



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

FOR COMMISSION ACTION
JULY 8, 2024

2000 KALA BAGAI WAY – SHATTUCK SQUARE BUILDING

Structural Alteration Permit #LMSA2024-0002 to install two new illuminated wall signs and to replace seven awnings on the exterior of a designated City Landmark building.

I. Application Basics

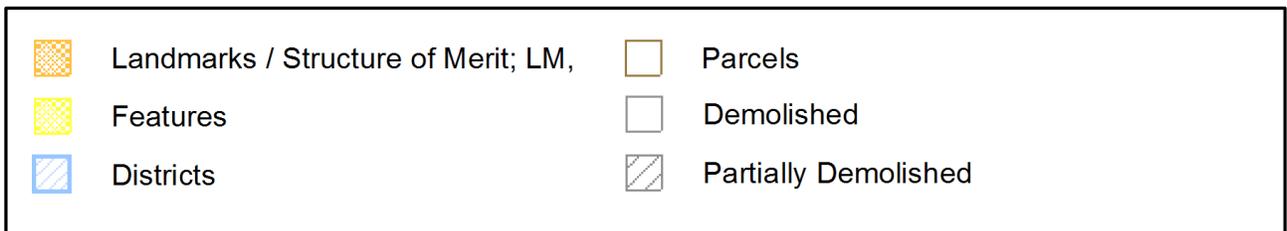
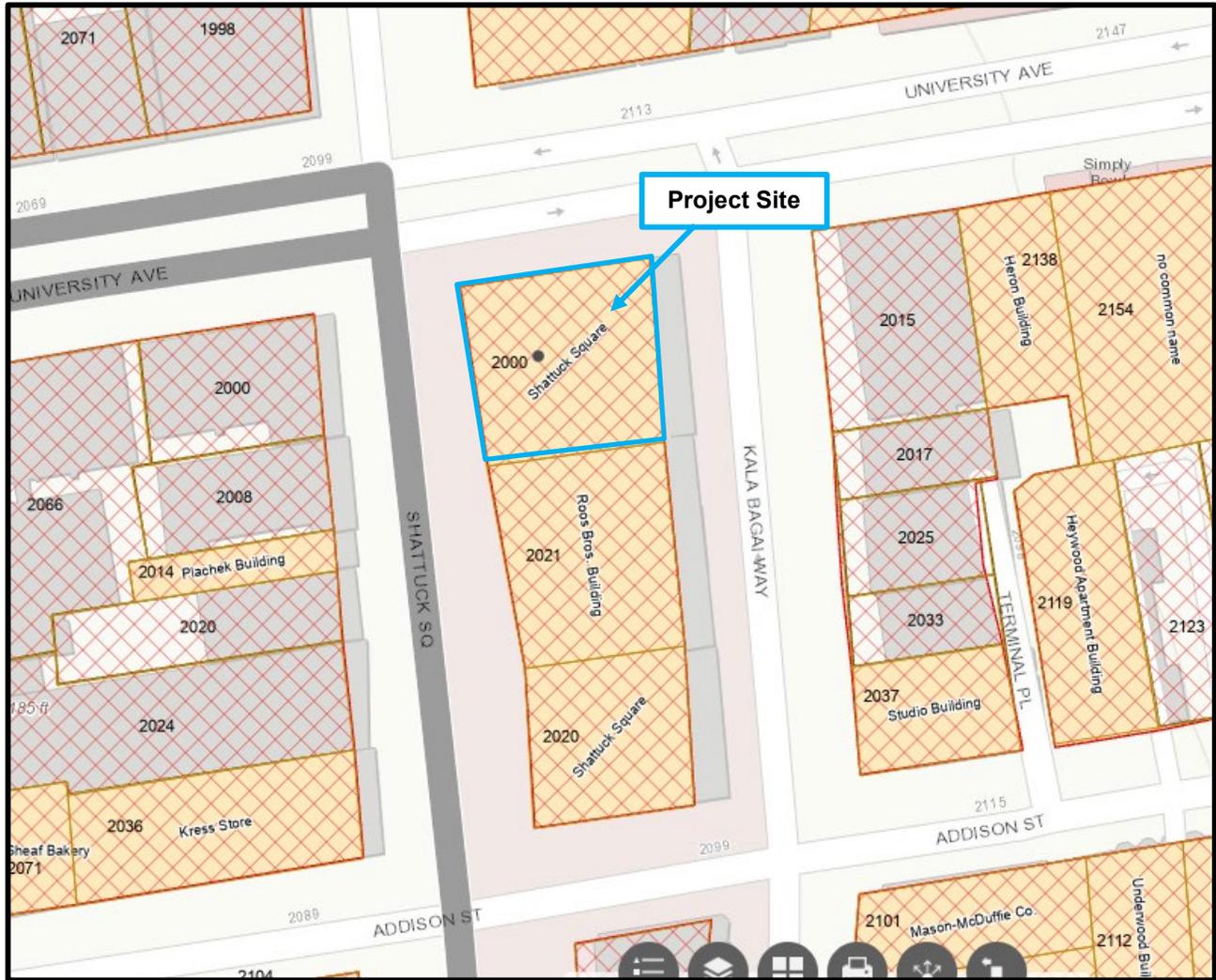
A. CEQA Determination: Categorically exempt pursuant to Section 15331 of the CEQA Guidelines (Historical Resource Rehabilitation).

B. Parties Involved:

- Applicant Jin Lee
 845 E. 10th St.
 Oakland, CA 94606
- Owner Mike Maffia
 411 Borel Ave, Suite 650
 San Mateo, CA 94402

C. Recommendation: Hold a hearing on this matter, consider the merits of the proposal and take favorable action.

Figure 1: Vicinity Map highlighting City Landmark sites



II. Background

The Shattuck Square Building is one of three historic buildings located on the island block of Kala Bagai Way, formerly Shattuck Square, between Addison Street and University Avenue. The subject tenant space is located in the northern-most

building on Kala Bagai Way at the corner of University Avenue and is zoned as Downtown Mixed-Use Core (C-DMU Core). The project is surrounded by C-DMU Core to the north, east, south and west.

The Shattuck Square Building was constructed in 1926 and designated as a City of Berkeley Landmark in 1984; see Attachment 3. The 2015 Shattuck Avenue Commercial Corridor Historic Context Statement identifies this property as a Contributor to a potential historic district. The Landmark Designation notes that “Shattuck Square is a complex of three ornate Mediterranean style reinforced concrete, two-story commercial buildings on the island block (originally for railroad tracks) and that “it is an outstanding example of its period and style.”

Figure 2: Photograph – View from Kala Bagai Way, Existing Conditions (Google Earth)



Figure 3: Photograph – View from University Avenue, Existing Conditions (Google Earth)



Figure 4: Photograph – View from Shattuck Avenue, Existing Conditions (Google Earth)



Character defining features of the Shattuck Square Building include, though are not limited to:

- Red tile hipped roof;
- Cast concrete ornament around the second story windows; and
- Clerestory level awnings.

Previous SAP approvals. The Commission has previously approved two relevant structural alteration permits relevant to the scope proposed in this application. On November 6, 2014, the Commission approved LMSAP2014-0003 to install new awnings, canopies, and two exposed neon signs on the Shattuck Square Building. The approval for that application includes a condition that the awnings be Dark Plum in color, as reviewed by the Commission. There is a total of nine awnings on the building. On July 5, 2018, the Commission approved another application, LMSAP2018-0002, for replacement signage at this location that utilizes internally illuminated channel letters instead of exposed neon. See Figures 2 and 3, above, for the LPC-approved conditions.

Chapter 3.24 of the Berkeley Municipal Code (BMC) mandates that the Landmarks Preservation Commission review any exterior modification requiring city permits to a Landmark Structure and then grant a Structural Alteration Permit (SAP) for such work.

Application Chronology

On May 21, 2024, the applicant submitted a Structural Alteration Permit (SAP) application to replace the two, existing illuminated wall signs and the fabric of seven awnings at 2000 Kala Bagai Way, formerly 48 Shattuck Square.

On June 26, 2024, staff mailed and posted ten-day advance notices for tonight's meeting, in accordance with BMC Section 3.24.230.

III. Project Description

The proposed project is limited to changes to existing signage and awning for one of the two ground-floor commercial tenant spaces at the Shattuck Square Building. The scope includes:

- Replacing two illuminated wall signs to identify a new restaurant tenant
- Replacing seven of the nine fabric awnings while retaining the existing framing structures

New Signage: The proposal would replace the two existing illuminated wall signs at the northeast corner of the Landmark building with the new tenant's name in their branded font. The individual channel letters would be arranged in two lines, as opposed to the single line design approved in the applications mentioned above, and would be installed at a slant so that the sign angles upwards. The proposed letter sizes range from 10 inches to 20 inches, for a total sign height of 36 inches. One sign is proposed on the north façade facing University Avenue, the other sign is proposed on the east façade facing Kala Bagai Way. Illumination is proposed as reverse halo, as was approved in the previous application.

New Awning Fabric: The application also includes the replacement of seven awnings, six facing Kala Bagai Way, and one on the University Avenue frontage.

The applicant proposes striped awnings in the place of the LPC-approved solid Dark Plum colored awnings that are existing.

