



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

## 2712 - 2714 Telegraph Avenue

**Demolition Referral: Use Permit (#ZP2022-0179) to demolish two existing commercial buildings, originally constructed as residential buildings in 1904 (APN: 54-1714-5-1).**

### I. Application Basics

**A. Zoning District:** Corridor Commercial (C-C) Zoning District

#### B. Parties Involved:

- **Project Applicant** Studio KDA  
c/o Brian Carter  
1810 Sixth Street  
Berkeley, CA 94710
- **Evaluator** Mark Hulbert, Historic Architect  
Preservation Architecture  
446 17th Street #302  
Oakland, CA
- **Property Owner** 2712 Telegraph LLC  
c/o Michael Thomas  
2539 Telegraph Avenue  
Berkeley, CA 94704

**C. Staff Recommendation:** Consider evaluation, take no action & forward recommendations to the Zoning Adjustments Board.

## II. Background

On December 27, 2022, the applicant submitted a Use Permit application to demolish two, two-story commercial buildings located at 2712 - 2714 Telegraph Avenue [APN 54-1714-5-1], and construct a new, 6-story mixed-use building with 41 dwelling units above ground floor commercial space. The application is eligible for streamlined review per Senate Bill 330.

The Use Permit application #ZP2022-0179 is under review by the Zoning Officer and the project is tentatively scheduled for Zoning Adjustments Board (ZAB) consideration on September 14, 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 330<sup>1</sup>, 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.

---

<sup>1</sup> 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 buildings do 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 located one block south of the project site at 2740-2744 Telegraph Avenue (see Figure 1). The Marshall Mansion buildings were constructed in 1901 and 1905 in the Colonial Revival and Stockbroker Tudor styles, respectively.

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

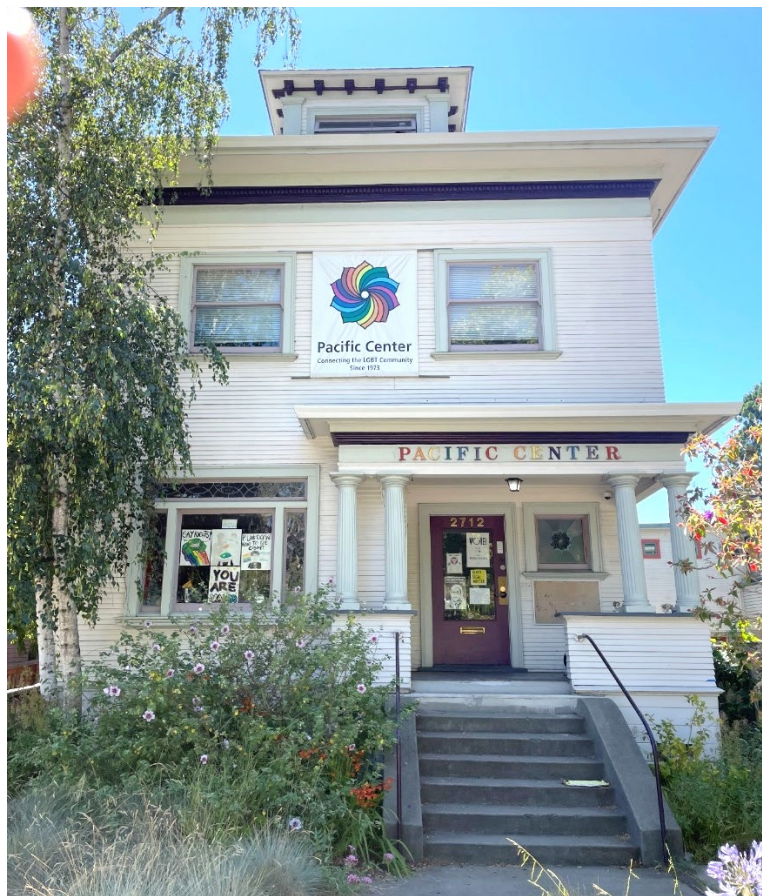


	Landmarks / Structure of Merit; LM,		Parcels
	Features		Demolished
	Districts		Partially Demolished

**Figure 2: Subject Property (2712 Telegraph Ave.), historic photograph (BAHA Archive, date unknown)**



**Figure 3: Subject Property (2712 Telegraph Ave.), current photograph (City staff, 2023)**



**Figure 4: Subject Property (2714 Telegraph Ave.), historic photograph (BAHA Archive, date unknown)**



**Figure 5: Subject Property (2714 Telegraph Ave.), current photograph (City staff, 2023)**



#### IV. Property Description

The historic resource evaluation (HRE) for the subject property, which consists of a historic evaluation report prepared by historic architect Mark Hulbert of Preservation Architecture on June 12, 2022, and a CA Department of Parks & Recreation (DPR) Form 523 (A/B/L) completed in 2004 by JRP Historical Consulting; 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 an approximately 8,700-square foot, interior lot located on the west side of Telegraph Avenue, south of Derby Street, and north of Ward Street in South Berkeley. This commercially-zoned parcel is flat and features two, detached main buildings.

**Building Descriptions:** The building referred to as 2712 Telegraph Avenue is situated on the northern half of the subject property. Its residential character reflects the Classic Box architectural style and features a hipped roof with a central dormer, two-and-a-half-story massing, rectangular "box" primary elevation with a recessed porch entrance supported by Classical columns, and is clad with painted wood board siding. The wood windows and doors are also painted. See Figures 2 and 3, above.

The 2714 Telegraph Avenue building is located on the southern half of the lot. Its residential character reflects the Brown Shingle architectural style with an unpainted wood shingle cladding, a hipped roof, two-and-a-half-story massing, and a central brick chimney on the primary façade and covered porch entry with a colonnaded banister on the south (side) elevation. It features painted wood windows and carved brackets beneath its eaves and window sills, and a decorative medallion on the upper story of the primary façade. See Figures 4 and 5, above.

The property has a central driveway with surface parking spaces in the rear setback area and mature trees and shrubs along the rear property boundary, within the front setback area, and adjacent the main buildings. The area surrounding 2712 Telegraph building is landscaped while a brick pavement surrounds the 2714 building.

A full description of the property is provided in the HRE, Attachment 1 of this report.

**Early Site History & Parcel Development:** The subject property was originally two separate parcels and both of the subject buildings are estimated to have been completed in 1904. According to the HRE, they were developed by John A. Marshall, a cement contractor-turned-building contractor, alongside three other residential buildings on the block face (four remain, one has been demolished).

The extant Classic Box building at 2712 Telegraph was originally constructed as a single-family dwelling. City records suggest that it was remodeled in the mid-1940s and sub-divided into as many as four dwelling units. The building at 2714 was originally a single-family dwelling, completed in 1904; it was converted to a duplex in 1968.

The lots were merged into a single parcel 1977. In 1978, just before the City enacted Neighborhood Preservation Ordinance, the residence at 2712 Telegraph was converted from residential use to offices. The City issued Use Permit #9151 in 1980 to convert the Brown Shingle at 2714 Telegraph to commercial use; it was immediately occupied by a disabled persons services organization, followed by several psychotherapists and other mental health professionals.

Since 1979, the Pacific Center for Human Growth has occupied the building at 2712 Telegraph Avenue. Founded in Berkeley in 1973, the Center provides mental health and social services to LGBTQIA+ populations in Berkeley and throughout Alameda County. The organization established its headquarters at the subject property and has expanded its operations to include a portion of the building at 2714 Telegraph during its 45-year tenure. In a correspondence to LPC, a representative of the organization has confirmed that it will vacate the property presently; see Attachment 2.

