



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
DECEMBER 7, 2023

2037 Durant Avenue

Demolition Referral: Use Permit (#ZP2023-0064) to demolish an existing one-story commercial building, originally constructed in 1949 and subsequently altered (APN: 55-1894-2).

I. Application Basics

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

B. Parties Involved:

- **Project Applicant** Kim Fisher
Studio KDA
1810 Sixth Street
Berkeley, CA 94710
- **Evaluator** Left Coast Architectural History
P.O. Box 70415
Richmond, CA 94807
- **Property Owner** Janice Yi Lee and Jonathon Yi
1624 Campesino Court
Alamo, CA 94507

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

II. Background

On May 30, 2023, the applicant submitted a Use Permit application to demolish a one-story commercial building located at 2037 Durant Avenue [APN 55-1894-2], and construct a new, 8-story, residential building with 74 dwelling units above ground floor lobby and 1,550 square feet of retail space. The application is eligible for streamlined review per Senate Bill 330.

The Use Permit application #ZP2023-0064 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 adjacent to multiple City of Berkeley landmark sites. The nearest City of Berkeley Landmarks/Structures of Merit are: Boone’s University School constructed in 1877, directly to the west of the project site at 2029 Durant Avenue; the Corder Building constructed in 1928, directly to the east at 2300 Shattuck Avenue; and the Broad House and Apartment Building dating to 1898 directly to the north/rear of the project site at 2030 Bancroft Way (see Figure 1). Additional nearby landmarks include the Fidelity Savings Building across the street to the east at 2323 Shattuck Avenue; the Morse Block one block north at 2276 Shattuck Avenue; the Masonic Temple at the northeast corner of Shattuck Avenue and Bancroft Way; and the Wallace Clark Building one block southeast at 2375 Shattuck Avenue.

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



Figure 2: Subject Property, historical image, 1949 (Berkeley Architectural Heritage Association [via Left Coast Architectural History, 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 Left Coast Architectural History in March 2021; please see Attachment 1 of this report. The following description derives from the information contained in the HRE, visual observation, as well as the City's land use archives and building permit records.

Parcel Description: The subject property is a rectangular parcel located on the north side of Durant Avenue, west of Shattuck Avenue and south of Bancroft Way in the southern portion of Downtown Berkeley. The parcel directly east of the project site (across an alley) at the northwest corner of Shattuck Avenue and Durant Avenue is a four-story mixed-use building that fronts onto Shattuck Avenue (the Corder Building). The parcel directly west of the project site is an 1877 Italianate-style structure (originally Boone's University School, a private academy) currently used as a community center (the Persian Center).

Building Description: The subject property is developed with a single-story commercial (more specifically, automotive) building. The structure, completed in 1949, was designed by notable local architect John Buyko Anthony in a transitional Googie architectural style. The concrete building is rectangular in plan with a flat roof covering a truss ceiling. The southeast corner of the building is recessed under the cantilevered roof awning (pierced with four rectangular openings) designed to accommodate the entry of vehicles into the garage, and the façade curves to meet this driveway entry. At the southwest corner of the building an angular fin marquee projects upward, which formerly bore signage. The storefront facing onto Durant Avenue features a metal system and large plate glass windows.

Early Site History & Parcel Development: The subject property was originally developed with a single-family residence c. 1904, and re-developed with the extant automotive use building on the site in 1949, towards the end of a period of commercial growth in downtown Berkeley. The building was designed by architect John B. Anthony and built by Inden Co. for Berkeley Motors. The subject building was developed as an ancillary building to the main Berkeley Motors showroom located across the street to the south at the southwest corner of Durant Avenue and Shattuck Avenue (2352 Shattuck Avenue), also designed by John B. Anthony in 1947 (since demolished). The LPC reviewed the demolition referral for the 2352 Shattuck Avenue Berkeley Motors Showroom building at its March 7, 2019 meeting, and took no action; the building has since been demolished and the site redeveloped with a mixed-use residential building. The subject 2037 Durant Avenue building was used as a support facility for Berkeley Motors, housing its service department. The property was later acquired by Husted's Auto Body/Towing which also used the site for auto maintenance and repair services from 2007 through the present.

In 1989, a fire resulted from the Loma Prieta earthquake and destroyed the subject building except for its exterior walls. The building was reconstructed in 1993 following the 1989 fire destruction. At that time, the framing of the storefront windows was reconstructed in a new fashion, not exactly recreating the historic appearance. The earliest available historic photograph dates to 1949 (Figure 2). Figure 3 shows the current condition of the building, reflecting the change to the storefront window and entry system.

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 2037 Durant Avenue would have been 1949, 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. This evaluation of the property's historical significance therefore analyzes the significance criteria within the themes of economic development as well as 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, Left Coast Architectural History (historic consultant) 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 Left Coast Architectural History's and staff's evaluations is discussed below.

CR and BMC Criteria:

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

The HRE concludes that 2037 Durant 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.

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

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

The subject property is associated with two business enterprises since its 1949 inception – Berkeley Motors and Husted's Auto Body/Towing. The HRE concludes that 2037 Durant Avenue does not meet CR Criterion 2 because the persons associated with the property are not of identifiable historical importance. With respect to cultural value, the consultant's research concludes that any cultural significance of the property's association with the rise of the automobile era would have been better illustrated through the (demolished) Streamline Moderne-style main showroom on Shattuck rather than the modest, utilitarian service building at this site. As such, this property is not found to exhibit cultural significance for contributions to the movement or evolution of culture in Berkeley.

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

The subject building was originally designed in 1949 by architect John B. Anthony, who was known for his Modernist designs in both residential and commercial work in Berkeley. The building is described in the HRE as an early example of Googie-style architecture, and could be considered "transitional" due to its early time period and the reflection of some Streamline characteristics from the associated showroom building at 2352 Shattuck Avenue. The Googie-style features on the building include its curved storefront with expansive glazing, the angular fin-like blade sign projection, and the flat, pierced awning roof and supporting posts.

The HRE concludes that the 2037 Durant Building is not an extremely expressive or impressive example of Googie-style or Streamline Moderne architecture, and is rather a modest and transitional example of both style aesthetics. Especially considering some design changes implemented with its reconstruction, the current design does not possess high artistic value or notable design quality. Lastly, the HRE suggests that the subject building is not the best of Anthony's designs, citing the better-executed Streamline Moderne Berkeley Motors Showroom associated with this property (demolished) and a City Landmark residence as finer examples. Since it does not rise to a level 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 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, Left Coast Architectural History 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 building meets (or does not meet) the criteria for designation as a City Landmark or Structure of Merit, and then **Take No Action** to initiate it for consideration.

Attachments:

1. California Department of Parks and Recreation (DPR) Primary Record Form 523A/B/L, prepared by Left Coast Architectural History, dated March 2021.