Figure 5: Proposed Rendering – Kala Bagai Way (east) elevation (project plans, Attachment 1)



Figure 6: Proposed Rendering – University Ave. (north) elevation (project plans, Attachment 1)



IV. Issues and Analysis

Staff has identified relevant criteria pertinent to this project from the City of Berkeley Sign Ordinance, the Downtown Design Guidelines, the Secretary of the Interior's Standards for the Treatment of Historic Properties, and the Landmarks Preservation Ordinance (BMC Section 3.24).

A. Berkeley Municipal Code (BMC) Title 20: The Sign Ordinance

The analysis below summarizes Staff's findings with respect to the City of Berkeley's Sign Ordinance, which can be found in BMC Title 20. The Sign Ordinance contains regulations applicable to signage with the objective of balancing the aesthetic character of the City's residential, commercial, and manufacturing districts with the needs of business owners and residents who work and reside within those districts.

1. Number of Signs: *Per BMC Section 20.24.030, tenant spaces in commercial districts are allowed up to two signs for each street frontage that the subject space occupies.*
2. Sign Area: *Per BMC Section 20.24.040, The sign area of wall signs shall not exceed fifteen (15) percent of the building face of the premises or one hundred fifty (150) square feet, whichever is less.*

Analysis: The proposed application meets the requirements of the Sign Ordinance with regards to maximum quantity of signs and total sign areas. The subject tenant space has street frontages on Kala Bagai Way and University Avenue, which would allow them up to four signs. The project proposes only two signs, one per each street frontage. Each sign would measure approximately 15 square feet, which is well under the 150 square feet specified in the ordinance. For this reason, Staff finds that the project meets the objectives of the Sign Ordinance.

B. Downtown Design Guidelines:

The 2012 Downtown Design Guidelines contain several policies applicable to the project. The analysis below summarizes Staff's findings in respect to how the project meets the standards outlined in those guidelines.

Awnings -1: *Fit awnings within enframed storefronts. (Page 47)*

Awnings - 3: *Awnings should be compatible with other awnings nearby, particularly those on the same building, when these awnings complement the architectural character of the building. (Page 47)*

Awnings - 6: *Awning shape, size, and height should be proportional to the façade on which it is placed. Awnings should not be dominant or overwhelming elements. (Page 47)*

Analysis: As proposed, the application does not meet the requirements established by the Design Guidelines. All awnings for the Shattuck Square

Buildings have historically been the same Dark Plum color, as approved by permit #LMSAP2014-0003 (Attachment 5). The applicant proposes to differentiate the subject tenant space from other tenant space in the building with a striped awning fabric. This change will not support compatibility within the building and may be visually overwhelming to the Landmark.

Therefore, staff recommends that the applicant maintain the existing awning color that was previously approved by LPC and is consistent throughout the ground-floor storefronts. The Commission may discuss this matter, whether there are appropriate alternatives and whether breaking with the approved awning program is preferable.

All Signs - 4: The architecture of the building often identifies specific locations for signs, and these locations should be used.

All Signs - 6: The size of signs and sign letters should be in scale and proportional to the space in which they are located, with letters typically between 6 and 16 inches high.

All Signs - 14: On Landmark buildings, signs should be designed and located to be consistent with the character of the building and the era in which the building was constructed.

All Signs - 18: Lighting should utilize spot lighting, halo lighting, or exposed neon.

Analysis: The proposed signage meets the requirements of the Design Guidelines. The majority of the letters are under the specified 16 inches, ranging from 6 to 18 inches, with an overall sign height of 36 inches. The letters are proportional to the space in which they are located and would have a reverse halo illumination, which is consistent with the Guidelines and the previous approval.

There are conditions in the previous approval about how the signs align with the awnings below that further supports the requirements that the sign design be consistent with the character of the Landmark. Those conditions will be included in the Findings for the application, included as Attachment 1 of this report.

C. The Secretary of the Interior's Standards for Rehabilitation

The Secretary of the Interior's Standards for the Treatment of Historic Properties (1995) defines *Rehabilitation* as "the act or process of making possible a compatible use for a property through repair, alterations, and additions while preserving those portions or features which convey its historical, cultural, or architectural values." Below is an analysis of how the proposed project complies with the Secretary of Interior's Standards for Rehabilitation.

SOI Rehab Standard 9: *New additions, exterior alterations, or related new construction will not destroy historic materials, features, and spatial relationships that characterize the property. The new work will be differentiated from the old and will be compatible with the historic materials, features, size, scale and proportion, and massing to protect the integrity of the property and its environment.*

SOI Rehab Standard 10: *New additions and adjacent or related new construction will be undertaken in such a manner that, if removed in the future, the essential form and integrity of the historic property and its environment would be unimpaired.*

Analysis: The design of the signage and awnings proposed by this project would have minimal effect on the character of the Landmark, the Shattuck Square Building. The project proposes to replace two existing signs and the fabric of seven existing awnings on the building. The framing elements of those awnings would remain unaltered. The proposed upgrades would fit within the architectural features of the building and would not affect the integrity of the historic structure if they were to be removed in the future.

The sign design and scale is compatible with architectural elements of the building. The placement of the signs on the two street frontages supports the commercial use while not visually overpowering the building.

As stated above, the proposed color for the awnings is not compatible with the aesthetic of the building and Staff will rely on direction from the Commission to determine the appropriate direction for that aspect of the proposal. Color aside, the awnings themselves continue to support the historic commercial use of the space and the overall character of the building.

D. Landmarks Preservation Ordinance Review Standards and Criteria (Section 3.24.260.C)

In order to approve a request for an SAP, the Commission must find that the proposal would not adversely affect the features or special character of the subject structure or property. Staff believes the applicant's proposal would not result in adverse effects for this historic resource as described below, and offers the following findings in accordance with the LPO:

- BMC Section 3.24.260(C)(1): *“For applications relating to landmark sites, the proposed work shall not adversely affect the exterior architectural features of the landmark and, where specified in the designation for a publicly owned landmark, its major interior architectural features...”*

Staff Analysis: The proposed project would provide minimal exterior alterations to this historic structure. With the proposed design considerations for the awning fabric suggested by staff, the updates would fit with the historic features of the façade while not creating false historicism. For these reasons, the proposed

upgrades would not adversely affect the architectural features of the Landmark.

- BMC Section 3.24.260(C)(1): “...nor shall the proposed work adversely affect the special character or special historical, architectural or aesthetic interest or value of the landmark and its site, as viewed both in themselves and in their setting.”

Staff Analysis: The improvements to the façade would not adversely affect the special character of the building, and would support the historic commercial use of the space.

Therefore, this request is found to be beneficial owing to its expected improvements and consistency with the LPO standards and criteria for permit approval.

V. Recommendation

Staff recommends approval of this Structural Alteration Permit pursuant to BMC Section 3.24.260 and subject to the attached findings and conditions because the proposed project:

- 1) Would result in minimal and ultimately reservable changes to the historic Shattuck Square Building; and
- 2) Adheres to the requirements of Landmarks Preservation Ordinance for exterior alterations.

Attachments:

1. Structural Alteration Permit Findings and Conditions of Approval
2. Project plans, received May 6, 2024
3. Landmarks Preservation Commission Notice of Decision for 48 Shattuck Square (2000 Kala Bagai Way, February 27, 1984)

Prepared by: Desiree Dougherty, Assistant Design Review Planner; DDougherty@Berkeleyca.gov, (510) 981-7431

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

ATTACHMENT 1

FINDINGS AND CONDITIONS

FINDINGS REQUIRED UNDER CEQA

1. The project is categorically exempt from the provisions of the California Environmental Quality Act (CEQA, Public Resources Code §21000, et seq. and California Code of Regulations, §15000, et seq.) pursuant to Section 15331 of the CEQA Guidelines (“Historic Resource Restoration/Rehabilitation”). Furthermore, none of the exceptions in CEQA Guidelines Section 15300.2 apply, as follows: (a) the site is not located in an environmentally sensitive area, (b) there are no cumulative impacts, (c) there are no significant effects, (d) the project is not located near a scenic highway, and (e) the project site is not located on a hazardous waste site pursuant to Government Code Section 65962.5.

FINDINGS RELATED TO THE SECRETARY OF THE INTERIOR’S STANDARDS

Regarding the Secretary of the Interior’s Standards (SOI) for Rehabilitation, the Landmarks Preservation Commission of the City of Berkeley makes the following findings:

1. The proposed project does not require a change of use. The property will retain its historic commercial use.
2. The project will retain the historic character and architectural design of the property and will not remove any distinctive materials or alter the features that characterize the property.
3. The new signage and awnings will not resemble or replicate designs from the property’s historic period and will not result in a false sense of historical development.
4. Changes to the property that may have acquired significance in their own right are not affected by this project.
5. Distinctive materials, features, finishes, and construction techniques, or examples of craftsmanship that characterize this property, such as the detailing of the upper windows and trim banding, will be substantially retained and preserved with this project.
6. As conditioned herein, if deteriorated historic features will be affected by this request, then they would be repaired or replaced to match the materials, design, and finishes of the original items
7. The applicant does not propose chemical or physical treatments. However, standard conditions of Structural Alteration Permit approval would require any chemical or physical treatments to be undertaken using the gentlest means possible.
8. The project does not have the potential to affect any archaeological resources because the applicant proposes no excavation.