## V. Evaluation of Significance Criteria

**Historic Context**<sup>2</sup>: Study of the property at 2712 - 2714 Telegraph Avenue's significance in the HRE in Attachment 1 focuses on its early history, beginning with completion of the extant structures in 1904 and ending when the alterations occurred. Staff notes that a full study of this site might extend to at least 40 years prior to this evaluation (i.e. 1983), and allow for the investigation of notable occupants, such as organizations like the Pacific Center.

In order to understand and analyze the property's possible significance, the potential significance of the 1904 Classic Box and Brown Shingle-style buildings on the site should be considered under the theme of architecture. Additionally, the property's association with the Pacific Center could be contextualized with the historical themes of: social institutions and movements, and expressions of cultural values. Therefore, this evaluation of the property's historical significance, analyzes the significance criteria within the themes of architectural merit, and social and cultural history.

**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 buildings are 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 the buildings 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 property 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

---

<sup>2</sup> 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).

associations with events (CR-1, BMC Sections 3.24.110.A.2 and B.2), persons/organizations (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 subject property is connected to Berkeley's history of residential development during the years following construction of the two extant buildings and until they were altered occurred. Staff estimates this historical period to range from 1904 until the 1940s for 2712 Telegraph, and until 1967 for 2714 Telegraph. The research presented does not suggest that particular events of importance to Berkeley's residential development are linked to the site during these periods.

The property's commercial conversion in the 1970s saw the arrival of office tenants to the site, including social service organizations. The most notable is the long-term occupant Pacific Center for Human Growth, which serves LGBTQIA+ communities and, therefore, is discussed further below under the criterion for potential *cultural value*.

The buildings are largely intact and retain their original architectural design, thereby, expressing themselves as early 20<sup>th</sup>-century residential buildings despite their commercial use. Staff finds that, though they embody a direct connection to Berkeley's history, they do not appear to do so in an exceptional manner that warrants designation consideration under the criterion for *historical value*.

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

The Pacific Center for Human Growth has occupied the subject property continuously since 1979, and has been located in Berkeley since 1973. The organization provides individual and group mental health and social support services, serving LGBTQIA+ populations in Alameda County. The Center describes itself as the oldest LGBTQIA+ center in the East Bay and the third oldest in the country. For these reasons, the organization could be studied for its associations with social change and cultural heritage.

The HRE for this property omits a study of the Pacific Center, (ostensibly) because its tenure primarily occurred in the last 40-to-50 years. The National Parks Service<sup>3</sup> recognizes that LGBTQIA+ organizations are relatively new in the historical continuum, and therefore may represent an exception to the traditional 50-year threshold for historical maturity.

Staff recognizes that there is not enough information about Pacific Center or its historical context in the HRE from which to assess possible contributions to Berkeley's history and whether any importance is exhibited in the physical structures at 2712 and 2714 Telegraph Avenue. Nevertheless, staff concludes that the Center is likely distinctive and

---

<sup>3</sup> National Park Service and National Park Foundation, 2016. *LGBTQ America: A Theme Study of Lesbian, Gay, Bisexual, Transgender, and Queer History*. Published online at [www.nps.gov/subjects/tellingallamericansstories/lgbtqthemestudy.htm](http://www.nps.gov/subjects/tellingallamericansstories/lgbtqthemestudy.htm).

notable because of its focus and enduring service to an otherwise under-served and historically marginalized group. While the property's association with the Center has been definitively established, no determination can be made about the possible importance of the subject buildings as representatives of the Center or its history.

The subject property has a direct association with Pacific Center for Human Growth whose contributions to the evolution of culture may yet be determined. Whether the *cultural value* of those contributions is embodied in the buildings at 2712 and 2714 Telegraph has yet been determined. Therefore, staff recommends that the Commission encourage further study of the Center in spite of the regulatory limitations of this demolition referral under SB330; see Sections VI and VII of this report.

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

The subject buildings were originally designed in 1904 by architect Charles M. Cook. The architectural style of the 2712 Telegraph building can be described under the banner of Colonial Revival-style architecture as the Classic Box style, and the 2714 Telegraph building can be described under the First Bay Tradition, as a Brown Shingle style.

Based on a recent site visit, and in comparison to the historical photographs in Figures 2 and 4, both of the existing buildings on site appear to retain integrity from their first period of significance (1904). Most of the character-defining features of their original designs appear to remain intact. On 2712 Telegraph Avenue, the character-defining features as seen on the primary elevation include: Classic Box rectangular massing, narrow clapboard siding (painted), 2-over-2 single- and double-hung wood windows, raised front porch design, and Colonial Revival-style columns and detailing. On 2714 Telegraph Avenue, the character-defining features as seen on the primary elevation include: rectangular massing, exterior brown shingle cladding (unpainted), 2-over-2 single- and double-hung wood windows, raised side porch, exposed brick chimney, exposed brackets and rafter tails, Classical detailing and quatrefoil medallion.

Visible alterations on the 2712 primary elevation (front façade) include: removal of an ornamental balustrade above the front porch entry and top left window on the primary elevation, and removal of the corbel detailing underneath the second story soffit line.

The two buildings at the subject property are typical representatives of Classic Box and Brown Shingle residential architecture in Berkeley from the turn of the century. Several other examples of these styles remain extant throughout Berkeley and some are represented on the list of City of Berkeley Landmarks; thus, the subject property does not constitute the first, last, only, or most significant architectural property of its type in the Berkeley. These two buildings can be considered good intact examples of their respective styles, but may not rise to the level of *outstanding* examples or prototypes of the architectural style or period. The buildings at 2712 – 2714 Telegraph Avenue therefore do not appear to satisfy the criteria for architectural merit under BMC Section 3.24.110.A. However, architectural merit is discussed further under the Structure of Merit discussion below.

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. It is not likely to yield archeological information.

**LPO Criteria:**

Although the buildings at 2712 and 2714 Telegraph Avenue were not found to meet the criteria for City Landmark designation consideration, they appear to exhibit qualities that would align with at least two of the City’s Structure of Merit (SOM) designation criterion. In accordance with BMC Section 3.24.110.B, Paragraph 2, a property would be SOM eligible if:

- *The age of the structure is contemporary with... a designated landmark within its neighborhood...* (Paragraph a); OR
- *The structure is a good example of architectural design.* (Paragraph c)

The subject buildings were completed 1904, within a few years of the City Landmark Marshall Mansions, located one block south of the project site at 2740-2744 Telegraph Avenue. The Mansion structures were completed in 1901 and 1905. For this reason, the property would be eligible for SOM consideration.

As described previously, the subject buildings reflect the Classic Box (2712 Telegraph) and the Brown Shingle (2714 Telegraph) styles, retain many of the character-defining features on their primary, street-facing facades and are readily identifiable as examples these early 20<sup>th</sup> century designs. Though common throughout Berkeley and not found to be exceptional, these buildings may be considered *good* examples architectural design owing to the relative integrity of their primary façades.

The Commission should discuss this matter and determine whether further consideration is warranted.

## **VI. Rationale for Recommendation**

Staff recommends that the Commission review the HRE and consider taking no action to initiate the subject property for designation for the reasons described below.

### **SB330 Precludes Preservation Measures**

This Use Permit project application and request for demolition of the buildings at 2712-2714 Telegraph Avenue were submitted under the provision of SB330. In addition to limiting the number of public meetings the City may require for this Use Permit application, the provision would also preclude the City from including conditions of approval requiring preservation of the structures because the property was not a City Landmark or Structure of Merit site at the time of application. Therefore, an initiation cannot result in preservation of these structures.