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

L E F T C O A S T A R C H I T E C T U R A L H I S T O R Y



P.O. Box 70415, Richmond, CA. 94807 * (415) 745-1906 * caitlin@leftcoastarchitecturalhistory.com

30 March 2021

To Whom It May Concern:

Left Coast Architectural History has completed a Historic Resource Evaluation of the property at 2037 Durant Avenue, Berkeley. The attached California Department of Parks & Recreation (DPR) 523 series forms present a physical description of the property, a record of its history, and evaluation according to California Register of Historical Resources significance and integrity criteria, and City of Berkeley Landmark and Structure of Merit criteria.

The study found that the automotive commercial property dates to 1949 and was designed by architect John Buyko Anthony. The property was occupied by two known businesses during its history, both of which were in the automobile service industry. The property does not appear to have any significant associations with historically important events, Downtown Berkeley commercial developmental history, or noteworthy historical figures. Its transitional Googie style architecture does not exhibit high merit and John Buyko Anthony is better represented by his other works in Berkeley, including one which is a designated Landmark. These points are elaborated upon in detail on the attached forms.

The evaluation concludes that the property is not historically significant at either the local or State level, has undergone some character-diluting alterations, and therefore does not qualify as a historic resource for the purposes of the California Environmental Quality Act.

Left Coast Architectural History is happy to answer questions or provide addition assistance, as needed.

Sincerely,

A handwritten signature in cursive script that reads "Caitlin Paige Hibma".

Caitlin Hibma
Principal/Architectural Historian
Left Coast Architectural History

State of California — The Resources Agency DEPARTMENT OF PARKS AND RECREATION PRIMARY RECORD	Primary # HRI # Trinomial NRHP Status Code
Other Listings Review Code	Reviewer
Date	

Page 1 of 17 *Resource Name or #: 2037 Durant Avenue, Berkeley, CA

P1. Other Identifier: n/a

***P2. Location:** Not for Publication Unrestricted

***a. County:** Alameda

and (P2b and P2c or P2d. Attach a Location Map as necessary.)

***b. USGS 7.5' Quad:** Oakland West, Calif. **Date:** 2015 **T** ; **R** ; $\frac{1}{4}$ of $\frac{1}{4}$ of **Sec** ; M.D. **B.M.**

c. Address: 2037 Durant Avenue

City: Berkeley

Zip: 94704

d. UTM: Zone: 10 ; mE/ mN (G.P.S.)

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

APN: 55-1894-2

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

The building at 2037 Durant Avenue sits on a rectangular parcel on the north side of Durant Avenue, between Milvia Street and Shattuck Avenue. Topography in the area is flat. The building fills its lot with a broad concrete sidewalk bordering the front (south side). Driveways run along the east and west sides of the building, separating it from neighboring buildings. The east side of the building's rear (north) facade directly abuts a neighboring building, while only a small margin of space is located between the west side of the rear facade and a neighboring building. There is no vegetation or other landscape features on the property.

The building is one-story high and has a rectangular plan. It is capped by a flat roof. The exterior walls consist of unfinished plywood-form concrete with vertical scoring and fenestration consists of plate glass in extruded aluminum frames. Windows are nearly full-height and are arranged in banks that include small horizontal lower lites and tall upper lites. Units of four lites (two lower, two upper) that are separated by thin mullions, are separated by thicker vertical mullions. The upper portions of the windows appear to be painted or otherwise covered by thin panels to make them opaque. (Continued)

***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.)

P5a. Photo or Drawing (Photo required for buildings, structures, and objects.)



P5b. Description of Photo: (View, date, accession #)
 South and east facades, looking northwest; March 2021

***P6. Date Constructed/Age and Sources:** Historic
 Prehistoric Both
 1949, building permits, City of Berkeley Planning Dept.

***P7. Owner and Address:**

***P8. Recorded by:** (Name, affiliation, and address)
 Caitlin Hibma/Left Coast Architectural History
 PO Box 70415
 Richmond, CA. 94807

***P9. Date Recorded:** March 2021

P10. Survey Type: Intensive

***P11. Report Citation:** None

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

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

Primary #
HRI#

Page 2 of 17

*NRHP Status Code 6Z

*Resource Name or # (Assigned by recorder) 2037 Durant Avenue, Berkeley, CA

- B1. Historic Name: Berkeley Motors service building
- B2. Common Name: Husted's Auto Body
- B3. Original Use: commercial/automotive
- B4. Present Use: commercial/automotive

*B5. Architectural Style: Googie (transitional)

*B6. Construction History: (Construction date, alterations, and date of alterations)
Constructed 1949. (See alterations chart on Continuation Sheets for additional construction history.)

*B7. Moved? No Yes Unknown Date: n/a Original Location: n/a

*B8. Related Features: None

B9a. Architect: John Buyko Anthony

b. Builder: Inden Co.

*B10. Significance: Theme: None

Area: Downtown Berkeley

Period of Significance: None

Property Type: Commercial

Applicable Criteria: None

(Discuss importance in terms of historical or architectural context as defined by theme, period, and geographic scope. Also address integrity.)

Prior to the automobile garage currently located at 2037 Durant Avenue, the property was the location of a house owned by the Graber and Jones family since at least 1904 and probably earlier. (*Berkeley Daily Gazette*, various) In September 1948, Frank C. Jones, the third generation of the family to have owned the property, sold it to Berkeley Motors. (BAHA, Donough file.)

At the time, Berkeley Motors owned and occupied the building at 2352 Shattuck Avenue, across the street from the subject property on the southwest corner of the Shattuck Avenue and Durant Street intersection. That building was built in 1947 (remodeled in 1993 and recently demolished) and bore a Streamline Modern styling that was echoed to some extent in the newer building at 2037 Durant Avenue. (LSA, "Historical Resource Evaluation of 2352-2390 Shattuck Avenue," 26 September 2018.) Berkeley Motors was a Lincoln and Mercury car dealership. The business was managed by Lyle A. Byers (President and General Manager), George T. Martinson (eventually Byer's successor), and Russell Patterson (salesman), whose names appear as representatives of Berkeley Motors in association with the 1948 real estate transaction.

In December 1948, Berkeley Motors obtained a permit to demolish the Graber-Jones house and by March 1949 had applied for a permit to construct a one-story concrete automobile garage building to serve as the Berkeley Motor service building. It was designed by architect John B. Anthony (see Architect section below), who had also designed the company's main showroom on Shattuck Avenue. (Permits #64435, 12/7/48 and #65089, 3/31/1949; City of Berkeley Dept. of Planning & Development, microfiche files.)