9. The proposed upgrades are designed with complimentary, high-quality materials in simplified, contemporary style employing colors and finishes that harmonize with the historic design elements of the building. Owing to these aspects, new work will be sufficiently differentiated from the historic design.
10. If the proposed improvements were removed in the future, they would not permanently impair the integrity or essential form of the subject building.

FINDINGS REQUIRED UNDER LANDMARKS PRESERVATION ORDINANCE

1. As required by Section 3.24.260 of the Landmarks Preservation Ordinance, the Commission finds that the proposed work is appropriate for and consistent with the purposes of the Ordinance, and will preserve the characteristics and features specified in the designation for this property. Specifically:
 - A. The proposed project will not adversely affect the architectural design of this City Landmark, the Shattuck Square Building. The signs and awning are mounted in locations that fit within the architectural features of the building.

 - B. The proposed project will not affect the special character of the subject property, which lies in the cast concrete detailing around the second story windows and in the commercial storefronts. The alterations will continue to support the historic commercial context of the building and will be installed in such a way that would not affect the integrity of the historic structure if removed in the future.

STANDARD CONDITIONS

The following conditions, as well as all other applicable provisions of the Landmarks Preservation Ordinance, apply to this Permit:

1. Conditions Shall be Printed on Plans

The conditions of this Permit shall be printed on the *second* sheet of each plan set submitted for a building permit pursuant to this Permit, under the title 'Structural Alteration Permit Conditions'. *Additional sheets* may also be used if the *second* sheet is not of sufficient size to list all of the conditions. The sheet(s) containing the conditions shall be of the same size as those sheets containing the construction drawings; 8-1/2" by 11" sheets are not acceptable.

2. Plans and Representations Become Conditions

Except as specified herein, the site plan, floor plans, building elevations and/or any additional information or representations, whether oral or written, indicating the proposed structure or manner of operation submitted with an application or during the approval process are deemed conditions of approval.

3. Subject to All Applicable Laws and Regulations

The approved use and/or construction is subject to, and shall comply with, all applicable City Ordinances and laws and regulations of other governmental agencies. Prior to construction, the applicant shall identify and secure all applicable permits from the Zoning Adjustments Board or Zoning Officer, Building and Safety Division, Public Works Department and other affected City divisions and departments.

4. Exercise and Lapse of Permits

- A. A permit for the construction of a building or structure is deemed exercised when a valid City building permit, if required, is issued, and construction has lawfully commenced.
- B. A permit may be declared lapsed and of no further force and effect if it is not exercised within one year of its issuance, except that permits for construction or alteration of structures or buildings may not be declared lapsed if the permittee has: (1) applied for a building permit; or, (2) made substantial good faith efforts to obtain a building permit and begin construction, even if a building permit has not been issued and/or construction has not begun.

5. Indemnification Agreement

The applicant shall hold harmless, defend, and indemnify the City of Berkeley and its officers, agents, and employees against any and all liability, damages, claims, demands, judgments or other losses (including without limitation, attorney's fees, expert witness and consultant fees and other litigation expenses), referendum or initiative relating to, resulting from or caused by, or alleged to have resulted from, or caused by, any action or approval associated with the project. The indemnity includes without limitation, any legal or administrative challenge, referendum or initiative filed or prosecuted to overturn,

set aside, stay or otherwise rescind any or all approvals granted in connection with the Project, any environmental determination made for the project and granting any permit issued in accordance with the project. This indemnity includes, without limitation, payment of all direct and indirect costs associated with any action specified herein. Direct and indirect costs shall include, without limitation, any attorney's fees, expert witness and consultant fees, court costs, and other litigation fees. City shall have the right to select counsel to represent the City at Applicant's expense in the defense of any action specified in this condition of approval. City shall take reasonable steps to promptly notify the Applicant of any claim, demand, or legal actions that may create a claim for indemnification under these conditions of approval.

6. Halt Work/Unanticipated Discovery of Tribal Cultural Resources

In the event that cultural resources of Native American origin are identified during construction, all work within 50 feet of the discovery shall be redirected. The project applicant and project construction contractor shall notify the City Planning Department within 24 hours. The City will again contact any tribes who have requested consultation under AB 52, as well as contact a qualified archaeologist, to evaluate the resources and situation and provide recommendations. If it is determined that the resource is a tribal cultural resource and thus significant under CEQA, a mitigation plan shall be prepared and implemented in accordance with State guidelines and in consultation with Native American groups. If the resource cannot be avoided, additional measures to avoid or reduce impacts to the resource and to address tribal concerns may be required.

7. Archaeological Resources (*Ongoing throughout demolition, grading, and/or construction*)

Pursuant to CEQA Guidelines Section 15064.5(f), "provisions for historical or unique archaeological resources accidentally discovered during construction" should be instituted. Therefore:

- A. In the event that any prehistoric or historic subsurface cultural resources are discovered during ground disturbing activities, all work within 50 feet of the resources shall be halted and the project applicant and/or lead agency shall consult with a qualified archaeologist, historian or paleontologist to assess the significance of the find.
- B. If any find is determined to be significant, representatives of the project proponent and/or lead agency and the qualified professional would meet to determine the appropriate avoidance measures or other appropriate measure, with the ultimate determination to be made by the City of Berkeley. All significant cultural materials recovered shall be subject to scientific analysis, professional museum curation, and/or a report prepared by the qualified professional according to current professional standards.
- C. In considering any suggested measure proposed by the qualified professional, the project applicant shall determine whether avoidance is necessary or feasible in light of factors such as the uniqueness of the find, project design, costs, and other considerations.
- D. If avoidance is unnecessary or infeasible, other appropriate measures (e.g., data recovery) shall be instituted. Work may proceed on other parts of the project site while mitigation measures for cultural resources is carried out.

E. If significant materials are recovered, the qualified professional shall prepare a report on the findings for submittal to the Northwest Information Center.

8. Human Remains (*Ongoing throughout demolition, grading, and/or construction*)

In the event that human skeletal remains are uncovered at the project site during ground-disturbing activities, all work shall immediately halt and the Alameda County Coroner shall be contacted to evaluate the remains, and following the procedures and protocols pursuant to CEQA Guidelines Section 15064.5 (e)(1) . If the County Coroner determines that the remains are Native American, the City shall contact the California Native American Heritage Commission (NAHC), pursuant to Health and Safety Code Section 7050.5(c), and all excavation and site preparation activities shall cease within a 50-foot radius of the find until appropriate arrangements are made. If the agencies determine that avoidance is not feasible, then an alternative plan shall be prepared with specific steps and timeframe required to resume construction activities. Monitoring, data recovery, determination of significance and avoidance measures (if applicable) shall be completed expeditiously.

9. Paleontological Resources (*Ongoing throughout demolition, grading, and/or construction*)

In the event of an unanticipated discovery of a paleontological resource during construction, excavations within 50 feet of the find shall be temporarily halted or diverted until the discovery is examined by a qualified paleontologist (per Society of Vertebrate Paleontology standards [SVP 1995, 1996]). The qualified paleontologist shall document the discovery as needed, evaluate the potential resource, and assess the significance of the find. The paleontologist shall notify the appropriate agencies to determine procedures that would be followed before construction is allowed to resume at the location of the find. If the City determines that avoidance is not feasible, the paleontologist shall prepare an excavation plan for mitigating the effect of the project on the qualities that make the resource important, and such plan shall be implemented. The plan shall be submitted to the City for review and approval.

ADDITIONAL CONDITIONS

The following additional conditions are attached to this Permit:

10. No changes can be made to these approved plans without prior approval.
11. **CITY PERMITS.** This Structural Alteration Permit (SAP) approval is contingent upon approval of the requisite Use Permit and Public Work Permit for the project scope.
12. **PLANS COMPLIANCE.** Construction and building permit plans shall substantially conform to the Structural Alteration Permit (SAP) project plans dated/received May 06, 2024.
13. **REPAIR AND REPLACEMENT OF CHARACTER-DEFINING FEATURES.** Deteriorated historic features shall be repaired rather than replaced. Where the severity of deterioration requires replacement of a distinctive feature, the new feature shall match the old or historic feature in design, color, texture, and, where possible,

materials. Replacement of missing features shall be substantiated by documentary and physical evidence.