### **Other Architectural Examples in Berkeley**

Though the structures may be good examples of the Classic Box and the Brown Shingle styles of residential architecture, an initiation would not result in the preservation of these buildings because of the SB330-status of the Use Permit application. As noted in the HRE, there are other good extant examples in Berkeley, some of which have received City Landmarks designation status.

Nevertheless, Commission may encourage the Use Permit applicant to consider HABS-like photographic documentation of the buildings prior to demolition.

### **Options for Further Historic Study of Pacific Center**

The HRE for this property omits an investigation of the Pacific Center, whose history of service to the LGBTQIA+ communities appears to warrant inquiry. While the Commission could defer this referral to a future hearing date and request that the applicant return with additional study, staff warns against this because doing so would result in an additional public meeting, thereby reducing the already limited number of meetings that the City may hold for this Use Permit consideration under the provisions of SB330.

As an alternative to initiating designation consideration and/or continuing this referral, the LPC could strongly encourage the applicant to undertake further study of the Pacific Center, and recommend to ZAB to include a condition of approval requiring such study prior to demolition. A supplemental HRE could be prepared by a cultural resource consultant with expertise in the study of historically marginalized communities and, specifically, the LGBTQIA+ context. A Condition of Approval on the Use Permit could ensure that the supplemental study occur prior to issuance of a demolition permit for the project. The Commission can make these and other suggestions to the both the project applicant and the ZAB.

The Commission must discuss these recommendations and, if necessary, provide direction to the applicant and staff.

## **VII. Recommendation**

After receiving a presentation from staff and any statements from interested parties and the public, staff recommends that the Commission:

- Discuss the site conditions and review the available materials.
- Weigh the limitations of SB330 on the ability to impose preservation measures.
- Encourage further study of the Pacific Center prior to the proposed demolition.
- Consider **taking no action** to initiate this property for local designation, pursuant to BMC Sections 3.24.110 and 23.326.070.

**Attachments:**

1. Historic Resource Evaluation for 2712 – 2714 Telegraph Avenue, prepared by Mark Hulbert of Preservation Architecture & including previous CA Dept. of Parks & Recreation Forms A & B prepared by JBI Consulting; dated November 7, 2022.
2. Memorandum from Panoramic Interests, dated June 12, 2023, including a letter from the Pacific Center for Human Growth, dated June 7, 2023.

**Prepared by:** Reina Kapadia, AICP, Senior Planner; rkapadia@berkeleyca.gov, (510) 981-7485 and  
Fatema Crane, Principal Planner/LPC Secretary; fcrane@berkeleyca.gov, (510) 981-7410



November 7, 2022

**2712-2714 Telegraph Ave., Berkeley  
City of Berkeley Historical Summary and Evaluation**

This historical and historic architectural evaluation addresses the existing individual property with its 2 buildings that span the above addresses and based on the City of Berkeley's *Landmarks Preservation Ordinance* (LPO) historical and cultural resource evaluation criteria. This overall effort has been based on site visits and the acquisition and review of previous records – including permits and historical evaluations provided by request from the State Office of Historic Preservation's Northwest Information Center:

- JRP Historical Consulting; State of California Department of Parks and Recreation (DPR) Forms 523A, 523B & 523L, *2712 Telegraph Avenue, Berkeley*; Dec.2004-Mar.2005, 3 pages; and *2714 Telegraph Avenue, Berkeley*; Dec.2004-Mar.2005, 3 pages (attached).

Per those previous historical evaluations, the subject property and its 2 buildings have been determined ineligible for the National Register (NR). As the prior evaluations also determined, the subject resources are additionally ineligible for the California Register (CR) based on the CR's equivalent criteria and consequent findings. Under both the NR and CR eligibility criteria:

- The buildings are not significant for their association with historical residential patterns or events in Berkeley, Alameda County, etc. (NR/CR Criterion A/1), as their original construction as single-family residences and later conversion to multi-family dwellings followed the typical pattern of residential development during this period.
- The buildings are not directly associated with any historically significant people (NR/CR Criterion B/2).
- The former residential buildings at 2712-2714 Telegraph Ave. do not embody distinctive characteristics of a type, period or method of construction, nor are they the work of an identified architect, or builder of historical importance, nor do they embody any artistic values (NR/CR Criterion C/3).
- Relative to potential historic architectural resources, the subject property has not yielded and at this juncture, beyond the contents of this and prior records, does not have any potential to yield additional information of any historical importance. (NR/CR Criterion D/4).

As further evaluated herein, the subject property and buildings are ineligible for designation as a City of Berkeley Landmark or Structure of Merit as these resources are not:

- First, last, only, outstanding or preservation-worthy.
- Contextually important.
- Architecturally related or compatible with nearby landmarks.
- Identifiably important to the history of the City of Berkeley.

Having lost their early 20th century residential contexts, in addition to having been altered, added to and converted to commercial uses, in the process losing any sense of potential historical cohesion, this row of former residences do not constitute a grouping of any identifiable historic importance.

**Summary History**

The subject parcel (APN 54-1714-5-01), with its 98 foot angled frontage and approximately 100 foot

depth, is located on the west side of Telegraph Ave. between Derby and Ward streets, which parcel houses 2 side-by-side, formerly residential now commercial buildings (figs.1-3). Built in 1904 on separate parcels (lots 4 and 5 of block N of the Leonard Tract, fig.3), their lots were combined c1977 (current lot 5-1, fig.4) and by which period their commercial uses were also legally established – permits record that 2712 was converted in 1978 and 2714 in 1964-66.

The original developer was John A. Marshall, a cement contractor who resided in the next block south. These 2 residences were constructed along with 3 others, 1 to the north and 2 to the south, of which 2 remain, the southernmost removed. Built speculatively, neither of the 2 subject residences appear to have ever been owner occupied. In 1906, per the previous evaluations, their first identified owners were Sadie Hale (2712) and Kate S. Herrick (2714). A wide range of owners and occupants ensued. Since 1978, 2714 has been occupied by a single tenant, the Pacific Center. From then until the property's 2022 sale, the overall property owner was Bernard Spiro.

No original or early permits have been located (though the previous historical evaluations indicated the 1904 dates of origin were per permit records, historic assessor's information indicated there were no available original permits). By the 1940s, their conversion to apartments began, with 2712 recorded as 4 apartments in the 1940 census. A 1944 building inspection recorded 2712 as apartments. The permit history is otherwise focused on the period of their commercial conversion and lot combination.

#### **Summary Descriptions** (figs.5-9)

2712 and 2714 were very similar designs. Some of their architectural treatments differ but they are exactly the same types and forms with minimally differentiated exterior designs. A range of other residences in the vicinity were likewise highly similar, as building notices attest, many for 2-story frame houses, some for the same developer and/or architect and/or builder as the subject houses. These speculative, 2-story frame houses were standard and formulaic.