(Continued)

B11. Additional Resource Attributes: (List attributes and codes)
HP6. 1-3 story commercial building

*B12. References:
(See parenthetical citations within text and on last Continuation Sheet)

B13. Remarks:

*B14. Evaluator: Caitlin Hibma/Left Coast Architectural History

*Date of Evaluation: March 2021

(This space reserved for official comments.)



aterState of California — The Resources Agency
DEPARTMENT OF PARKS AND RECREATION
CONTINUATION SHEET

Primary #
HRI#
Trinomial

Page 3 of 17

*Resource Name or # (Assigned by recorder) 2037 Durant Avenue, Berkeley, CA

*Recorded by: Caitlin Hibma/Left Coast Architectural History

*Date: March 2021 Continuation Update**P3a. Description: (continued)**

The primary (south) facade faces Durant Avenue. An angular fin-like marquee (no longer bearing signage) rises vertically from the southwest corner of the building on the same plane as the western facade. The marquee angles out below the roofline, but the majority of it rises above the roof. On the left side of the facade is a section of solid wall and a service entrance with a roll-up metal door. To the right of the service entrance, is a bank of plate glass windows, like those described above. Near the center of the facade, the primary entrance is recessed and features fully-glazed, metal frame, double-doors with a large single-lite transom sash above. The transom is painted or paneled like the upper portions of the windows, making it opaque. To the right of the entrance, another bank of windows wraps a curved corner of the building, which arcs back to a second, wider service entrance at the right side of the facade. This recessed service entrance is accessed by a paved driveway, has a metal roll-up door, and is sheltered by a flat awning that is an extension of the main roof. The underside of the awning is clad with corrugated metal. A series of four small rectangular openings pierce the awning, like open skylights. The awning is supported on the east side by a series of three round metal posts. An intermediate box cornice runs across the facade at the tops of the windows, conforming to the curved corner, and there is letter signage reading "Hustead's Auto Body" located on a band of flat wall plane above, also conforming to the curved corner. Shallow eaves with a flat fascia board adorn the roofline. At the curved corner, the fascia continues straight to finish the edge of the awning on the right side of the facade.

The west facade faces a narrow driveway and a three-story residential building. It consists of plywood-form concrete and has only one opening; a flush metal door at the right side. It is otherwise unfenestrated and unadorned, with no eaves or detailing at the roofline. Currently, a row of cypress trees shields the facade from view. Only the marquee at the southwest corner projects above and beyond the trees.

The east facade faces a driveway and a four-story apartment building. It consists of plywood-form concrete and appears to have four service entrance openings that have been infilled with concrete block. The facade is otherwise unfenestrated and unadorned, with no eaves or detailing at the roofline.

The rear (north) facade abuts a three-story commercial/light industrial building on the east side and is not visible. It is exposed on the west side, but not readily visible from the street. Here it is clad with stucco and is unfenestrated and unadorned, with no eaves or detailing at the roofline.

(see following sheets for current images)

B10. Significance: (continued)

The new Berkeley Motors service building made the news on 29 March 1949 with the *Berkeley Daily Gazette* reporting "Earth broken for big new motors plant." The article stated that the new building would cost \$100,000 and would contain 13,000 square feet of space to supplement the 20,000 square feet in the main showroom, making it one of the largest "plants" locally. The new building was to be used in support of the main showroom to increase service facilities and provide a new car "make ready" room. The building was expected to be complete in July 1949. A later note in the 7 April 1949 *Berkeley Daily Gazette* reported similar information and repeated the anticipated July completion date. On the first of September, Berkeley Motors placed an ad in the *Gazette* announcing the "completion of its new body rebuilding and paint shop," noting that the "completely modern building, located directly across from our main showrooms on Durant Avenue, will add more than 13,000 square feet of floor space to our service and repair facilities." (*Berkeley Daily Gazette*, 1 Sept. 1949.)

In 1951, Lyle A. Byers and George T. Martinson sold their shares of the subject property to Russell C. Patterson, although they continued to be owners and proprietors of the Berkeley Motors auto dealership into the late 1960s (LSA.). Patterson had been a salesman at Berkeley Motors since it opened in 1947, but by 1954 was selling used cars at another location on Shattuck Avenue, which may indicate that he left the Berkeley Motors group to run his own business and may have gotten his start by purchasing the subject property. No evidence of a business run by Patterson located at the subject address was found, however. It may also be that he leased the building back to Berkeley Motors or leased it to another party entirely. In 1952, title to the property was transferred to Patterson's wife, Ethel Patterson, and a 1961 real estate record shows that she attempted to sell the property, which was advertised as having an "Excellent location near Shattuck Ave. Attractively priced for user – might convert to office type or relative use." \$105,000 was being asked for the property. (BAHA, Donough file.) Despite this, no sale appears to have occurred, and further information links the property to the Patterson family at later dates.

Although car advertisements indicate that Berkeley Motors continued operating at its main showroom on Shattuck Avenue, the subject property's tenancy and use is unclear after Patterson took sole ownership. (LSA. 07, various.) However, a 1963 permit for three new signs related to Hustead's Body Works suggests that the current tenant business arrived at the property around that time. (BAHA, Donough files. Permit #97026, 2/13/63; City of Berkeley Dept. of Planning & Development, microfiche files. Lack of online city directories between 1941 and 1967 makes narrowing down a possible interim tenant and the specific years

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

Primary #

HRI#

Trinomial

Page 4 of 17

*Resource Name or # (Assigned by recorder) 2037 Durant Avenue, Berkeley, CA

*Recorded by: Caitlin Hibma/Left Coast Architectural History

*Date: March 2021

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

of transition difficult; the Berkeley Historical Society was not open at the time of this study to facilitate directory research.)

The Husted's Auto Body website notes that the company was established in 1948, but also notes "more than 75 years" in business, which would equate to 1947 or earlier, meaning that the company must have been in business at another location before moving to 2037 Durant Avenue. (www.husteads.com). The 1963 sign permit notes "Shoe" Husted as the business owner. According to his 1973 obituary, Clarence "Shoe" Husted was the founder and owner of Husted's towing, garage, and body repair shop. He was an avid supporter of youth sports on the East Bay. ("Rites set for 'Shoe' Husted," *Oakland Tribune*, 3 June 1973.) The earliest mention of the company in newspapers was in the 13 June 1947 *Berkeley Daily Gazette*, which reported the stats of the company's Open AA Berkeley Softball League team. The company team played for many years and reports on it and other local teams' games make up the majority of instances when Husted's was mentioned in papers. The team was later known as the Husted's Towing team in the 1960s, suggesting that a shift or expansion of the services the business provided, from auto body work to, or including, towing had occurred by that time. In keeping with that, a 1966 newspaper article noted that Husted's Garage had secured a contract with the City of Berkeley to tow illegally parked cars to its garage at 2037 Durant Avenue. ("Charges in Routine Tows Ct," *OT*, 29 March 1966.) Another article in 1969 reported on how "Tow trucks aid safe traffic flow," and mentioned Husted's Towing Service at the subject address. (*OT*, 23 Nov. 1969.)