14. Chemical or physical treatments, if appropriate, shall be undertaken using the gentlest means possible. Treatments that cause damage to historic materials shall not be used.
15. **COLORS.** Prior to Landmarks plan checker sign-off of the Building Permit set of drawings, the applicant shall submit color and materials information for review and approval by Landmarks staff, in coordination with the LPC Chair as needed.
16. **DETAILS.** Prior to Landmarks plan checker sign-off of the Building Permit set of drawings, the applicant shall submit sign and awning details for review and approval by the Landmarks plan checker.
17. **AWNINGS.** Awning color and design for the subject tenant space shall be **Dark Plum** as approved by the Landmarks Preservation Commission.
18. **SIGNAGE.** Prior to Landmarks plan checker sign-off of the building permit set of drawings, the applicant shall submit complete signage details, including colors, materials, letter heights, dimensions, placement on building, and installation details. All materials will be matte unless otherwise noted. All non-temporary signage and awnings not previously approved and not listed in this application are prohibited.
19. **LIGHTING.** Prior to Landmarks plan checker sign-off of the building permit set of drawings, the applicant shall submit lighting details showing all existing and proposed site and building lighting. Exterior lighting, including for signage, shall be downcast and not cause glare on the public right-of-way and adjacent parcels.
20. The applicant shall be responsible for identifying and securing all applicable permits from the Building and Safety Division and all other affected City divisions/departments prior to the start of work.
21. The applicant is responsible for complying with all the above conditions. Failure to comply with any condition could result in construction work being stopped, issuance of citations, as well as further review by the Landmarks staff, which may modify or impose additional conditions, or revoke approval.
22. All building permit drawings and subsequent construction shall substantially conform to the approved plans as outlined in Condition #1. Any modifications must be reviewed by the Landmarks plan checker to determine whether the modification requires approval.
23. The applicant shall hold harmless, defend, and indemnify the City of Berkeley and its officers, agents, and employees against any and all liability, damages, claims, demands, judgments or other losses (including without limitation, attorney's fees, expert witness and consultant fees and other litigation expenses), referendum or initiative relating to, resulting from or caused by, or alleged to have resulted from, or caused by, any action or approval associated with the project. The indemnity includes without limitation, any legal or administrative challenge, referendum or initiative filed or prosecuted to overturn, set aside, stay or otherwise rescind any or all approvals granted in connection with the

Project, any environmental determination made for the project and granting any permit issued in accordance with the project. This indemnity includes, without limitation, payment of all direct and indirect costs associated with any action specified herein. Direct and indirect costs shall include, without limitation, any attorney's fees, expert witness and consultant fees, court costs, and other litigation fees. City shall have the right to select counsel to represent the City at Applicant's expense in the defense of any action specified in this condition of approval. City shall take reasonable steps to promptly notify the Applicant of any claim, demand, or legal actions that may create a claim for indemnification under these conditions of approval.

SIGNAGE FOR "CHOLITA LINDA"



PHOTO OF EXISTING CONDITION OF SIGN AWNINGS



EXISTING AWNINGS HEIGHT, DEPTH & FRAME SIZE

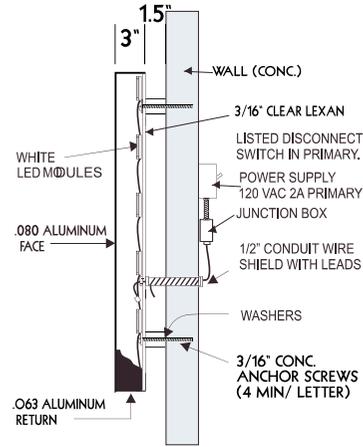
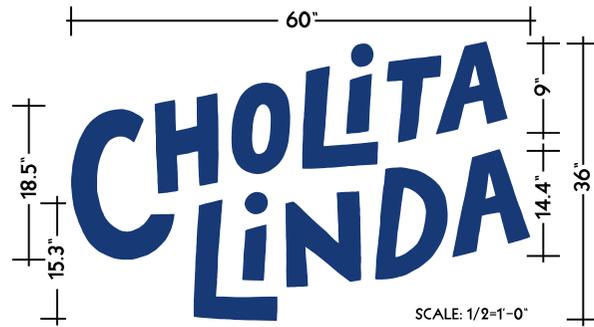


EXISTING SIGN DEMENSIONS

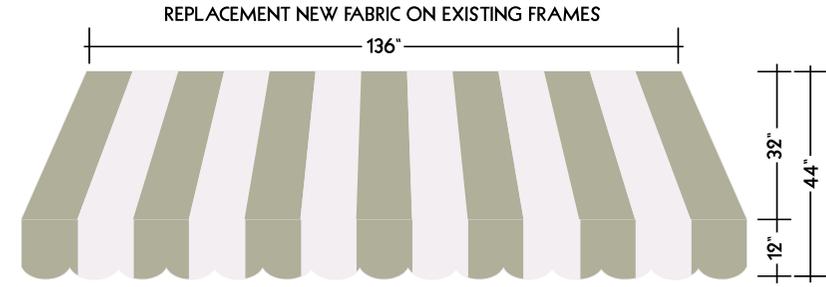


PROPOSED SIGN DEMENSIONS

SIGNAGE FOR "CHOLITA LINDA"
 (36" HT. 60" ILLUM. INDIVIDUAL REVERSED CHANNEL, HALO-LIT)



LETTERS SECTION



COLORS & MATERIALS
 FABRIC - 12"WIDE MANHATTAN FOG (SUNBRELLA # 4876.0000)

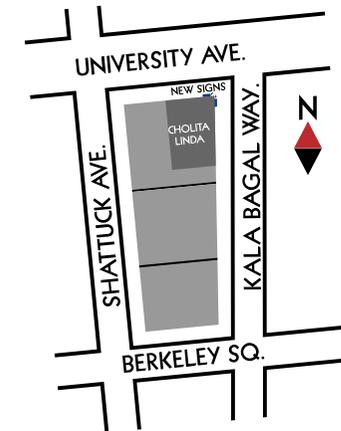


EXISTING VIEW KALA BAGAI WAY.

REMOVAL
 EXISTING
 SIGNS



UNIVERSITY AVE.



PLAN VIEW



PROPOSED VIEW KALA BAGAI WAY. ELEVATION



UNIVERSITY AVE. ELEVATION

| |
|---|
| PROJECT APPLICANT |
| CHOLITA LINDA |
| 2000 KALA BAGAI WAY, BERKELEY, CA 94704 |
| MURAT SOZERI 510-692-3762 |
| JUN.24.2024 |

LEE'S SIGNS
 State Lic. # 556289 Owner: Jin H. Lee
 845 E. 10th Street Oakland, CA 94606
 Tel: 510.452.1420 Fax: 510.452.0177

CITY OF BERKELEY
DEPARTMENT OF HOUSING AND DEVELOPMENT

(APPLICATION REQUESTING DESIGNATION FOR LANDMARK STATUS)

RES: Ordinance 4694-N.S. Individual Landmark \$50.00 Historical Dist. \$100.00

1. Name of Property SHATTUCK SQUARE Survey Code No. _____
2. Building Site _____ Open Space _____
3. County Alameda 4. City Berkeley
5. Street 48 & 82 Shattuck Square, Berkeley CA 94704
6. Vicinity (if rural) _____
7. Present Occupant 48: Copymat, Upstart Crow, Daily Californian
82: Toby's Toys, various upstairs offices
8. Present Owner 48: Eli Cukierman, 48 Shattuck Sq., Berkeley 94704
82: Paul Goldstone, 82 Shattuck Sq., Berkeley 94704
9. Original Owner (if known) Berkeley Terminal Properties
10. Date of Construction 1926 11. Style Spanish Colonial
12. Architect/Builder Timothy Pflueger & James Miller 13. Original Use stores & offices
14. Historic Value: national ___ state ___ county ___ city neighborhood ___ none ___
15. Architectural Value: national ___ state ___ county ___ city neighborhood ___ none ___
16. Notable Garden or Landscaping: yes ___ no
17. Photographs: contemporary _____ historical _____
dates 1977-82 dates 1926, 1928, 1938, 1940s
photographer B. Marvin, D. Close, A. Bruce photographer McCullagh & anon.
repository Berk. Arch. Heritage repository (copies) Berk. Arch. Heritage
18. Bibliography: Published Sources _____
see sheet Public Records _____
attached. Interviews _____
Other _____
19. Block Number 2033 20. Lot No. 1 & 4 21. Lot Size: Frontage 92' x 92' (48 Sh. Sq.)
Depth 74' x 76' (82 Sh. Sq.)
22. Current Zoning Status C-2 23. Adjacent Property Zoning Status C-2
24. Present Use: residential (single family ___ multiple ___) office
store public ___ other ___ specify _____
25. Adjacent Property Use (check all that apply): residential (single family ___ multiple ___) office store public ___
other ___ specify _____

26. Assessed Property Value: current 5 yrs. ago 10 yrs. ago
27. Present Condition of Property: exterior: excellent x good fair poor
 interior: excellent x good x fair poor
 grounds: excellent good fair poor
28. Property Endangered: yes no x source, if yes
29. Potential New Property Uses:
30. History: Briefly describe the historical significance of this property:

see National Register form attached (8. Significance)

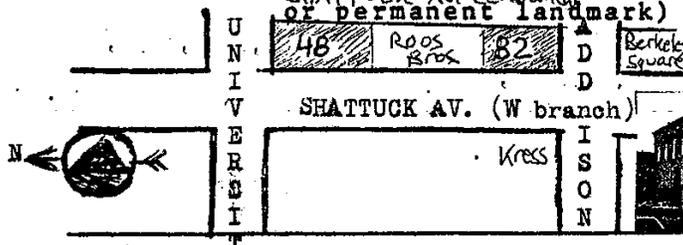
Roos Bros., 64 Shattuck Square, has already been designated (City Landmark #37), after its 1979 facade restoration. The whole complex was designed by Pflueger & Miller as a unit (job #653A-B-C), & shares a common economic/political history.



31. Architecture: Briefly describe the appearance of this structure. Indicate notable features as well as later alterations and changes. Include notable landscaping or natural features.

