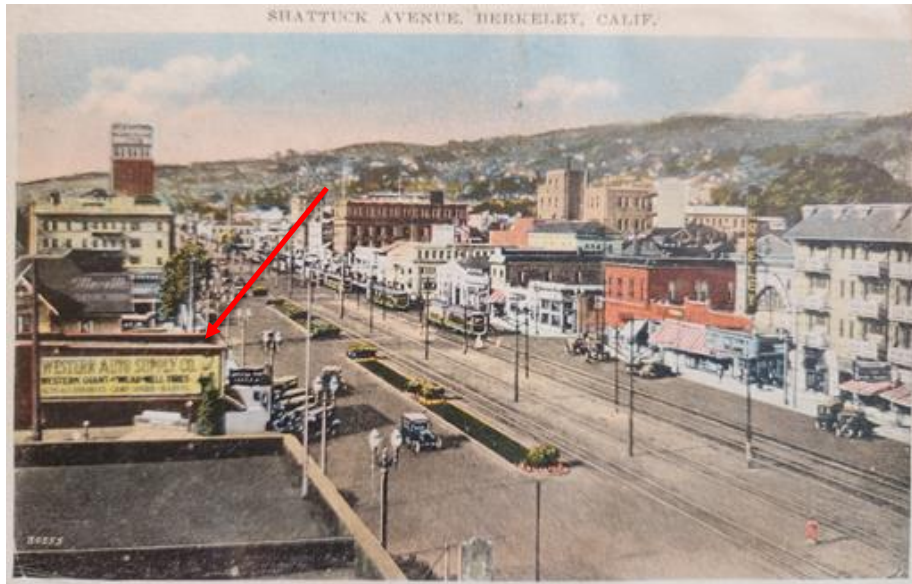


Figure 26. Circa 1920s postcard, showing mid twentieth century commercial development on Shattuck Avenue. Subject building at the red arrow.



Figure 27. 1947 aerial photograph of Berkeley, showing earliest known footprint of subject building. Subject parcel outlined red. Source: David Rumsey Historical Map Collection.

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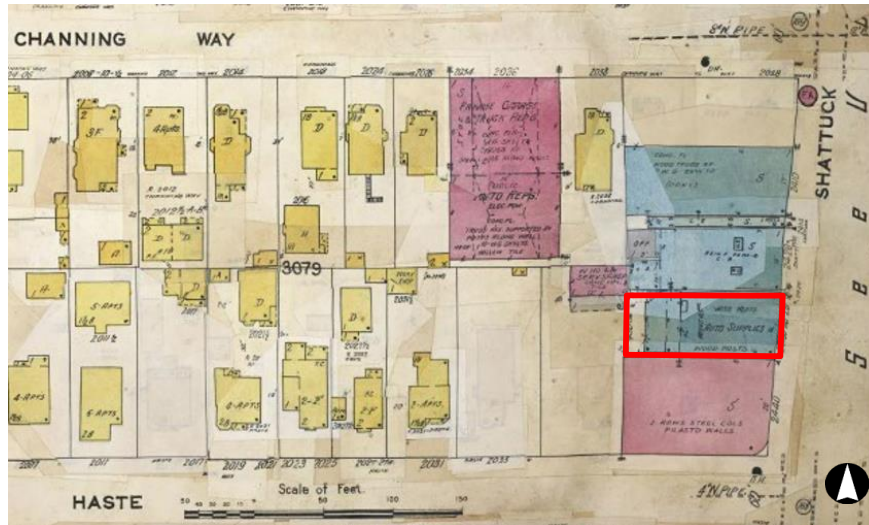


Figure 28. 1950 Sanborn Insurance Company Map for Berkeley, showing mid twentieth century commercial and residential development on Shattuck Avenue. Subject parcel outlined red.



Figure 29. Historic photograph of subject block circa 1960, with subject building at red arrow. Source: Berkeley Architectural Heritage Association.

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.⁷

Owner History

At the time the subject building was constructed in 1922 it was owned by Basil K. Denbigh (1872-1951), an English-born realtor based in Berkeley. Denbigh died in 1951, and his wife managed the property until around her death in 1959. The owners of the property between ca. 1959 and 1968 were not identified. By 1968, it was purchased by Albert Kessler, who transferred the property to his son John Kessler by 1969. John Kessler managed the building until 1989 when it was bought by Jae and Ok Kang. They

⁷ 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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sold the subject property in 1991 to Michael and Ernie Giotinis, who owned the property until it was sold to the current owner, 2420 Shattuck Avenue LLC, in 2021.

Occupancy History

Commercial tenants at the subject property included various commercial establishments until 2013, after which all occupants were restaurants.