Evidence that the subject property stayed in the Patterson family's ownership and was only leased to Husted's initially is provided by a real estate transaction record that shows title to the property passing to Patrica E. Cicero on 1 April 1975 and City of Berkeley communications addressed to the same in 1977. A newspaper announcement in 1947 had noted that Russell and Ethel Patterson's daughter, Patricia, married Frank C. Cicero. (BAHA, Donough file. City of Berkeley Dept. of Planning & Development, microfiche files. "Miss Pat Patterson to wed Frank Cicero at Aug. 16 ceremony," *BDG*, 9 Aug. 1947.) Thus it is clear that ownership of the property stayed in the family into the late 1970s and likely until 1985, when the name Gale V. Larks was first associated with the property on permit records and in City of Berkeley Department of Planning & Development files, discussing an easement, which notes that the subject property was sold to Gale V. Larks in August 1985. Larks, and his wife Carol, owned the Husted's business and may have done so since around 1973, when Shoe Husted died. If so, they carried on the Husted's lease for a number of years before purchasing the property from Patricia Cicero. (Permit #0726850129, 7/26/85; City of Berkeley Dept. of Planning & Development, microfiche files)

Husted's was the tenant of the building on 16 October 1989, when the Loma Prieta earthquake struck the Bay Area. The quake caused a fire that resulted in the building nearly burning to the ground; it was destroyed except for its exterior walls. (1 March 1990 letter from M.K. Blake Estate Co. to City of Berkeley; City of Berkeley Dept. of Planning & Development, microfiche files.) By November 1989, a demolition permit had been applied for by Husted's, which planned to rebuild an auto garage on the site. In March 1990, the City of Berkeley issued a statement that the building could not be rebuilt as it had existed, being "too large to build without additional fire protection," which apparently there was no accommodation to improve. In an August 1990 letter to the City, the Larks' general contractor requested the return of his deposit for a demolition permit, which had never been issued. The contractor noted that the property owner (the Larks) were discouraged by the City's lack of action to issue a permit and were bidding on another location. The refund was denied by the City and it appears that the burned out building stood vacant through 1991, when the City finally agreed that rebuilding could occur if either a new non-conforming use permit was obtained for an automotive garage or proof was given that less than 50% of property value had been incurred in damage. The Larks were able to prove the latter and reconstruction moved forward, resulting in the building that exists today; a near but not exact copy of the building that had existed prior to the earthquake and fire. (City of Berkeley Dept. of Planning & Development, microfiche files.)

Husted's Auto Body continues to occupy the subject property today. Since its founding, the business has grown to include three other facilities in Berkeley, Oakland, and Concord. A 2007 business license application indicates that the Larks may have sold the Husted's operation to Janice Lee and additional business license applications indicate that a few related businesses may have operated in the building under the auspices of Husted's Auto Body at various times, but had distinct business names, such as Jong Ku Yi's auto collision repair business (ca. 2001), Albino Auto Body (ca. 2011), Fernando's Auto Body & Paint (ca. 2011), and MJC Reconstruction (ca. 2012). In 2013, a facade remodel was proposed for the subject building, but never executed. (City of Berkeley Dept. of Planning & Development, microfiche files.) Today, the building continues to look as it did when it was rebuilt in 1993 and bears Husted's Auto Body signage.

Ownership & Occupancy

Date	Owner	Date	Occupant Business
1949 – 1951	Berkeley Motors; Lyle A. Byers, George T. Martinson, Russell Patterson	1949 - 1951	Berkeley Motors service department
1951 – 1975	Russell & Ethel Patterson	1951 – ca. 1963	Unknown; Berkeley Motors? Patterson's own business? Another business?

(continued)

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

Primary #

HRI#

Trinomial

Page 5 of 17

*Resource Name or # (Assigned by recorder) 2037 Durant Avenue, Berkeley, CA

*Recorded by: Caitlin Hibma/Left Coast Architectural History

*Date: March 2021

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

1975 – 1985	Patricia E. (Patterson) Cicero	ca. 1963 - present	Hustead's Auto Body/Towing; Jong Ku Yi' auto collision repair (ca. 2001), Albino Auto Body (ca. 2011), Fernando's Auto Body & Paint (ca. 2011), MJC Reconstruction (ca. 2012).
1985 – ca.2007	Gale V. & Carol A. Larks		
ca.2007 – recent	Janice Lee		

Architect

The building at 2037 Durant Avenue was designed by architect John Buyko Anthony, who had also designed the related Berkeley Motors showroom across the street two years earlier. John B. Anthony was based in Oakland and worked throughout the Bay area, primarily the East Bay and San Francisco. He was born in New Jersey in 1896 and studied architecture at the University of California, earning his Bachelors degree in 1922 and his Masters in 1923. He began his working career as a draftsman in the office of Ashley & Evers and later worked for iconic Bay Area architects like Timothy Pflueger in the early 1930s and William W. Wurster in the mid-1930s. In 1935, he left Wurster's office and established his own practice. His first two projects, undertaken in 1935, were Colonial Revival and Monterey Colonial Revival in style, but by the following year Anthony had embraced the Streamline Moderne style. He continued to work in both traditional and Modernist aesthetics throughout his career, with most residential buildings being in traditional styles and commercial buildings taking a more Modernist character, although he occasionally deviated from this format, as in his landmark Streamline Moderne Harris House. Between 1935 and 1946, John B. Anthony designed 60 projects in Berkeley, 42 of which were new construction. During World War II, he worked in the engineering department at the Kaiser shipyards in Richmond. He became a member of the East Bay chapter of the American Institute of Architects in 1945 and remained such until his retirement in 1960. He died in 1979. (AIA Historical Directory of American Architects; 1956. PCAD, "John Buyko Anthony (Architect)", <http://pcad.lib.washington.edu/person/3334/>. BAHA, "Joseph W. Harris House," https://www.berkeleyheritage.com/berkeley_landmarks/harris_house1.html)

Examples of John B. Anthony's work include:

- Van T. Ellsworth house, 1643 Le Roy Avenue (1935)
- David Weeks house at 1540 Le Roy (1935)
- Joseph W. Harris House, 2300 Le Conte Avenue (1936). City of Berkeley Landmark #14; "Berkeley's foremost exemplar of residential Streamline Moderne architecture" (BAHA, "41 Berkeley Walking Tours, 2015.)
- Call Me Joe/House of Harris store (1938, no longer extant), Berkeley Square, Shattuck Avenue & Center Street.
- Campus Textbook Exchange, 2470 Bancroft Way (1939)
- Louis and Mildred Stein House, 216 Amherst Avenue, Kensington (1939, was "French style," now altered)
- Hertz Driv-Ur-Self dealership, 2354 Shattuck Avenue (1946, no longer extant)
- Call Me Joe store, Modesto, CA (1946)
- Berkeley Motors showroom, 2352 Shattuck Avenue (1947, no longer extant)
- Apartment building at 230 Orange Street, Oakland (1949) John B. Anthony's residence for a time.