Shattuck Square is a complex of 3 ornate Mediterranean style reinforced concrete ^{2-story} commercial buildings on the island block (originally for railroad tracks) between E & W forks of Shattuck Av. The 2 end buildings are solid rectangular blocks, stucco with cast concrete ornament, 30' high, the south one about 75' square & the north one 92'. Both buildings have red tile hip roofs--actually tiled parapets built up around the true flat roof. End buildings were designed to provide utilitarian cubicles for up to 12 small ground floor shops each, & have generally held 1 or 2 larger businesses instead; decor was & is plain walls & not very permanent partitions. Both buildings have second floor offices & basement storage. South building has office entrance at the original location on the end facade, though without the marquee & redone in streamlined fluted glass & green marble; on the (cont'd)

32. Location Map (nearest intersection or permanent landmark)



33. Photograph (Contact print from 35mm black and white photo)



34. Additional Comments or Continuation of Previous Answers
 N bldg., which for years was one big store, office entrance has been moved around to the east side. Ground floors of both buildings were faced in ceramic tile below 1950s aluminum display windows & had clerestories covered or removed; N bldg. has been partly restored, with reused small-paned windows & clerestory-level awnings. Like the Roos store, both end bldgs. retain their distinctive second-story features--red tile roofs & cast concrete ornament around the windows. South bldg. is painted pinkish-beige like the terra cotta of the Roos store; north one was recently painted blue-gray with the cast ornaments detailed in beige & ivory. Larger N bldg. has 7 upstairs windows on each of its 3 street frontages, vs. S bldg's 6. Spanish Colonial ornamentation around windows is similar in scale & spirit on the 2 bldgs but entirely different in detail. Windows have large pane framed by narrow side & top panes,

35. Recorder: Name Betty Marvin Title in metal sash.
 Address BAHA, Box 1137, Berkeley 94701 Date Jan. 23, 1984 like Roos bldg.

8. Significance

| Period | Areas of Significance—Check and justify below | | | |
|---|--|---|---|--|
| <input type="checkbox"/> prehistoric | <input type="checkbox"/> archeology-prehistoric | <input type="checkbox"/> community planning | <input type="checkbox"/> landscape architecture | <input type="checkbox"/> religion |
| <input type="checkbox"/> 1400-1499 | <input type="checkbox"/> archeology-historic | <input type="checkbox"/> conservation | <input type="checkbox"/> law | <input type="checkbox"/> science |
| <input type="checkbox"/> 1500-1599 | <input type="checkbox"/> agriculture | <input type="checkbox"/> economics | <input type="checkbox"/> literature | <input type="checkbox"/> sculpture |
| <input type="checkbox"/> 1600-1699 | <input checked="" type="checkbox"/> architecture | <input type="checkbox"/> education | <input type="checkbox"/> military | <input type="checkbox"/> social/ humanitarian |
| <input type="checkbox"/> 1700-1799 | <input checked="" type="checkbox"/> art | <input type="checkbox"/> engineering | <input type="checkbox"/> music | <input type="checkbox"/> theater |
| <input type="checkbox"/> 1800-1899 | <input checked="" type="checkbox"/> commerce | <input type="checkbox"/> exploration/settlement | <input type="checkbox"/> philosophy | <input type="checkbox"/> transportation |
| <input checked="" type="checkbox"/> 1900- | <input type="checkbox"/> communications | <input type="checkbox"/> industry | <input type="checkbox"/> politics/government | <input type="checkbox"/> other (specify) |
| | | <input type="checkbox"/> invention | | |

Specific dates 1926

Builder/Architect James Miller & Timothy Pflueger

Statement of Significance (In one paragraph)

The Shattuck Square complex is Berkeley's only major work by the prominent San Francisco Deco-era architectural firm of Miller & Pflueger, & is a fine example of prosperous 1920s California-Mediterranean store design. After two decades of modern camouflage the exterior of the centerpiece Roos Bros. store has recently been painstakingly restored to its original elegant appearance. Roos Bros.—what would now be termed the anchor of the complex—was in its heyday as a business when this store was built, & is noteworthy both in California economic history—pioneer family business to statewide chain to subsidiary of national conglomerate—and as one of Berkeley's most solid, prestigious downtown shops for half a century. In addition, the land developed as Shattuck Square has local historical significance of its own, having been successively the Southern Pacific freight yards, a city park, & object of a classic real estate land grab that still rankles with old residents.

When Shattuck Square was built in 1926, its site already had 50 years of Berkeley history behind it. The Berkeley Branch Line of the Southern Pacific Railroad had been brought up Shattuck Avenue from the San Francisco-Oakland ferry terminal in 1876 by local pioneers Francis Kittredge Shattuck & James L. Barker, seeking to insure that the land they had claimed in the 1850s & 60s would develop as the business center of Berkeley by donating part of it for right of way & station. This was an early stage in the filling in of the two mile gap between the settlements around the University in the east & Ocean View in the west, which incorporated together as Berkeley in 1878 & by the turn of the century did in fact have a common governmental & commercial center in the Barker-Shattuck lands.

By 1903 urbanization was far enough along that civic outcry brought about "removal of the unsightly freight yards" from the north half of the two block long station property, & the island now occupied by Shattuck Square became a park with grass, benches, & palm trees. The station—by SP company architect D.J. Patterson, 1907—occupied the south part of the site & plaza together making a fine Main Street U.S.A. setting for parades & welcomes & civic events. (The station was demolished & replaced by stores in 1939.)

In August 1925 the Chamber of Commerce's Courier reported "Big Deals in Berkeley": Roy O. Long Co. was arranging the sale & development of the plaza block, & "rumor tells of the erection of a large Class A structure with stores & an arcade topped by a 3 or 4 story hotel. By the next spring the building plans had changed somewhat but the boosterism was unabated: Mason-McDuffie, Berkeley's other real estate giant, civic-mindedly congratulating a rival, enthused "Shattuck Square—a sign of progress which calls to mind many other changes since the establishment of Mason-McDuffie in Berkeley 38 years ago. How different now from the square mile of open country which was settled, in 1850, by those first Berkeleyans, Shattuck Blake, Leonard, and Hillegass!" (Gazette, April 9, 1926).

Users of the park were of course less delighted; in the impassioned account of Louis Stein, Berkeley's professional old-timer, "there was a beautiful park, with palm trees; you could wait for your train there, or at noontime you could sit & eat your lunch. Southern Pacific wanted to give that to the city, the city said no, they wanted to get taxable property there, ... Mason-McDuffie sold it; so that beautiful plaza was destroyed; they put in all those buildings & had an awful time renting it till Roos-Atkins moved in." In Stein's version Mason-McDuffie, which survived the Depression, has inherited the villain's role from Roy O. Long Co., which didn't; but at the time Long was a power in Berkeley real estate & development, both commercial & residential. In 1922 it was "said that he has built more houses in Berkeley in the past year than any other individual" (Courier, May 20), & the Shattuck Square transaction was long remembered as a virtuoso real estate deal: "When the late Francis K.

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11/78)

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CONTINUATION SHEET Shattuck Square, ITEM NUMBER 8 PAGE 2
Berkeley CA

Shattuck, one of the city founders, deeded the plot free of charge to the railroad he placed in the deed a restriction which stated that if ever the property was used for anything except railroad purposes, it 'would revert.' But the reversion clause neglected to specify to whom. Roy O. Long...worked with the Southern Pacific's legal department...& finally obtained a high court ruling that because of the ambiguous restrictive clause the railroad company had a legal right to sell the property..." (Gazette, Aug. 20, 1947).

The company formed to develop the site went by the suitably anonymous name of Berkeley Terminal Properties. Miller & Pflueger were hired as architects, & Roos Bros. secured from the start as tenants for the center building. The two end buildings were strictly speculative, conservatively designed for up to twelve small shops each plus offices upstairs (it is these that Louis Stein remembers difficulty renting). Most of the architectural bravura was concentrated in the part built for a single known large-scale occupant, namely Roos Bros. "Berkeley Store to Surpass Others Says Roos Bros." reported the Courier (April 24, 1926), with "the latest ideas in equipment, design, completeness, & beauty. The location...permits maximum display space in the windows facing the two streets. Beautiful cathedral glass skylights over the center of the store will furnish an abundance of daylight...The new store will be a decided ornament to the downtown business district...Because it is situated in the city which is the home of the University of California, & because the store makes student trade one of its specialties, Roos Bros. have selected a color scheme that will carry out the University Colors...There will be public telephones, rest rooms, beauty & hair cutting parlors, & even a golf fairway & putting green." In an age of department store as amusement park, Donogh's Dry Goods down the street was drawing crowds with its Basement Grocerteria, but it was outdone by Roos. For many years the elegant Roos Bros. store lent downtown Berkeley an elegance both visual—glass, copper, terra cotta, golden bears, flags flying from the created marquee—and social.

The golden bears & university color scheme were the personal inspiration of Col. Robert Roos, U. C. Class of 1904; in addition the grand opening was staged as a graduation ceremony. All three of the second Roos generation—sons of founding brother Achille—were turn of the century Cal graduates, & Berkeley was something of a second home to the firm after San Francisco, with a branch here from 1912. The collegiate emphasis was also cultivated at Stanford; the College Shops were "student-managed & have contributed many well-trained young people to the Roos organization."