Each are rectangular plans, 2-stories, wood frame, wood sided and trimmed, along with hipped, composition shingled roofs with continuous overhanging eaves. Doors and windows are wood, the latter mostly double hung with molded wood casings. Each has a shallow, single-story, sideward bay window (an angled bay at the south side of 2712 and north side of 2714). At 2712, the columnated entry and entry porch are at the front, the wood siding is rustic board, there are front and north side roof dormers at the partially finished attic and a large rear addition including a roof deck at the attic. At 2714, the entry and entry porch are at the south side, the walls are wood shingled, a partial stucco-partial brick chimney stands front and center, the basement has been partially finished, and there is a large rearward deck addition. Their landscaped frontward yards and entry paths have been maintained whereas the rear yards, where there were originally garages, have been given over to the large additions and paved parking, which is accessed via a driveway along the south side of 2714. An access ramp has also been added at the south side of 2712. A landing at the top of the ramp connects to both buildings. Both are essentially Colonia Revival style designs, 2712 more straightforwardly, as 2714 incorporates brown shingling along with Craftsman-like bracketing and ornamentation, including a cruciform emblem centered on the front. At 2712, the one unique feature is the picture window with leaded glass lites at the first floor front.

Alterations at 2712 include a replacement entry stair, the removal of balustrades atop the entry porch, the south side ramp addition, the replacement of all north side windows, and the large rear addition that returns along the rearward north side and includes an added square bay. Alteration at

2714 are more limited and are located at the rear, where there is a large deck addition and exterior doors and windows at the finished basement.

### **Associated Persons**

In this case, one person was directly associated with their original and early history, John A. Marshall, a Berkeley resident, cement contractor and, in the lexicon of his time, “capitalist.”

Though several of his own houses are designated Berkeley landmarks, there is no identified importance on the basis of Marshall’s association to those properties. In fact, there is otherwise readily available evidence that Marshall was in part a disreputable businessman and contractor who in part exemplified contracting corruption c1900 (see, for example, [http://berkeleyheritage.com/berkeley\\_landmarks/marshall-lindblom.html](http://berkeleyheritage.com/berkeley_landmarks/marshall-lindblom.html)).

As summarized, beginning in 1906, a wide range of owners (none of whom have been identified as occupants) and tenants ensued. The most recent owner, Bernard Spiro, was the longest property owner, from 1977 until 2021. In that same period, the Pacific Center has been Spiro’s tenant at 2712. Berkeley’s Pacific Center is an LGBTQIA+ community center founded in 1973 and is the oldest such center in the San Francisco Bay Area (see <https://www.pacificcenter.org/about-us>). A community services organization, the Pacific Center is and has been associated with a wide range of persons, rather than singular individuals.

### **Architects and Contractors**

The identified architect of the subject buildings was Charles H. Cook, who often worked with John Marshall, including on his contemporaneous residence at 2740 Telegraph. Marshall’s oft-times architect also had a dubious history (see [http://berkeleyheritage.com/eastbay\\_then-now/c.m.\\_cook.html](http://berkeleyheritage.com/eastbay_then-now/c.m._cook.html)).

The original contractor was previously identified as Marshall, yet that is not the case, as Marshall was a cement contractor, not a building contractor at the time. Rather, per a news clipping that appears to have been about the subject houses, John E. Bigelow was identified as Marshall’s contractor (*Organized Labor*, 29 October 1904).

### **Historic Contexts**

The 2712 and 2714 Telegraph Ave. buildings were speculatively developed in 1904, along with 3 others in a row (1 of which has been removed). They were altogether originally constructed in single-family residential neighborhood and residential development contexts, which then centrally included Telegraph Ave. Over the course of the 20th century, the Telegraph Ave. residential context increasingly gave way to multi-residential then commercial as well as institutional development. While the neighborhood residential setting survives within the neighborhood directly to the west, as exemplified by the commercial conversion of these 2 buildings, Telegraph Ave. has a broad mix of uses and buildings without a surviving residential development context.

### **Evaluation**

Per previous evaluation, the subject resources have been determined ineligible for the National and California registers yet have not been previously evaluated for potential local eligibility.

Under Berkeley's *LPO* (per BMC section 3.24.110), 2712-2714 Telegraph Ave. do not meet the evaluation criteria of a Berkeley Landmark on the basis of cultural, educational or historical value, as the subject resources:

- Are not associated with historic social, cultural or economic developments of the City as the original development and early residential use of these former residential buildings was part of a general pattern of early 20th century residential development in Berkeley. While the Pacific Center, the one long term user of the 2712 building (from c1978 to the present) has provided valuable community services throughout that period, as current users, their potential importance has not been assessed and is not presently identifiable (LPO Section A.2).
- Are not worth preserving for usefulness as an educational force as there is no potential educational value associated with these former residential buildings (LPO Section A.3).
- Do not embody or express the history of Berkeley, Alameda County, etc., as these originally common residences have been greatly altered and converted to commercial uses (LPO Section A.4).

Additionally, the subject resources do not fulfill Berkeley Landmark designation criteria on the basis of architectural merit, as:

- The subject buildings are not a "first, last, only or most significant architectural property of its type in the region" (LPO Sec.A.1.a). Many surviving residential buildings predate these resources and others are more architecturally distinctive, as a pair of examples readily demonstrates – the landmarked pair of Marshall Houses 1 block south. Of which, 2740 Telegraph Ave. was developed in 1903 by and for the same property owner and architect as were responsible for 2712-2714 Telegraph. Another landmarked residential property, the Morrison House at 2532 Benvenue Ave., also dates to 1903 and is of greater interest, individually and contextually, than the subject buildings. Further, there are many such period style residences throughout the surroundings, one direct, non-landmarked example being 2619 Ellsworth, which is another better example architecturally and contextually.
- The buildings at 2712-2714 Telegraph Ave. are not prototypical or outstanding. Nor, per the above cited examples, are they individually notable works or the best surviving works of their architect or builder (LPO Sec.A.1.b).
- The subject buildings are not architecturally exceptional so are not worthy of preservation (LPO Sec.A.1.c).

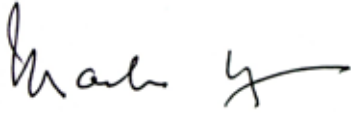
Finally, the subject buildings do not meet Berkeley Structure of Merit criteria as:

- The existing buildings are not worthy of preservation as part of the neighborhood, block, street frontage, and as part of a group of buildings that includes landmarks (LPO Sec.B.1).
- The ages of the 2 subject structures are contemporary with a designated landmark within the neighborhood (The Marshall House at 2740 Telegraph Ave. (LPO Sec.B.2.a1).
- The subject buildings are not contemporary with an historic period or event of significance to the City, as these 1904 residences were typical of residential development in Berkeley in and following their period of origin (LPO Sec.B.2.a2).
- As also noted above, a number of Berkeley Landmarks stand nearby and to which the subject buildings are not equivalent or compatible in size, scale, style, materials or design (LPO Sec.B.2b).
- The subject buildings are average examples of architectural design, in addition to having been converted and altered (LPO Sec.B.2c).

- The existing buildings have no identifiable historical significance to the City of Berkeley and/or to the neighborhood, etc. (LPO Sec.B.2d).