Architectural Style

The building at 2037 Durant Avenue was designed to compliment the Berkeley Motors showroom building at 2352 Shattuck Avenue, which was built two years before the subject building (in 1947) and designed by the same architect. The two buildings had similar one-story truss-roofed massing, a distinctive rounded corner, banks of full-height plate glass windows, and the same angular signage marquee. However, while the Berkeley Motors showroom tended more toward the Streamline Moderne style, expressed in its fully-glazed rounded corner and a shallow canopy with a horizontally ribbed chrome fascia over the windows, the service building at 2037 Durant Avenue lacked some of those features and had additional features that pushed it toward a Googie style aesthetic. Based on two historic photos (from 1949 and ca. 1955), this aesthetic was present originally and not necessarily added or enhanced with the building's 1993 reconstruction.

The Googie style (sometimes called the Futurist, Doo Wop, or Populuxe style) was a post-World War II modernist aesthetic applied primarily to commercial buildings. It was popular from about 1945 to 1970. It grew out of the transportation-inspired Art Moderne or Streamline Moderne style of the 1930s and 1940s and was further influenced by mid-century automobile culture – in its forms as well as uses – and the dawning Space Age. The style was formally defined in 1952 by architecture critic Douglas Haskell, who wrote a rather derisive article on the new aesthetic for *House & Home* magazine. He borrowed the name from Googie's Coffee Shop in West Hollywood, a 1949 restaurant building designed in the (as-yet unnamed) style by architect John Lautner, who had been a student of Frank Lloyd Wright. Lautner and Wayne McAllister, who designed a Googie style Bob's Big Boy restaurant in Burbank the same year that Googie's Coffee shop was built, are credited with originating the style. Other Southern California architects like Douglas Honnold and the firm of Armet & Davis, perpetuated it. It eventually spread nationwide and while most examples took the form of local businesses, some architects, like Eero Saarinen, James Langenheim, and John

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

Primary #

HRI#

Trinomial

Page 6 of 17

*Resource Name or # (Assigned by recorder) 2037 Durant Avenue, Berkeley, CA

*Recorded by: Caitlin Hibma/Left Coast Architectural History

*Date: March 2021 Continuation Update**B10. Significance: (continued)**

Graham & Company applied it to internationally recognized buildings like the main terminal at Washington Dulles International Airport and the TWA Flight Center at John F. Kennedy International Airport, New York; the Theme Building at Los Angeles International Airport; and the Space Needle in Seattle.

Roadside architecture like coffee shops, motels, gas stations, drive-in theaters, and other automobile-centric or accessible businesses were the most prevalent buildings to be designed in the Googie style. They drew on the aesthetics of automobile design, provided services to the growing number of people who owned private automobiles, and were visually extravagant so as to attract the attention of those passing in said automobiles at a high rate of speed. Googie style was applied to building types that were found in every town and used by almost every class of person, which made the style incredibly democratic, accessible, and ultimately popular. It tied in with pop culture of the time, seen in *The Jetsons* cartoon and Disneyland's Tomorrowland.

Character defining features of the Googie style include:

- Dramatic angularity and diagonals used in place of static right angles
- Unusual roof forms and canopies with broad overhangs that include sheds, butterfly forms, upsweeps, parabolic curves, and aerodynamic projecting gable ends evoking the nose of a jet
- Projecting fin elements (as on a 1950s car), sometimes used as signage
- Spires and sharply angled projecting elements
- Wall surfaces pierced with portholes or repeating shaped openings
- Bold geometry and use of color
- Materials like steel and plastic, and profuse use of glass
- Neon incorporated into the architecture as ornament, as well as used on signage
- Graphics that used amorphous and futuristic shapes like boomerangs, flying saucers, amoeba, starbursts, and sputnik-like atom motifs
- Signage that was given almost as much attention as the building it was associated with, often incorporating eye-catching shapes, neon, bold color, projecting elements, and moving parts

("Googie: Architecture of the Space Age," *Smithsonian Magazine*, 15 June 2012. Wikipedia: Googie architecture,)

The building at 2037 Durant Avenue was designed for and has always had an automobile-related use, connecting it with the influences and references of the Googie style. It exhibits Googie characteristics in its curved and profusely glazed storefront, angular fin-like blade sign at the southwest corner, flat awning pierced with square openings, and series of repetitive posts supporting the awning's east end. Being a relatively early example of the style, 2037 Durant Avenue is not extremely expressive of Googie aesthetics. It can also be considered transitional, exhibiting some Streamline Modern influence (especially considering the styling of the related Berkeley Motors showroom), but the inclusion of elements like the pierced awning and supporting posts, the lack of ribbed chrome fascia and other detailing, and the rounded glazed corner and angular fin marquee that could belong to either style, makes it a fair example of Googie aesthetics.

Alterations

The following building permits and other records are on file with the City of Berkeley Department of Planning & Development and provide documentation of exterior alterations that the property has undergone throughout its history:

Date	Permit #	Description of Work
03/31/49	65089	Concrete one-story garage constructed; Berkeley Motor service building. Architect: John B. Anthony. Cost \$49,000.
02/13/63	97026	Three signs to be installed: 6'x9' single-faced sign to go on face of building, 1'x16' single-face sign to go on face of building, and 2'x2.5' double-faced sign to go on building face.
01/31/78	none	Non-compliant roof sign removed per new sign ordinance.
11/08/89	30692	Demolish fire damaged roof and trusses.
08/28/91	UP #A1918	To rebuild fire damaged non-conforming building.
12/02/92	ZP #A2704	Restore fire damaged building to original condition.
03/19/93	92-00001613	Repair fire damage; re-roof completely, remodel of automotive repair facility, revised front wall section approved with numerous conditions

(continued)

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

Primary #

HRI#

Trinomial

Page 7 of 17

*Resource Name or # (Assigned by recorder) 2037 Durant Avenue, Berkeley, CA

*Recorded by: Caitlin Hibma/Left Coast Architectural History

*Date: March 2021

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

07/20/94	94-00001957	New painted signage.
04/24/02	DR #02-30000029	New sign. Plastic dimensional letters for facade, non-illuminated.
10/03/02	04-00004372	Install new sign; "Hustead's Auto Body" letter sign across upper primary facade, and "Entrance" sign over service entrance, left side of primary facade.

California Register Evaluation

The California Register of Historical Resources (California Register) is an inventory of significant architectural, archaeological, and historical resources in the State of California. In order for a property to be eligible for listing in the California Register, it must be found significant under one or more criteria relating to historically significant events, people, architects or architectural merit, or information potential. The following provides an evaluation of the historic significance of 2037 Durant Avenue:

Criterion 1 (Event): *Associated with events that have made a significant contribution to the broad patterns of local or regional history or the cultural heritage of California or the United States.*

Research revealed no specific events of historical importance that occurred at 2037 Durant Avenue. The property has been an automotive garage from the time of its construction to the present and has housed only two known businesses; the Berkeley Motors service department and Hustead's Auto Body/Towing. Both businesses provided auto maintenance and repair services. Neither is known to have been associated with any specific achievements, inventions, or developments in the automobile industry that would make the property a significant site by association.