As the college connection is graphically illustrated by the bears on the Berkeley store, so Roos Bros.' image of casual California elegance is reflected in the materials & design—the Spanish-tinged wrought iron & oak & red roof tile, & the ingenious scaling down of the three-story, block-wide store. It is impossible to know how much Roos Bros. influenced the choice of Mediterranean style for the whole complex, or whether the choice was Berkeley Terminal Properties', or whether Miller & Pflueger were simply following a current idiom—Timothy Pflueger always shunned stylistic labels & attributions of influence, & Milton Pflueger, interviewed recently, seemed to resent questions about where his brother's style came from, saying only "he was an absolutely creative man."

In any case, tile roofed Mediterranean was a prevailing style in Berkeley as elsewhere California in the 1920s, & other major Mediterranean commercial buildings were constructed close to Shattuck Square in both time & place—among them new offices for Roy O. Long (1927) & Mason-McDuffie (1928), by prolific Berkeley architects Edwin Lewis Snyder & Walter Ratcliff. Snyder especially made a career of Mediterranean houses in middle class developments, & his commercial buildings give the impression of expanded haciendas. Miller & Pflueger, on the other hand, big city skyscraper & theater architects, seem less attached to the style: at Shattuck Square the trim is Spanish—red tile, wrought iron, cast concrete—but the structure

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Shattuck Square,
CONTINUATION SHEET Berkeley CA ITEM NUMBER 8 PAGE 3

could be anything. The cast concrete flowers & sword hilts on the two end buildings approach the Moorish extravaganza of movie theaters like the Castro in S.F.; the naturalistic bears & Roman lettering on the Roos building, & the metal frieze & cresting on the marquee & awning box (now gone) have a classical feeling. There is a foretaste of the Art Deco style for which Miller & Pflueger became famous in the "fountain line" of the columns framing the sections of the Roos Bros. facade, & perhaps more importantly in the use of terra cotta & glass, which already on the Pacific Telephone building in San Francisco (1925), & later on 450 Sutter & the Stock Exchange (1929) would be molded into the Mayan & geometric & proto-WPA Moderne motifs with which the firm--especially Pflueger--is most closely associated.

About the time Shattuck Square was being designed--dates suggest before, but Michael Goodman, Berkeley architect & professor who worked in the Pflueger office at the time, recalls it as after--Timothy Pflueger traveled to Paris to take in the famous Exposition des Arts Décoratifs & see what he could do with it. This was the way he had trained from the beginning, starting in Miller's firm as office boy & draftsman & keeping his eyes & mind open. He seems to have cultivated individuality & an aggressively self-made stance; Michael Goodman recalled that he could be "a very crude article"--the other side of his brother's "absolutely creative n." Flamboyant & theatrical, in the 1930s he gave San Francisco 3 extravagant hotel cocktail Junges, & several buildings at the 1939 World's Fair, as well as staging "the biggest, most exotic costume balls in the city's history" for the S.F. Art Association, of which he was president for several years. All this originality & flair was well displayed at Shattuck Square in the wide open skylit space of the Roos building, the selection of materials dazzling in themselves, & the wealth of inventive detail in their use.

After Shattuck Square & the rest of the Mediterranean phase of the 1920s, the Moderne had its day in Berkeley as elsewhere. There are fine Zig Zag public library & auto sales buildings by local architects James PlacheK & Frederick Reimers; a brownstone terra cotta Kress store from the company architects in New York; WPA-ish United Artists & Fox-California theaters by Los Angeles film industry architects Balch & Stanbery; & a group of small streamlined buildings that replaced the train station in 1939. Shattuck Square, however, is Berkeley's one contribution from Miller & Pflueger.

In the 1930s the three Shattuck Square buildings passed into separate ownership, & over the years they have undergone the piecemeal working alterations & modernizations of store buildings everywhere. As cars & buses replaced trains Shattuck & University replaced Shattuck & Center as the district's main intersection, & the entire shop space of the north building (48 Shattuck Sq.) was occupied for at least 30 years (1946-76) by that typical downtown institution, the big all-hours transit transfer point drugstore (Low-Cost Drugs, later Palmer's). Major remodeling was done for this store in 1956 by noted Berkeley architect Hans Ostwald. Office occupants of this building have included Harms School of Business (1930s; Edward T. Harms local merchant & politician of the early 1900s), & more recently assorted University programs. Around 1940 the south building (82 Shattuck Sq.) was owned by--& till recently by heirs of--prominent Oakland capitalist & clubman Walter G. Manuel. This building too never had anything like the 12 tiny ground floor shops it might have held--with the result that alterations have been less motley but more extensive. Through the 1950s both buildings had their 1st stories blocked out & storefronts remodeled; a row of roof tiles & some of the sculptured ornament have been removed in recent years under the Hazardous Appendage Ordinance. Roos Bros. facades were restored in 1979; restoration of the other 2 Shattuck Square buildings has recently begun with new awnings, reused windows, & new paint job highlighting the cast concrete detailing on the north building.

Renovating Shattuck Square

Berkeley's architectural heritage: The focal point of the downtown

Winners of Berkeley Architectural Heritage's building renovation awards this year include 48 Shattuck Square at University Avenue — formerly Palmer's Drugs and Camaras, now Upstart Crow and Copymat.

In refurbishing the building to accommodate the two new tenants, owner Eli Cukierman continued the welcome revival of Shattuck Square begun with the uncovering of the glass and terra cotta Roos Bros. facades in 1979.

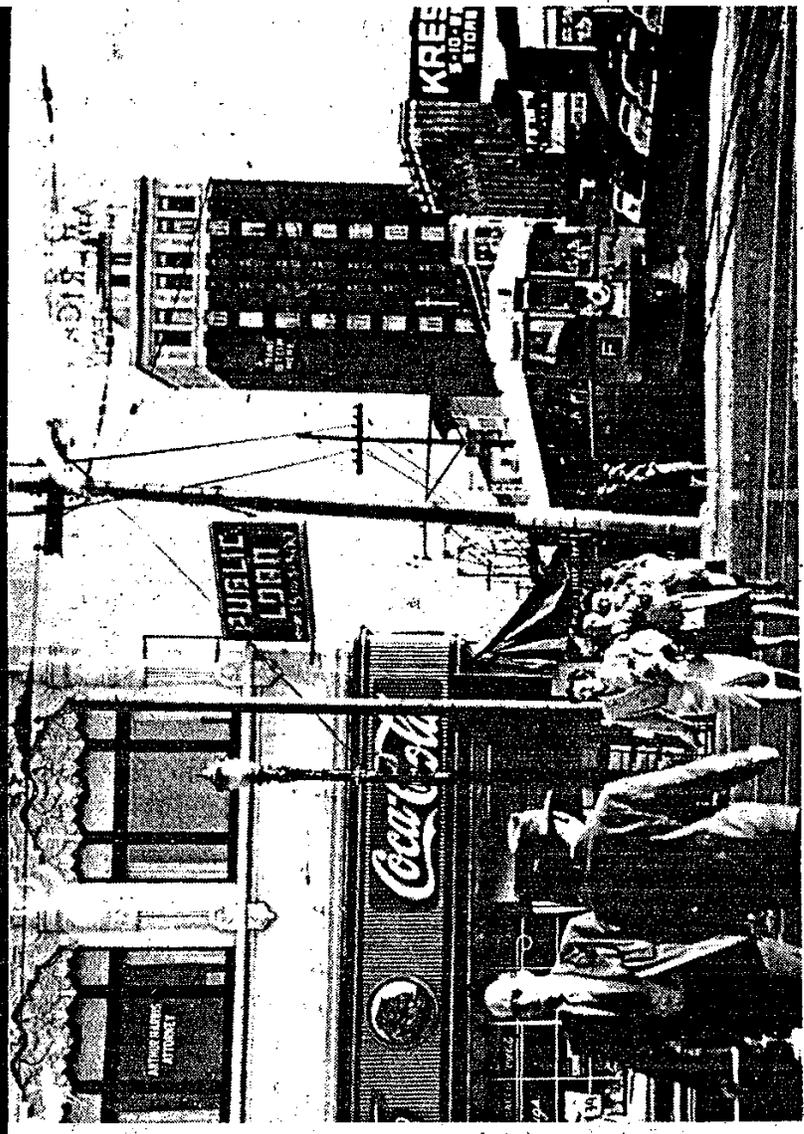
Like most active commercial buildings, Shattuck Square has been through a long series of ground-floor alterations since it was designed by the famous Art Deco Architectural firm of Timothy Pflueger and James Miller in 1926. The 1940 photo shows a busy building at a busy intersection, its ground floor already heavily overlaid with signs and its shopfronts rearranged; the 1950s brought aluminum windows and ceramic tile facing totally unrelated to the original design.

The original plans of both the outer Shattuck Square buildings provided for up to 12 small shops. Each shop front consisted of a prefabricated metal Kawneer storefront with a central door and clerestory. Metal details were classical, in keeping with the classical and Spanish baroque details of the rest of the building, and the rhythm of the storefronts repeated that of the second-story windows.

When Cukierman purchased the building, the ground floor consisted of one big store, and no vestige of the original shopfronts remained. For the copy shop on the east, builder Clifford Wolin installed old window openings. For the bookstore Cukierman replastered and repainted existing walls. The old clerestory and awnings are now recast in a square canvas "frieze" which also serves as a handsome sign for the shops.