In conclusion, 2712-2714 Telegraph Ave. in Berkeley does not meet any criteria for potential designation as City of Berkeley Landmarks. Further, the one and highly general Structure of Merit criteria the subject buildings meet is their being contemporary to a nearby landmark, yet to which they are weakly associated and not architecturally comparable, so the 2712-2714 Telegraph Ave. are also not eligible as Berkeley Structures 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 & Historic Resource Consultant

attached: figs.1-9 (pp.6-10); copies of prior 2015 (6 pages) and 1987 (3 pages) DPR forms



Fig.1 – 2712-2714 Telegraph Ave. (highlighted) – Location aerial (Google Earth, 2022, north is up)

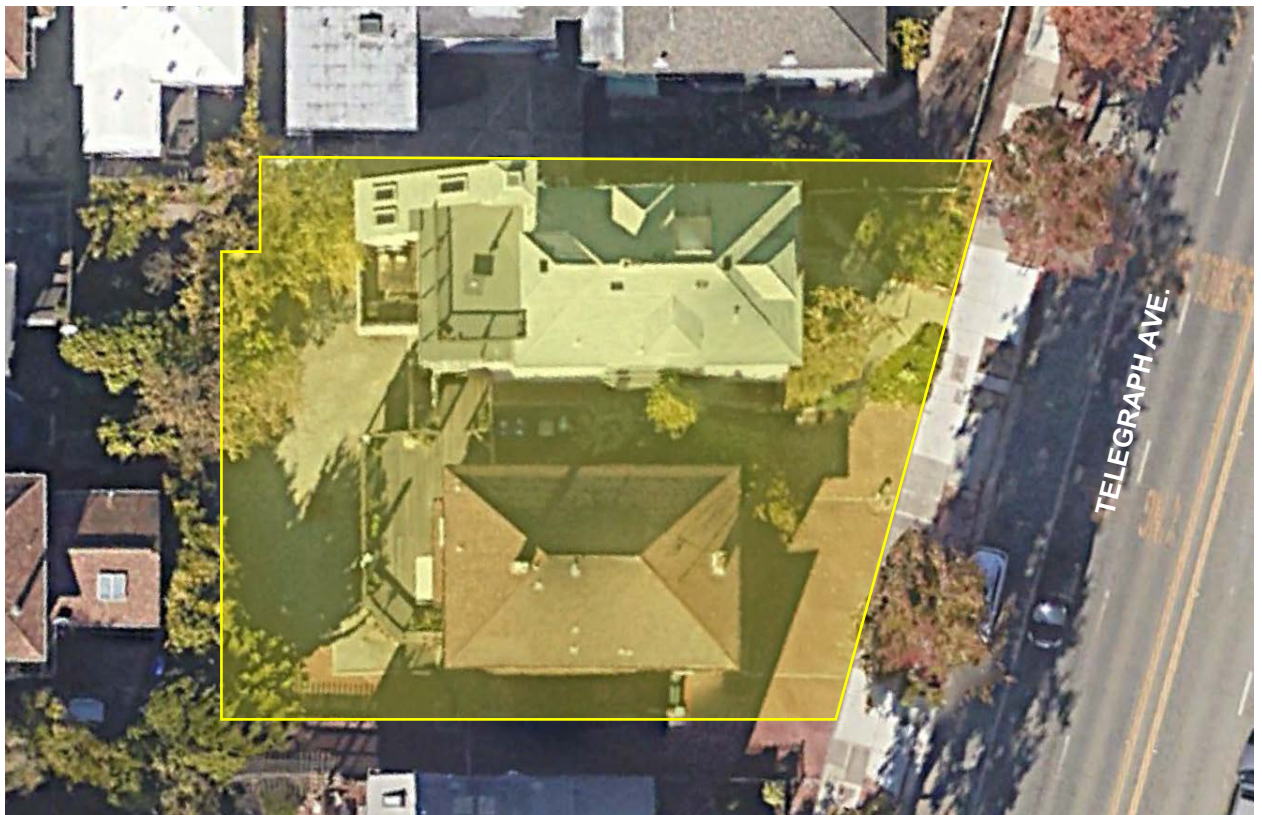
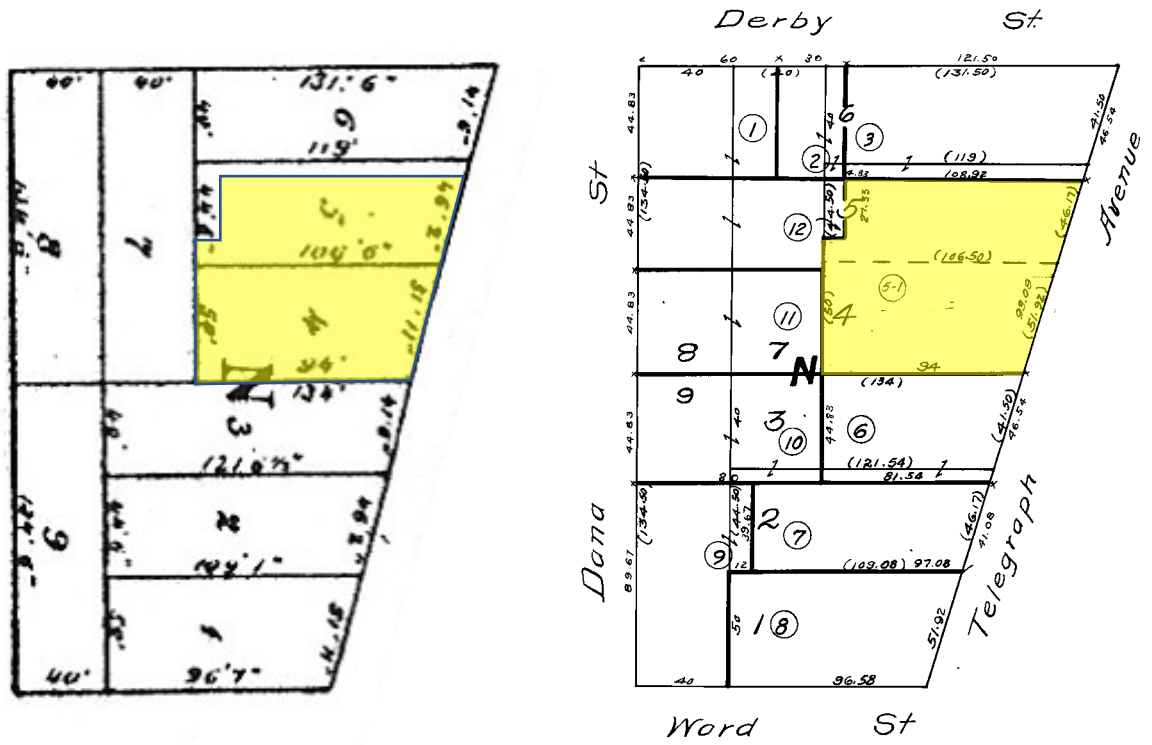


Fig.2 – 2712 (above) & 2714 (below) Telegraph Ave. (highlighted) – Aerial (Google Earth, 2022, north is up)



Figs.3-4 – 2712-2714 Telegraph Ave. (highlighted) – from 1875 Leonard Tract map (left) and Assessor’s parcel map (right – north is up)



Fig.5 – 2712 (right) - 2714 (left) Telegraph Ave. – Front (east) from Telegraph Ave. (Google Earth, 2022)



Fig.6 – 2712 Telegraph Ave. – Front and north side (figs.6-9, MH 2022)



Fig.7 – 2714 Telegraph Ave. – South side and front



Fig.8 – 2712 Telegraph Ave. – Rear addition at south side



Fig.9 – 2714 Telegraph Ave. – Rear with 2712 beyond

162998

State of California – The Resources Agency DEPARTMENT OF PARKS AND RECREATION <b>PRIMARY RECORD</b>	Primary # _____ HRI # _____ Trinomial _____ NRHP Status Code <u>6Z</u> <u>(68)</u>
	Other Listings _____ Review Code _____ Reviewer _____ Date _____

Page 1 of 3 \*Resource Name or # (Assigned by recorder) Map Reference No. 03-03

**P1. Other Identifier:** 2712 Telegraph Avenue

**\*P2. Location:**  Not for Publication  Unrestricted  
 and (P2b and P2c or P2d. Attach a Location Map as necessary.)

\*a. County Alameda

\*b. **USGS 7.5' Quad** Oakland West **Date** 1959, photorevised 1980 T \_\_\_\_\_; R \_\_\_\_\_; \_\_\_\_\_ ¼ of Sec \_\_\_\_\_; \_\_\_\_\_ B.M.