In addition to the assessment of specific events, the property does not appear to be significant within patterns of local or regional history. In general, Downtown Berkeley is characterized by a variety of uses but is heavily commercial, as is typical of an urban downtown, and the property is one of numerous commercial properties in the area. The "Shattuck Avenue Commercial Corridor Historic Context and Survey" (Archives & Architecture, 2015) notes that Shattuck Avenue south of Durant Avenue was characterized by automobile-related development as early as the publication of the 1911 Sanborn Fire Insurance map, a pattern which continued into the mid-20th century with the growing popularity of the private automobile, the decline of intra- and interurban public transportation, and the construction of Bay Area bridges that opened the region to automobile travel. The presence of an automobile related district along the Shattuck Avenue corridor, south of Durant, was a notable element in Berkeley's development, but not one which was unusual or particularly significant, as cities throughout the nation have had "Auto Rows" and enclaves of automobile industry since the time the automobile was first introduced to consumers. The subject property represents an automotive use within that context but was only one, somewhat secondary, element. As a support facility to the main Berkeley Motors showroom on Shattuck Avenue, it does not appear to have been a prominent automobile related business in the area or one which interacted directly with the public. Ultimately, 2037 Durant Avenue is not an outstanding element within Berkeley's commercial downtown or automobile-oriented district, both of which were common elements of urban development in cities nationwide.

The property does not appear to be eligible for individual listing in the California Register under Criterion 1.

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

The property at 2037 Durant Avenue has been occupied by two known businesses since its construction. Names associated with the Berkeley Motors period of ownership and succeeding period of ownership by Russell Patterson include Patterson, Lyle A. Byers, and George T. Martinson. Other than being local business proprietors, none of these men appear to rank as significant historical figures. Their work as local automobile dealers was more strongly associated with the main Berkeley Motors showroom on Shattuck and it is unlikely that they had much significant interaction with the building that served as a support facility to their primary business location. Later occupant business, Hustead's Auto Body/Towing, was owned from the time it moved to the subject property until around 2007 (outside of the historic period), by Gale V. and Carol A. Larks. The Larks, too, were local business proprietors, but do not appear to rank as significant historical figures. Based on the business name and known ages of the Larks, it seems very likely that the Larks did not found the Hustead's company and simply owned and operated it while it was located in the subject building, until selling it to another owner.

The property does not appear to be eligible for individual listing in the California Register under Criterion 2.

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

The property at 2037 Durant Avenue was designed in the Google style, but is a modest example and transitional between Google

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

Primary #

HRI#

Trinomial

Page 8 of 17

*Resource Name or # (Assigned by recorder) 2037 Durant Avenue, Berkeley, CA

*Recorded by: Caitlin Hibma/Left Coast Architectural History

*Date: March 2021

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

and the earlier Streamline Moderne style. As such, it expresses neither style strongly. The related and preceding Berkeley Motors showroom, designed by the same architect, was more expressive of the Streamline Moderne style and although the two buildings had a number of similarities, the subject building has slightly different characteristics that give it a more Googie aesthetic than its predecessor. Nevertheless, it does not exhibit the overt and expressive colors, forms, and thematic motifs that epitomize the Googie style. Therefore the building is not a noteworthy example of the style, nor does it otherwise possess the high architectural merit that would make it historically significant.

The building was designed by architect John Buyko Anthony, who designed a number of buildings in Berkeley, both residential and commercial. He is best known for his Streamline Moderne and other Modernist designs. The building at 2037 Durant Avenue is not the best example of Anthony's work; a status arguably claimed by the Streamline Moderne Harris House, which is a Berkeley Landmark. The building is modest and transitional in stylistic execution and also not a pure example of Anthony's work, having been almost completely destroyed, then reconstructed between 1989 and 1993, with some changes to the design that alter the character.

The property does not appear to be eligible for individual listing in the California Register under Criterion 3.

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

Criterion 4 is typically concerned with archaeological investigation. Where buildings or architectural elements are concerned, Criterion 4 typically relates to rare construction types, of which 2037 Durant Avenue is not an example.

The property does not appear to be eligible for individual listing in the California Register under Criterion 4.

Berkeley Landmark Evaluation

Berkeley Landmarks are designated historical resources within the City of Berkeley. Resources may be designated as Landmarks if they meet one or more of five criteria similar to those used for the California Register, but which elaborate on areas of significance. The following provides an evaluation of the historic significance of 2037 Durant Avenue according to local significance criteria:

1. Architectural Merit:

a-c. Property that is the first, last, only or most significant architectural property of its type in the region; Properties that are prototypes of or outstanding examples of periods, styles, architectural movements or construction, or examples of the more notable works of the best surviving work in a region of an architect, designer or master builder; Architectural examples worth preserving for the exceptional values they add as part of the neighborhood fabric.

The property at 2037 Durant Avenue is not the first, last, only, or most significant commercial, or even automobile-related property in Downtown Berkeley. It was designed in a modest and transitional iteration of the Googie style, and lacks the overt and expressive colors, forms, and thematic motifs that epitomize that style and would make it a noteworthy example thereof. It was designed by architect John Buyko Anthony; however, other better examples of his work (including a designated Berkeley Landmark in the Streamline Moderne style) can be found in Berkeley. As a secondary/supporting automotive property located off of the main thoroughfare of Shattuck Avenue, it does not add exceptional value to the commercial neighborhood fabric of Downtown Berkeley. Thus, the property does not appear to qualify it as a Berkeley Landmark under this criterion.

2. Cultural value: Structures, sites and areas associated with the movement or evolution of religious, cultural, governmental, social and economic developments of the City

The property has been an automobile garage from the time it was built to the present and has housed two known businesses, both dealing in automobile service and repair. As a commercial property, economic growth would be the most applicable category of influence for the property, but beyond general contribution to business and industry in Downtown Berkeley, the property has not been the generator of any noteworthy local economic development. The companies located at the property were either related to other primary locations or were already well-established by the time they came to the property. Additionally, neither were doing revolutionary work, particularly in light of the fact that numerous automobile related businesses were located nearby. The property does not appear to have the high cultural value that would qualify it as a Berkeley Landmark under this criterion.

3. Educational value: Structures worth preserving for their usefulness as an educational force

The property at 2037 Durant Avenue does not appear to have any use as an educational tool. It is a typical example of a

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

Primary #

HRI#

Trinomial

Page 9 of 17

*Resource Name or # (Assigned by recorder) 2037 Durant Avenue, Berkeley, CA

*Recorded by: Caitlin Hibma/Left Coast Architectural History

*Date: March 2021

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

commercial automobile garage of which many others exist. It has been used by two known businesses for common automobile service and repair activities. The property is not noteworthy or outstanding as an example of its commercial functions or automobile service and repair in the later 20th century. It therefore does not appear to have the high educational value that would qualify it as a Berkeley Landmark under this criterion.

4. Historic value: Preservation and enhancement of structures, sites and areas that embody and express the history of Berkeley/Alameda County/California/United States. History may be social, cultural, economic, political, religious or military.