The Shattuck Square island has always been a focal point for downtown Berkeley. It originated as the terminus of Southern Pacific Berkeley Branch Line 1876. The station occupied what is now Berkeley Square; Shattuck Square was freightyards till 1903, and then, in keeping with Berkeley's growing civic dignity, a park decided to the city by the railroad.

The mid-1920s saw a development boom in downtown Berkeley, whose Mediterranean — style products are still prominent: Fidelity, Wells Fargo, Mobilia, Bentley's, Shattuck Square. In August 1925 the Chamber of Com-



Shattuck Square in the 1940s: the hub of downtown Berkeley

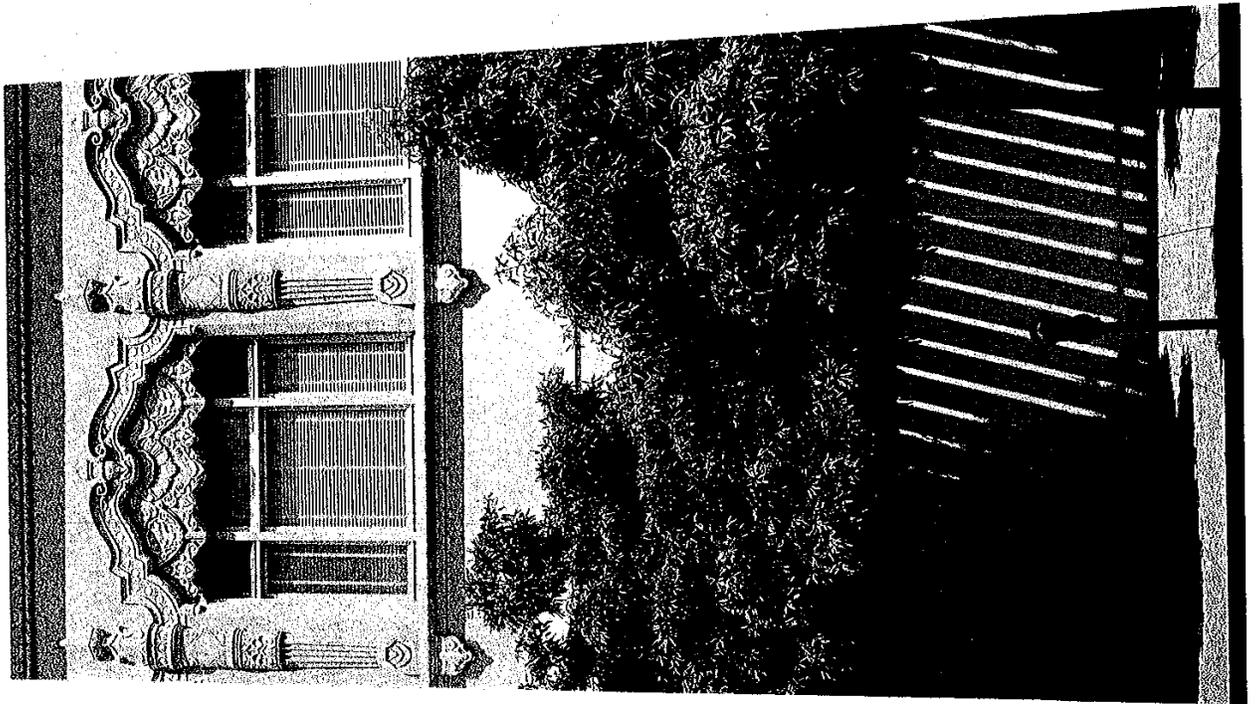
"rumor tells of the erection of a large Class A structure with stores and an arcade topped by a 3 or 4 story hotel" on the park site.

All this has a familiar ring today, in another period of development pressure and flying rumors, many of which center on the University's West Side Study. Interestingly, one of the study's ideas for arranging circulation patterns downtown includes closing Addison Street at Shattuck Square, a thoroughfare that was created when the complex was built in 1926.

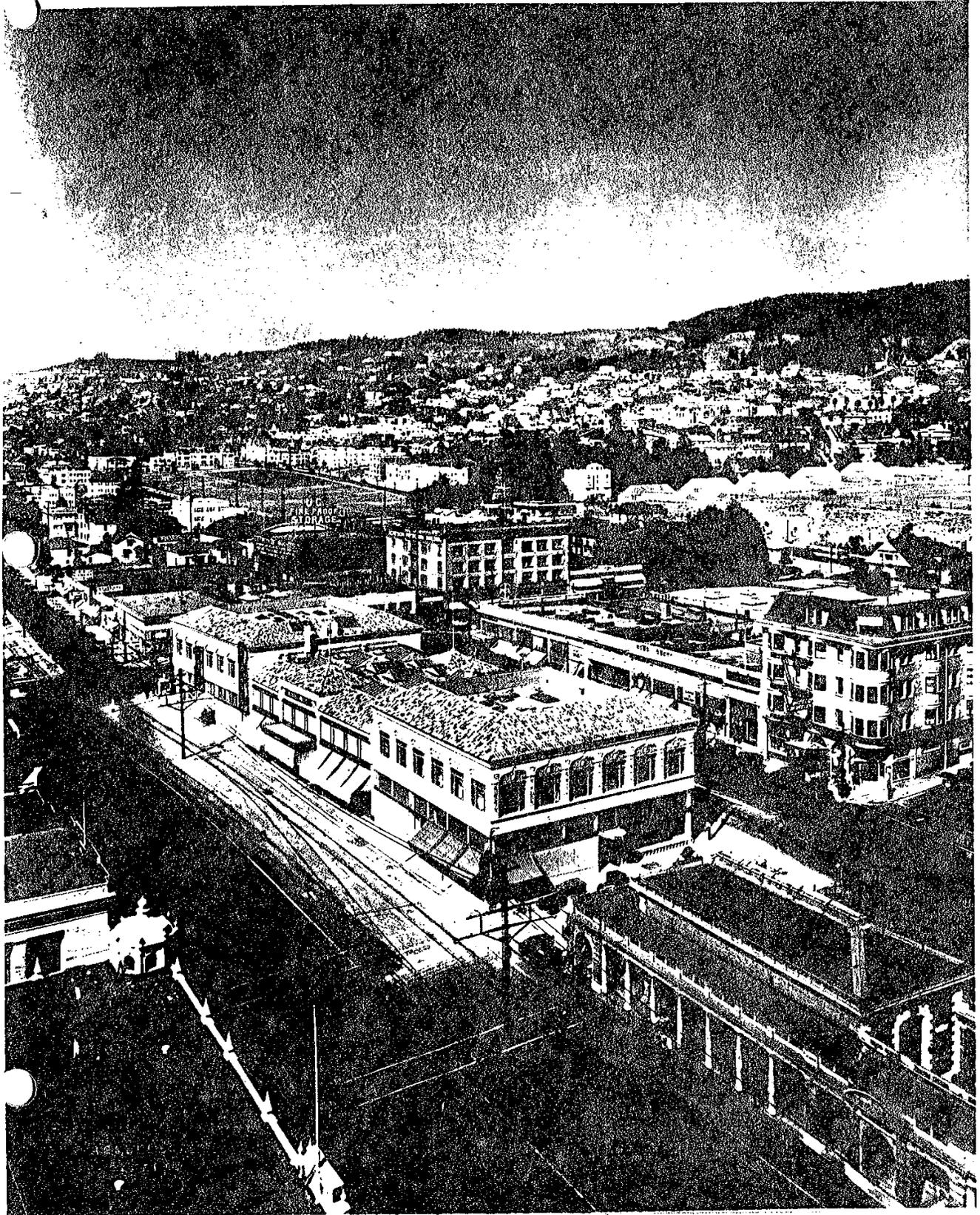
On Sunday, Arlene Silk and Jeffery Letter will lead a walking tour of the West Side Study area, the first of a series of three B.A.H.A. tours of "Preservation Hot Spots" which also include Ocean View and Elmwood. For tickets or information call the B.A.H.A. office, 845-6591.