c. Address 2712 Telegraph Avenue City Berkeley zip 94705

d. UTM: (give more than one for large and/or linear resources) Zone \_\_\_\_\_; \_\_\_\_\_ mE/ \_\_\_\_\_ mN

e. Other Locational Data: (e.g., parcel #, directions to resource, elevation, etc., as appropriate)

APN: 054-1714-005-01

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

Located on this .20 acre parcel is a two story Colonial Revival-style house, constructed in 1904. This square building is topped with a composition-shingle hip roof clad and includes with an interior chimney and a skylight on the north side. It features a plain cornice, two hip roof dormers with pilasters set with casement windows in original wood frames. The building is sheathed in clapboard siding with shiplap wood siding on the ground floor. Fenestration consists of mixture of original one-over-one double-hung wood windows, a multi-light casement window and one fixed window surrounded by leaded windows. Located on the south side is a three-part bay window with original one-over-one wood windows. The recessed entrance is sheltered by a partial hip roof supported by fluted columns and has a solid balustrade. Concrete steps and metal railings lead to a glazed wood door. A wood ramp on the south side leads to a deck and the rear (west) of the house. On this side is also an irregular in plan, modern addition constructed some time after 1953. The addition is topped with a flat and shed roof, has an exterior chimney and is sheathed in clapboard siding.

**\*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 (Isolates, etc.)



**P5b. Description of Photo:** (View, date, accession #) Camera facing southeast

**\*P6. Date Constructed/Age and Sources:**

Historic  Prehistoric  Both  
1904 / Building Permit

**\*P7. Owner and Address:**

Bernard Spiro  
5663 Florence Terrace  
Oakland, CA 94611-2003

**\*P8. Recorded by:** (Name, affiliation, address)

Toni Webb  
JRP Historical Consulting  
1490 Drew Ave, Suite 110  
Davis, CA 95616

**\*P9. Date Recorded:** December 2004

**\*P10. Survey Type:** (Describe) Intensive

**\*P11. Report Citation:** (Cite survey report and other sources, or enter "none.") JRP Historical Consulting, "Historic Properties Inventory and Evaluation: East Bay Bus Rapid Transit Project."

**\*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) \_\_\_\_\_

DPR 523A (1/95)

\*Required Information

State of California – The Resources Agency  
DEPARTMENT OF PARKS AND RECREATION  
**BUILDING, STRUCTURE, AND OBJECT RECORD**

Primary # \_\_\_\_\_  
HRI # \_\_\_\_\_

Page 2 of 3

\*NRHP Status Code 6Z

\*Resource Name or # (Assigned by recorder) Map Reference No. 03-03

B1. Historic Name: \_\_\_\_\_

B2. Common Name: Pacific Center

B3. Original Use: Residential B4. Present Use: Commercial

\*B5. Architectural Style: Colonial Revival with Classic Box Elements

\*B6. Construction History: (Construction date, alteration, and date of alterations) 1905; rear addition – after 1950, removal of  
ballonets, replaced cornice; metal railings and concrete steps

\*B7. Moved?  No  Yes  Unknown Date: Original Location: underline TR12

\*B8. Related Features: None

B9. Architect: Charles M. Cook b. Builder: John A. Marshall

\*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.)

This building does not appear to meet the criteria for listing in the National Register of Historic Places or the California Register of Historic Resources, nor does it appear to be a historical resource for the purposes of CEQA. The building is located on Lot 5, Block N of the Leonard Tract, part of the 160-acre tract of land James Leonard claimed in 1852 under the Possessory Act enacted that same year. This act gave American citizens the right to claim ownership of up to 160 acres of land provided that "to the best of [a settler's] knowledge and belief" the land was not already privately owned. Leonard farmed the land, which stretched roughly between present-day Addison Street on the north and Russell Street on the south between Ellsworth Street and Telegraph Avenue. In 1864, Leonard sold parts of the tract north of Dwight Avenue to the College of California (later University of California) for the campus and also to form the a section of the original College Homestead Tract. Leonard lived on the land until 1865 after which it was sold and subdivided. Much of the Leonard Tract, including the 2700 block of Telegraph Avenue, was annexed into the city in 1891. By 1911, this stretch of Telegraph Avenue was dominated by large, single-family dwellings. John A. Marshall constructed this Charles M. Cook-designed building, and five adjacent houses fronting Telegraph Avenue and Dana Street, in 1904. A former cement contractor, by the turn of the century Marshall was already a successful contractor. While Marshall constructed the building, he never reside at this address, in fact he constructed another imposing residence for himself a block south (2744 Telegraph Avenue) and by 1910, was residing on Haste Street. (See continuation sheet.)

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

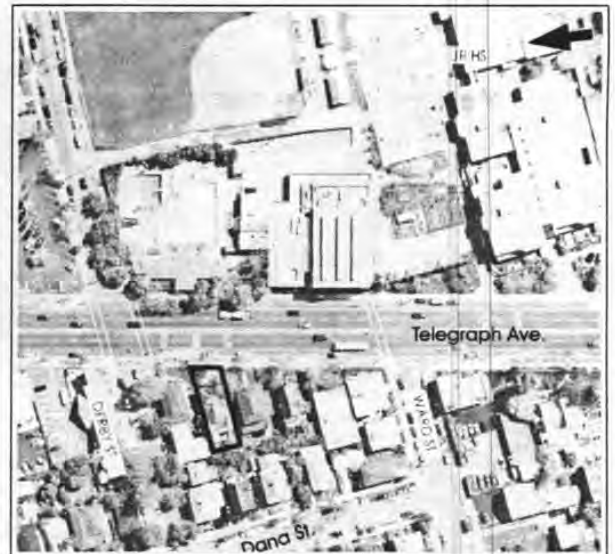
\*B12. References: Sanborn Map Company, *Sanborn Fire Insurance Maps*, Berkeley, Alameda County, California, Volume 2, Sheet 159-160, (New York: Sanborn Map Company), 1911-1950; Kelt Directory Company, *Kelt's Geographical Directory, Oakland and the East Bay Cities*, (Kelt Directory Co.: Oakland, California, March 1936); Berkeley City Block Books, 1906-1921, available at Berkeley Architectural Heritage Association (BAHA); "Truly Bay Area Houses," *Berkeley Gazette*, 12 January 1998; Ormsby Donogh Collection, 2712 Telegraph Avenue, BAHA; Oakland Building Permit 157, December 24, 1904.

B13. Remarks:

\*B14. Evaluator: Toni Webb

\*Date of Evaluation: March 2005

(This space reserved for official comments.)



State of California – The Resources Agency  
DEPARTMENT OF PARKS AND RECREATION  
**CONTINUATION SHEET**

Primary # \_\_\_\_\_  
HRI # \_\_\_\_\_  
Trinomial \_\_\_\_\_

Page 3 of 3

\*Resource Name or # (Assigned by recorder) Map Reference No. 03-03

\*Recorded by Toni Webb \*Date December 1, 2004  Continuation  Update

**B10. Significance (continued):**

Sadie Hale is the first known owner of the property in 1906; however it is unclear if she ever lived in building. By 1910 the property was being rented by A. F. Kockenbauer and his family. In the early 1920s Mary E. Cole owned the property, renting it to Carl H. Schmidt, an executive at a local company, and his wife Emma. The residence remained a rental unit into the 1930s when Oakland real estate agent Harlow E. Wolcott and his wife owned the house. It appears the Wolcotts retained ownership of the property into the mid 1940s, when Hallie C. and Avis G. Clark purchased the property in 1947. The house was likely converted into a quadraplex in the 1940s. The Clarks rented the house to various tenants into the mid 1950s. It became the Pacific Center, a lesbian, gay, bisexual and transgender community service center in 1974.