The property at 2037 Durant Avenue does not embody or express local history in any significant way. It was a single, small component of Downtown Berkeley's commercial and economic functions, but was not unusual or outstanding within that context. Neither the construction of the property, nor its use over time, were directly influenced by social, cultural, economic, political, religious, or military events or developments in the area beyond a general congregating of common automotive businesses along Shattuck Avenue. People associated with the property do not appear to have been historically significant and no specific events of significance occurred at the property. It therefore does not appear to have the high historic value that would qualify it as a Berkeley Landmark under this criterion.

5. Any property which is listed on the National Register described in Section 470A of Title 16 of the United States Code.

The property at 2037 Durant Avenue is not listed in the National Register of Historic Places and therefore it does not qualify as a Berkeley Landmark under this criterion.

Berkeley Structure of Merit

Berkeley Structures of Merit are designated historical resources within the City of Berkeley. Resources may be designated as Structures of Merit if they meet general and/or specific criteria. An evaluation follows:

1. General criteria shall be architectural merit and/or cultural, educational, or historic interest or value. If upon assessment of a structure, the commission finds that the structure does not currently meet the criteria as set out for a landmark, but it is worthy of preservation as part of a neighborhood, a block or a street frontage, or as part of a group of buildings which includes landmarks, that structure may be designated a structure of merit.

As assessed under Berkeley Landmark criteria, 2037 Durant Avenue is not of great architectural merit or cultural, educational, or historic value. It is a common and unremarkable element of Downtown Berkeley's commercial development, and is one of multiple properties of a similar context in the area. Visual observation and contextual familiarity with properties in the vicinity does not indicate any physically or thematically cohesive historic grouping within which 2037 Durant Avenue would play a meaningful role. Therefore, the property does not appear to qualify as a Structure of Merit under the General Criteria.

Specific Criteria

a. The age of the structure is contemporary with (1) a designated landmark within its neighborhood, block, street frontage, or group of buildings, or (2) an historic period or event of significance to the City, or to the structure's neighborhood, block, street frontage, or group of buildings.

There are numerous Berkeley Landmarks in Downtown Berkeley. Within a one-block radius of the the subject property there are 14, including:

- Berkeley Public Library: 2090 Kittredge Street, 1930, Art Deco civic building
- Bishop Photo Studio: 2125 Durant Ave., 1939, Minimal Traditional commercial building
- Boone's University School: 2029 Durant Ave., 1877-78, Italianate residential/institutional building
- Broad House & Apartment Building: 2030 Bancroft Way, 1887/1915, Queen Anne and Edwardian residential buildings
- Corder Building: 2300-2350 Shattuck Ave., 1921, Classical Revival mixed use building
- Fidelity Savings Building: 2323 Shattuck Ave., 1925, Renaissance Revival commercial building
- Hezlett's Silk Store: 2277 Shattuck Ave., 1925, Mediterranean Revival commercial building
- *Howard Automobile Company: 2140 Durant Ave., 1930, Art Deco commercial building*
- Masonic Temple: 2105 Bancroft Way, 1905, Classical Revival mixed use building
- Morse Block: 2276 Shattuck Ave., 1906, Classical Revival mixed use building
- Odd Fellow's Temple: 2288 Fulton Street, 1925, Classical Revival mixed use building
- Tupper & Reed: 2271-75 Shattuck Ave., 1925, Storybook style commercial building
- Wallace Clark Building: 2375-77 Shattuck Ave., 1894, Italianate/False Front commercial building
- *Waste & Clark Apartments: 2126 Bancroft Way, 1913, Mediterranean Revival residential building*

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

Primary #

HRI#

Trinomial

Page 10 of 17

*Resource Name or # (Assigned by recorder) 2037 Durant Avenue, Berkeley, CA

*Recorded by: Caitlin Hibma/Left Coast Architectural History

*Date: March 2021

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

Within a block of the subject property the Berkeley High School Campus Historic District (1980 Allston Way) is also present. It is a National Register Historic District containing a number of buildings that are Berkeley Landmarks. The period of significance is 1922 to 1950, and the district includes institutional buildings in the Beaux Arts and Art Deco/Moderne styles.

Having been built in 1949, the subject property is not contemporaneous with any of the Landmarks listed above and, in fact, is a relative late-comer to the Downtown area. Its construction date falls within the last few years of the Berkeley High School Campus Historic District's period of significance; however, other than that minimal time frame, the subject automobile-related property has little in common thematically with the large, multi-building school campus.

b. The structure is compatible in size, scale, style, materials or design with a designated landmark structure within its neighborhood, block, street frontage, or group of buildings.

The subject property shares a similar size, scale, and concrete construction with a few nearby Landmarks; however, this is not particularly noteworthy in a downtown commercial area that features a densely developed and extremely varied environment of numerous buildings in a broad range of sizes and construction types. None of those buildings have commonalities otherwise that would bring them together as a grouping with the subject property. Additionally, no other Landmarks exhibit Googie style architecture or other commonalities of aesthetics that would associate them with the subject property through design.

c. The structure is a good example of architectural design.

The property at 2037 Durant Avenue was designed in the Googie style, but is a modest example and transitional between Googie and the earlier Streamline Moderne style. As such, it expresses neither style strongly and is not a particularly good example of architectural design.

d. The structure has historical significance to the City and/or to the structure's neighborhood, block, street frontage, or group of buildings.

The property demonstrates no particular historical significance within the context of Berkeley's history or that of the neighborhood that surrounds it. It is a late element of Downtown Berkeley's commercial development, including being a late addition to the auto-related commercial enclave along Shattuck Avenue, south of Durant, that existed since the early-20th century.

Integrity

In order to qualify for historic designation, a property must possess significance under the aforementioned criteria *and* have historic integrity. The property at 2037 Durant Avenue does not appear to possess the historic significance necessary to qualify for designation; therefore, an analysis of its integrity is not required. It should be noted, however, that the building was almost completely destroyed by fire in 1989, then reconstructed in 1993. The majority of the building's current fabric is not original and some changes made in the reconstruction process – most notably, the framing of the storefront windows – degrades the physical character of the building that was indicative of its age and original aesthetics.

Conclusion

Based on the above analysis, the property at 2037 Durant Avenue does not appear to be eligible for listing the California Register of Historical Resources or as a City of Berkeley Landmark or Structure of Merit. Therefore, it does not qualify as a Historic Resource for the purposes of the California Environmental Quality Act (CEQA).