Table 3, below, lists documented commercial businesses at 2428 Shattuck Avenue since 1922. Records were assembled through research in Alameda County Directories and historic newspaper archives.

| Table 3. Occupancy History, Commercial Businesses at 2428 Shattuck Avenue | | |
|---|---------------------------|------------------|
| Year(s) of Occupation | Occupant/Business Name | Use |
| 1922-1956 | Western Auto Supply | Retail |
| 1956-1965 | Electronics Suppliers | Retail |
| 1968-1970 | Robert E. Lee Electronics | Retail |
| 1970-1971 | Electronics Unlimited | Retail |
| 1971-1972 | Phoenix Optical | Retail |
| 1973-1992 | Shattuck Pharmacy | Retail |
| 2008 | Berkeley Mart | Retail |
| 2013-2016 | Pathos ⁸ | Restaurant |
| 2017-2018 | Barclay's ⁹ | Restaurant & Bar |
| 2020-2022 | Noodles Fresh | Restaurant |

The first tenant of 2428 Shattuck Avenue was the Western Auto Supply Company, soon after the subject building was completed in 1922.¹⁰ They occupied the building until 1956, when the electronics retailer Electronics Suppliers moved in. In 1965, Robert E. Lee Electronics operated out of the building for just two years until 1970. Electronics Unlimited would operate for just one year, between 1970 and 1971, and would be replaced by Phoenix Optical, who operated between 1971 and 1972.

In 1973 Shattuck Pharmacy opened in the subject building and would occupy 2428 Shattuck Avenue until at least 1992. A retailer called Berkeley Mart operated for some period between then and 2008 at the latest. A Greek restaurant called Pathos utilized the subject building between 2013 and 2016, and a restaurant called Barclay's occupied the building between 2017 and 2018. The current tenant, Noodles Fresh, has occupied the subject building since 2020.

Evaluation

California Register Evaluation

The property at 2428 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).¹¹ The subject building is not listed as a City of Berkeley Landmark or Structure of Merit.

Criterion 1 (Events)

2428 Shattuck Avenue does not appear to be individually eligible for listing in the California Register under Criterion 1 (Events). The subject property is not associated with events which made a significant contribution to the broad patterns of local or regional history, or the cultural heritage of California or the United States. The subject building was constructed in 1922 as a commercial building, at a time when commercial development south of downtown Berkeley and the adjacent blocks had been ongoing for over a decade. No significant events are known to have taken place at the subject building that would allow the building to rise to the level of significance necessary to be individually eligible for the California Register.

⁸ Kate Williams, "Pathos closed, Cha-Am closing, more news," Berkeleyside.org, October 28, 2016, <https://www.berkeleyside.org/2016/10/28/bites-pathos-closed-cha-am-closing-more-news>

⁹ Janelle Bitker, "In Berkeley, Barclay's Pub Closes Again," East Bay Express, January 29, 2018, <https://eastbayexpress.com/in-berkeley-barclays-pub-closes-again-2-1/>

¹⁰ "Concern to Go Into New Home," *Oakland Tribune*, November 29, 1940, 67.

¹¹ California State Office of Historic Preservation, Built Environment Resource Directory (BERD), Alameda County, updated March 2020.

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Criterion 2 (Persons)

2428 Shattuck Avenue does not appear to be individually eligible for listing in the California Register under Criterion 2 (Persons). The subject building was constructed for owner Basil K. Denbigh as a multi-tenant commercial building. Neither Denbigh nor subsequent owners or occupants at 2428 Shattuck Avenue appear to have made a significant impact on local, state, or national history such that the building could be found significant under Criterion 2.

Criterion 3 (Architecture)

2428 Shattuck Avenue does not appear to be individually eligible for listing in the California Register under Criterion 3 (Architecture) as a building that embodies the distinctive characteristics of a type, period, or method of construction. Completed in 1922, designed by local master architect James W. Plachek and erected by an unknown contractor(s), the building was altered several times by subsequent tenants. The building currently vaguely represent Plachek's original design through the overall layout of openings and the original clerestory and mullions, but many original details and expressions such as tile bands around the storefronts and plate glass, red clay roof tiles, and original bulkheads have been removed or altered. While designed by a locally prominent architect of merit, the original design was not a particularly detailed or expressive representation of Plachek's body of work which is better shown in existing City of Berkeley landmarks such as the Berkeley Public Library or the Heywood Building.

Criterion 4 (Information Potential)

2428 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 that has the potential to provide information important to the prehistory or history of the City of Berkeley, the state, or the nation. It does not appear to feature construction or material types, or embody engineering practices that would, with additional study, provide important information. Identification or evaluation of archaeological resources is beyond the scope of this study.

City of Berkeley Landmark and Structure of Merit Evaluation

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

The subject property at 2428 Shattuck Avenue does not appear to be eligible as a City of Berkeley Landmark. The subject building was constructed as a single-tenant store in 1922 and has been substantially altered by several tenants. 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. 2428 Shattuck Avenue was used for auto services, retail and restaurant businesses 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. 2428 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 Channing Way and Haste Street lacks visual, architectural, or historic distinctiveness or significance in its mixture of commercial and multi-family residential buildings dating between the early 1900s and 2022. Therefore, 2428 Shattuck Avenue is not eligible as a City of Berkeley Structure of Merit.

Conclusion

The commercial building at 2428 Shattuck Avenue, Berkeley, California, was designed by James W. Plachek and completed in 1922 for owner Basil K. Denbigh. The building was used by an auto parts shop until 1959, after when it was occupied by a variety of retail and restaurant tenants until the present day. 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

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(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."¹²

¹² 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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