The building does not appear to be significant for its association with commercial development in Berkeley or Alameda County (Criterion A and 1), a context under which it might be considered, as its original construction as a single-family residence and its conversion into a multi-family dwelling followed the typical pattern of residential development during this period. While John Marshall constructed the building, he never resided at that address. It does not appear that any of the other known owner or tenants gained distinction within their respective fields (Criterion B and 2). This building has been heavily altered over its hundred-year history. The most notable alterations include a large addition attached to the northwest corner of the building, the removal of the bracketed cornice and balconets all of which were completed after 1950. Additionally, the stepped stoop was replaced by simple concrete steps in the 1940s, original wood windows were replaced with metal casement windows on the buildings north side, and a wood ramp and deck was constructed on its south side. All of these alterations have substantially damaged the building's historic integrity. As modified Colonial Revival-style house, it does not appear to be eligible under Criterion C (3) nor does not appear to be a principal source of important information (Criterion D and 4). Furthermore, this property has been evaluated in accordance with Section 15064.5(a)(2)-(3) of the CEQA Guidelines, using the criteria outlined in Section 5024.1 of the California Public Resources Code.



Figure 1. 2712 Telegraph Avenue, 1939  
[Ormsby Donogh Collection, Berkeley Architectural Heritage Association]

162999

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

Page 1 of 3 \*Resource Name or # (Assigned by recorder) Map Reference No. 03-04

P1. Other Identifier: 2714 Telegraph Avenue

\*P2. Location:  Not for Publication  Unrestricted  
 and (P2b and P2c or P2d. Attach a Location Map as necessary.)

\*a. County Alameda

\*b. USGS 7.5' Quad Oakland East Date 1959, photorevised 1980 T \_\_\_\_\_; R \_\_\_\_\_; \_\_\_\_\_ of Sec \_\_\_\_\_; \_\_\_\_\_ B.M.

c. Address 2714 Telegraph Avenue City Berkeley Zip 94705

d. UTM: (give more than one for large and/or linear resources) Zone \_\_\_\_\_; \_\_\_\_\_ mE/ \_\_\_\_\_ mN

e. Other Locational Data: (e.g., parcel #, directions to resource, elevation, etc., as appropriate)

APN: 054-1714-005-01 (a)

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

Located at 2714 Telegraph Avenue is a two-story, house constructed in 1905. The building is a mixture of the First Bay Tradition's Brown Shingle, Colonial Revival and Mission styles. Sheathed in wood shingle siding, it is topped by a composition-shingle hip roof with slightly flared eaves and modillion cornice, which is repeated below the second-floor overhang. An exterior stucco-clad chimney with clinker-brick corbelling and wrought-iron chimney brace dominates the façade. The main entrance, accessed by wood steps, is sited on the south side of the building, sheltered beneath a hip roof supported by large, square columns and a heavy, turned balustrade. The wide wood front door includes a quatrefoil window with sidelights. A more elaborate quatrefoil also decorates the façade. Fenestration throughout consists of one-over-one double-hung original wood windows, some with bracketed aprons and dented drip caps. A large wood deck, likely added within the last ten years, is attached to the buildings north side.

\*P3b. Resource Attributes: (List attributes and codes) (HP2) Single Family Property

\*P4. Resources Present:  Building  Structure  Object  Site  District  Element of District  Other (Isolates, etc.)



\*P5b. Description of Photo: (View, date, accession #) Camera facing west

\*P6. Date Constructed/Age and Sources:  
 Historic  Prehistoric  Both  
1904 / Building Permits

\*P7. Owner and Address:  
Bernard Spiro  
5663 Florence Terrace  
Oakland, CA 94611-2003

\*P8. Recorded by: (Name, affiliation, address)  
Toni Webb  
JRP Historical Consulting  
1490 Drew Ave, Suite 110  
Davis, CA 95616

\*P9. Date Recorded: December 2004

\*P10. Survey Type: (Describe) Intensive

\*P11. Report Citation: (Cite survey report and other sources, or enter "none.") JRP Historical Consulting, "Historic Properties Inventory and Evaluation: East Bay Bus Rapid Transit Project."

\*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) \_\_\_\_\_

DPR 523A (1/95)

\*Required Information

State of California – The Resources Agency  
DEPARTMENT OF PARKS AND RECREATION  
**BUILDING, STRUCTURE, AND OBJECT RECORD**

Primary # \_\_\_\_\_  
HRI # \_\_\_\_\_

Page 2 of 3

\*NRHP Status Code 6Z

\*Resource Name or # (Assigned by recorder) Map Reference No. 03-04

B1. Historic Name: \_\_\_\_\_

B2. Common Name: \_\_\_\_\_

B3. Original Use: Residential B4. Present Use: Residential

\*B5. Architectural Style: First Bay Tradition's Brown Shingle, Colonial Revival and Mission

\*B6. Construction History: (Construction date, alteration, and date of alterations) 1904

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

\*B8. Related Features: None

B9. Architect: Charles M. Cook b. Builder: John A. Marshall

\*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.)

This building does not appear to meet the criteria for listing in the National Register of Historic Places or the California Register of Historic Resources, nor does it appear to be a historical resource for the purposes of CEQA. The building is located on Lot 5, Block N of the Leonard Tract, part of the 160-acre tract of land James Leonard claimed in 1852 under the Possessory Act enacted that same year. This act gave American citizens the right to claim ownership of up to 160 acres of land provided that "to the best of [a settler's] knowledge and belief" the land was not already privately owned. Leonard farmed the land, which stretched roughly between present-day Addison Street on the north and Russell Street on the south between Ellsworth Street and Telegraph Avenue. In 1864, Leonard sold parts of the tract north of Dwight Avenue to the College of California (later University of California) for the campus and also to form the a section of the original College Homestead Tract. Leonard lived on the land until 1865 after which it was sold and subdivided. Much of the Leonard Tract, including the 2700 block of Telegraph Avenue, was annexed into the city in 1891. By 1911, this stretch of Telegraph Avenue was dominated by large, single-family dwellings. John A. Marshall constructed this Charles M. Cook-designed building, and five adjacent houses fronting Telegraph Avenue and Dana Street, in 1904. A former cement contractor, by the turn of the century Marshall was already a successful contractor. While Marshall constructed the building, he never reside at this address, in fact he constructed another imposing residence for himself a block south (2744 Telegraph Avenue) and by 1910, was residing on Haste Street. (See Continuation Sheet)

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

\*B12. References: Sanborn Map Company, *Sanborn Fire Insurance Maps*, Berkeley, Alameda County, California, Volume 2, Sheet 159-160, (New York: Sanborn Map Company), 1911-1950; Kelt Directory Company, *Kelt's Geographical Directory, Oakland on the East Bay Cities*, (Kelt Directory Co.: Oakland, California, March 1936); Berkeley City Block Books, 1906-1921, available at Berkeley Architectural Heritage Association (BAHA); "Truly Bay Area Houses," *Berkeley Gazette*, 12 January 1998; Ormsby Donogh Collection, 2714 Telegraph Avenue, BAHA; Oakland Building Permit 39, October 15, 1904.