Sources

Specific sources are found in parenthetical citations within the text. Repositories and general sources consulted include:

Berkeley Architectural Heritage Association
City of Berkeley Planning & Development Department
Internet Archive
NETR Online, Historic Aerials
NewspaperArchive.com
Sanborn Fire Insurance Map archives via ProQuest and HIG
University of California Riverside, California Digital Newspaper Collection
University of California Santa Barbara Library, aerial photographs collection

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

Primary #

HRI#

Trinomial

Page 11 of 17

*Resource Name or # (Assigned by recorder) 2037 Durant Avenue, Berkeley, CA

*Recorded by: Caitlin Hibma/Left Coast Architectural History

*Date: March 2021

 Continuation Update**B10. Significance: (continued)***Historic Images*

Aerial photograph, 1947. Site of 2037 Durant Avenue circled. Building not yet present; however, related Berkeley Motors showroom is visible – possibly under construction – across the street to the south. (U.C. Santa Barbara Library)



Berkeley Motors service building, 2037 Durant Avenue, 1 September 1949. (BAHA)

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

Primary #

HRI#

Trinomial

Page 12 of 17

*Resource Name or # (Assigned by recorder) 2037 Durant Avenue, Berkeley, CA

*Recorded by: Caitlin Hibma/Left Coast Architectural History

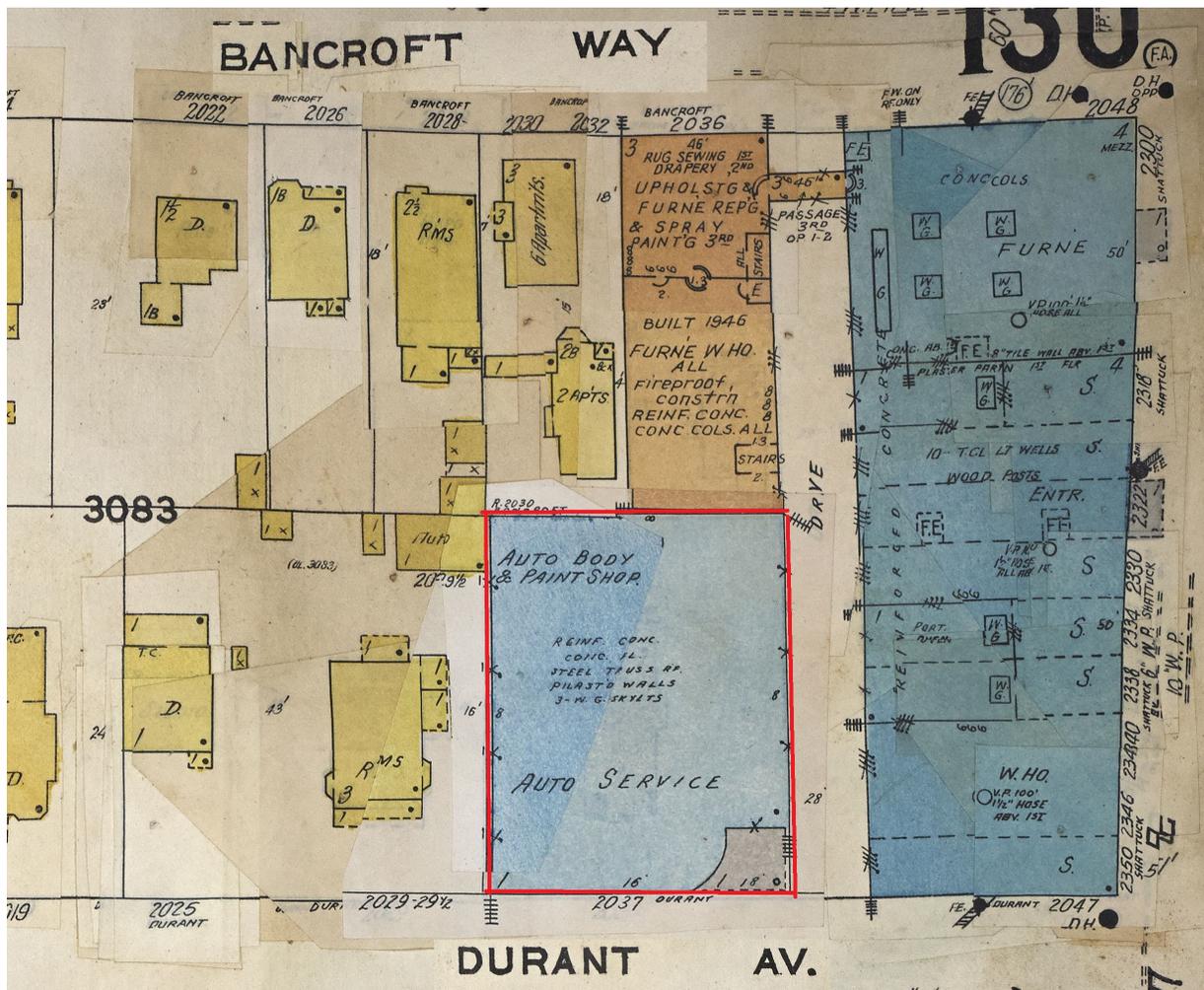
*Date: March 2021

Continuation

Update



Berkeley Motors service building, 2037 Durant Avenue, ca. 1949. (Hustead's Auto Body website)



Sanborn Fire Insurance Map, 1950. Subject property outlined in red.(HIG)

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

Primary #

HRI#

Trinomial

Page 13 of 17

*Resource Name or # (Assigned by recorder) 2037 Durant Avenue, Berkeley, CA

*Recorded by: Caitlin Hibma/Left Coast Architectural History

*Date: March 2021

Continuation

Update



Berkeley Motors service building, 2037 Durant Avenue, ca. 1955 (1958?). (BAHA)



Aerial photograph, 1958. 2037 Durant Avenue circled. (U.C. Santa Barbara Library)

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

Primary #

HRI#

Trinomial

Page 14 of 17

*Resource Name or # (Assigned by recorder) 2037 Durant Avenue, Berkeley, CA

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*Date: March 2021

Continuation

Update



2037 Durant Avenue, 2014. (RoadsideArchitecture.com)

Current Images:



Primary facade, looking northeast from Durant Avenue.

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

Primary #

HRI#

Trinomial

Page 15 of 17

*Resource Name or # (Assigned by recorder) 2037 Durant Avenue, Berkeley, CA

*Recorded by: Caitlin Hibma/Left Coast Architectural History

*Date: March 2021

Continuation

Update

Current Photos:



Primary facade, left side, looking northeast.



Primary facade, center section, looking northeast.

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

Primary #

HRI#

Trinomial

Page 16 of 17

*Resource Name or # (Assigned by recorder) 2037 Durant Avenue, Berkeley, CA

*Recorded by: Caitlin Hibma/Left Coast Architectural History

*Date: March 2021

Continuation

Update

Current Photos:



Primary facade, right side, looking northwest.



West facade, looking northeast from Durant Avenue.

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

Primary #

HRI#

Trinomial

Page 17 of 17

*Resource Name or # (Assigned by recorder) 2037 Durant Avenue, Berkeley, CA

*Recorded by: Caitlin Hibma/Left Coast Architectural History

*Date: March 2021

Continuation

Update

Current Photos:



East facade, looking northwest from Durant Avenue.