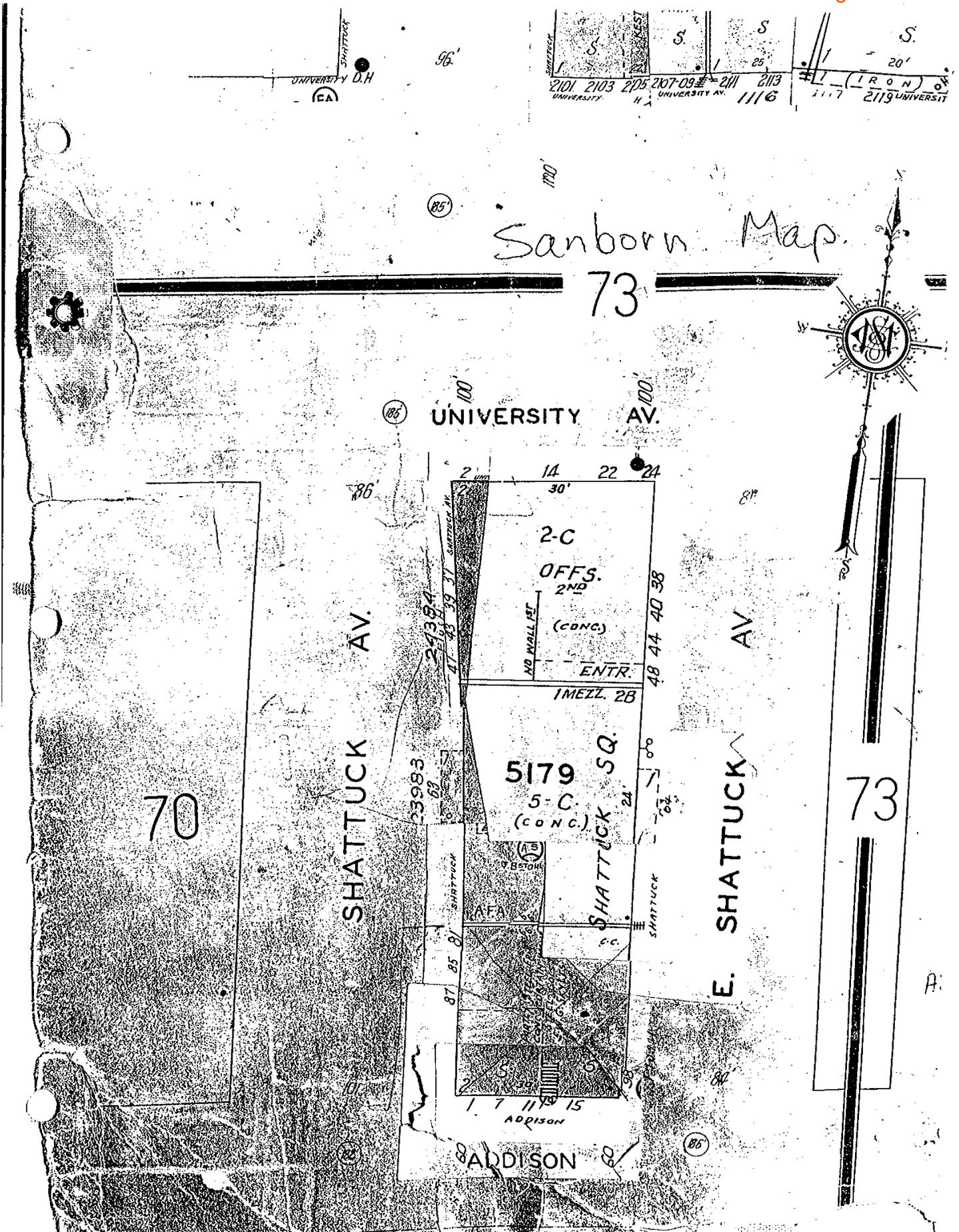
Photo by McCullagh Studios, courtesy of Harry Stoops; commentary by Betty Marvin and Christopher

48 Shattuck Square,
west side -
photo by David Close,
in 1981 BAHÁ calendar.

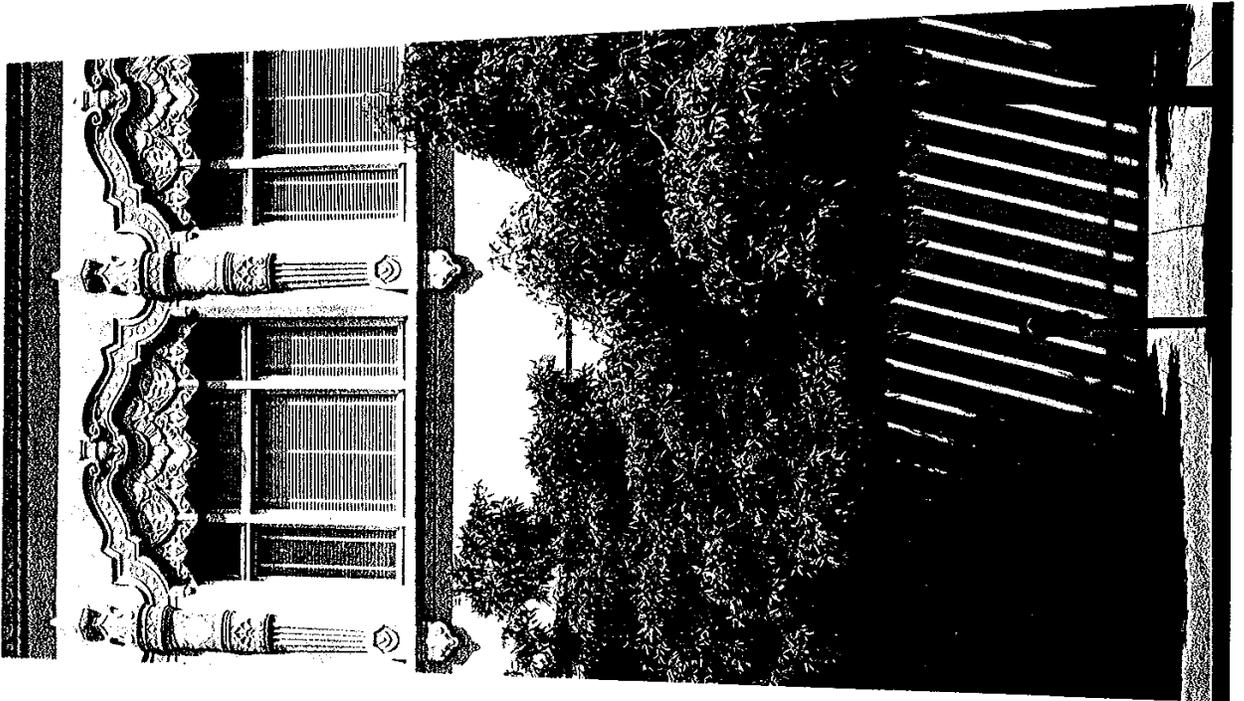


Shattuck Square from top of
Wells Fargo Bldg., 1928.
McCullagh Studios, copy neg. BAHA





48 Shattuck Square,
west side -
photo by David Close,
in 1981 BAHÁ calendar.



Shattuck Square from top of
Wells Fargo Bldg., 1928.
McCullagh Studios, copy neg. BAHA



City of Berkeley



LANDMARKS PRESERVATION COMMISSION
2180 MILVIA STREET
BERKELEY, CALIFORNIA 94704

(415) 644-6490

NOTICE OF DECISION

FOR MEETING OF: February 27, 1984

PROPERTY ADDRESS: 48 Shattuck Square

Also Known As: _____

OWNER OF PROPERTY: Eli Cukierman
(First Name) (Last Name)
P. O. Box 1229 Berkeley, CA 94704
(Mailing Address) (City) (State) (Zip Code)

APPLICANT: Landmarks Preservation Commission
(First Name) (Last Name)
2180 Milvia Street Berkeley, CA 94704
(Mailing Address) (City) (State) (Zip Code)

WHEREAS, a public hearing has been duly and regularly held upon the above property, and the Landmarks Preservation Commission, being fully advised, has voted to ~~(APPROVE/DENY)~~ the application to Designate 48 Shattuck Square as a City Landmark on the basis of its being an outstanding example of its period and style.

NOW, THEREFORE, BE it Resolved by the Landmarks Preservation Commission of the City of Berkeley that the decision is deemed final unless it is reversed, upon appeal, by the Council of the City of Berkeley.

VOTE: Aye: Doane, Ehrenberger, Hawthorne, Manning, Silk, Stein, Youngmiester
Nay: None Abstain: None Absent: Fromer

DATE NOTICE MAILED: 3/7/84

THE APPEAL PERIOD EXPIRES AT 5 PM: 3/22/84
File Appeal With City Clerk By This Date

cc: City Clerk
Residents of Property

ATTEST:
Mike Tolbert
SECRETARY

City of Berkeley



(415) 044-6490

LANDMARKS PRESERVATION COMMISSION
2180 MILVIA STREET
BERKELEY, CALIFORNIA 94704

NOTICE OF DECISION

FOR MEETING OF: February 27, 1984

PROPERTY ADDRESS: 82 Shattuck Square

Also Known As: _____

OWNER OF PROPERTY: Paul Goldstone
(First Name) (Last Name)
82 Shattuck Square Berkeley, CA 94704
(Mailing Address) (City) (State) (Zip Code)

APPLICANT: Landmarks Preservation Commission
(First Name) (Last Name)
2180 Milvia Street Berkeley, CA 94704
(Mailing Address) (City) (State) (Zip Code)

WHEREAS, a public hearing has been duly and regularly held upon the above property, and the Landmarks Preservation Commission, being fully advised, has voted to (APPROVE/~~DENY~~) the application to Designate 82 Shattuck Square as a City Landmark on the basis of its being an outstanding example of its period and style.

NOW, THEREFORE, BE it Resolved by the Landmarks Preservation Commission of the City of Berkeley that the decision is deemed final unless it is reversed, upon appeal, by the Council of the City of Berkeley.

VOTE: Aye: Doane, Ehrenberger, Hawthorne, Manning, Silk, Stein, Youngmiester
Nay: None Abstain: None Absent: Fromer

| | |
|-----------------------------------|---|
| DATE NOTICE MAILED: <u>3/7/84</u> | THE APPEAL PERIOD EXPIRES AT 5 PM: <u>3/22/84</u> File Appeal With City Clerk By This Date |
|-----------------------------------|---|

cc: City Clerk
Residents of Property

ATTEST:
Mike Tolbert
SECRETARY