B13. Remarks:

\*B14. Evaluator: Toni Webb

\*Date of Evaluation: March 2005

(This space reserved for official comments.)

DPR 523B (1/95)



\*Required Information

<b>State of California – The Resources Agency</b> <b>DEPARTMENT OF PARKS AND RECREATION</b> <b>CONTINUATION SHEET</b>	<b>Primary #</b> _____ <b>HRI #</b> _____ <b>Trinomial</b> _____
---	--

Page 3 of 3

\*Resource Name or # (Assigned by recorder) Map Reference No. 03-04

\*Recorded by Toni Webb \*Date December 1, 2004  Continuation  Update

**B10. Significance (continued):**

Research revealed little about the early owners or occupants of the building. Kate S. Herrick owned the property in 1906. By 1920, Carl H. Schmidt and his family were renting the house. In 1921 it was owned by John Muldoon. By 1930 it was being rented by Walter O. Heder, a salesman for a dry goods store, and his family, along with roomer John P. Tucker, a manager of an auto parts store. In 1931 it was owned by Berkeley YMCA and the Alameda County Tuberculosis Association. The building does not appear to be associated with any historically significant people (Criterion B and 2). Historical research does not suggest that the building's previous or current owners or tenants gained distinct significance within their fields.

Despite the modern wood deck on its north side and the removal of the second-floor balconets, this building retains much of its historic integrity. The building employs a mixture of style, but its basic design, specifically the shingle siding, second-floor overhang and heavy chimney with clinker-brick corbelling, appears to be influenced by the region's ubiquitous Brown Shingle style. It also includes Colonial Revival details like the modillion cornice, the porch's large, square columns with heavy, turned balustrade, dentiled drip caps and bracketed aprons. The quatrefoil motif on the façade and main door together with the elaborate wrought-iron chimney are reminiscent of the Mission Revival style. Even though the building retains its integrity, it does not appear to embody distinctive characteristics of a type, period or method of construction, nor does it appear to be a work of a master (Criterion C and 3). Furthermore, it does not appear to be a principal source of important information (Criterion D and 4). This property has been evaluated in accordance with Section 15064.5(a)(2)-(3) of the CEQA Guidelines, using the criteria outlined in Section 5024.1 of the California Public Resources Code.

State of California - The Resources Agency  
DEPARTMENT OF PARKS AND RECREATION

Primary#  
HRI #  
Trinomial

## CONTINUATION SHEET

Property Name: 2712-2714 Telegraph Avenue, Berkeley

Page 1 of 1

\*Recorded by: Mark Hulbert, Preservation Architecture \*Date November 7, 2022

Continuation  Update

### Significance

This continuation sheet updates previous evaluations by specifically confirming that the subject resources are not eligible for the California Register of Historical Resources (CR).

### Evaluation

To be eligible for listing on the CR, a resource must be historically significant at the local, state, or national level under one or more of the following four criteria.

*Criterion 1* – The 2712-2714 Telegraph Ave. buildings are not significant for their association with historical residential patterns or events in Berkeley, Alameda County, etc., as their original construction as single-family residences and later conversion to multi-family dwellings followed the typical pattern of residential development during their period. Additionally, while the Pacific Center, the one long term user of the 2712 building (from c1978 to the present) has provided valuable community services throughout that period, as current users, their potential importance has not been assessed and is not presently identifiable. Thus, the subject resources do not meet *CR criterion 1*.

*Criterion 2* – The buildings are not directly associated with any historically significant people. In this case, one person was directly associated with their original and early history, John A. Marshall, who was the property owner and developer in 1904. Though several of his own houses are designated Berkeley landmarks, none have identified importance on the basis of Marshall's association. To the contrary, there is readily available evidence that Marshall was, in part, a disreputable businessman and contractor. So he has no potential historical importance to Berkeley, Alameda County, etc.

A wide range of property owners (none of whom have been identified as occupants) and tenants ensued, none of whom are identifiably import persons. Consequently, the subject property and its buildings do not meet *CR criterion 2*.

*Criterion 3* – The former residential buildings at 2712-2714 Telegraph Ave. do not embody distinctive characteristics of a type, period or method of construction, nor are they the work of an identified architect or builder of historical importance. Both were common Colonial style residences, both since altered and converted.

The identified architect of both buildings, Charles H. Cook, was developer John A. Marshall's oft-times architect and had a similarly disreputable history. Nor do this site or buildings embody any artistic values. Therefore, 2712-2714 Telegraph Ave. have no identifiable design or construction significance under *CR criterion 3*.

*Criterion 4* – Relative to potential historic architectural resources, the subject resources have not yielded and at this juncture, beyond the contents of this and prior records, do not have any potential to yield additional information of any historical importance, so the subject resources do not meet *CR criterion 4*.

*Conclusion* – Per the California Register criteria, 2712-2714 Telegraph Ave. in Berkeley lacks potential historical significance.



## MEMORANDUM

To: Fatema Crane, Landmarks Preservation Commission Secretary  
From: Michael Thomas, Panoramic Interests  
Date: June 12, 2023  
Subject: Pacific Center and 2712 Telegraph LLC

I am writing this to ensure that Berkeley's leadership and departmental staff receive documentation displaying the positive relationship between the Owner at 2712 Telegraph (an affiliate of Panoramic Interests, "2712 Telegraph LLC") and the Pacific Center.

1. The Pacific Center, the current tenant at 2712 Telegraph, is moving into a new office owned by an affiliate of the Owner on August 1, 2023. It is located at 2130 Center St. in Berkeley (pictured below) and received the 2013 Berkeley Design Advocates Award for Design Excellence.
2. Addressing a longstanding concern of the current facility, the new office is ADA accessible, with an elevator and single level access for Pacific Center's clients and staff. This is a welcome improvement from the current office.
3. From 2712 Telegraph, the Owner has donated the stained-glass windows and signage letters to the Pacific Center, and has offered the Pacific Center rights to take anything else emblematic of their history to move into their new space.
4. The Owner and the Pacific Center will be working together to come up with a permanent visual display in the lobby of the new building at 2712 Telegraph, honoring the Pacific Center's rich history.
5. Please see the letter included from the Pacific Center's Executive Director.

Thank you.

Cc: Katrina Lapira, Charles Kahn





June 7, 2023

To Whom It May Concern,

My name is Lasara Firefox Allen, and I am the Executive Director for the Pacific Center for Human Growth, the current tenant at 2712 Telegraph Avenue.

We met the development team at Panoramic Interests over a year ago when they purchased our current location, and have built a good relationship with them. They listened to our needs, and were open to working with us toward solutions that will serve our community.

Later this summer we will be moving into a new office space on Center Street that Panoramic Interests owns. The new location will serve the organization in robust ways; not only is the new space centrally located near BART, UC Berkeley, and the high school, it is far more accessible for community members with disabilities.

While there is some sadness about losing the history of our current home, Panoramic Interest intends to memorialize Pacific Center in their new build, and this will go a long way toward assuaging the community's sense of loss.

In addition to our new office, Panoramic Interests also provided the location for our 50th anniversary gala on their rooftop deck. The space was lovely, and the event was a smashing success.

We are thankful for the partnership.

Sincerely,

A handwritten signature in black ink, appearing to be "Lasara Firefox Allen". The signature is fluid and cursive, with a large initial "L" and "A".

Lasara Firefox Allen (they/them/Mx.)  
Pacific Center for Human Growth

2712 Telegraph Ave, Berkeley, CA 94705

lasara@pacificcenter.org | 707-293-5153