



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

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REFERRAL  
SEPTEMBER 5, 2024

## 2530-2538 Bancroft Way – Bancroft Clothing Company

**Demolition Referral: Use Permit (#ZP2023-0126) to demolish an existing two-story commercial building, originally constructed in 1949 (APN: 055-1877-016-01).**

### I. Application Basics

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

**B. Parties Involved:**

- **Project Applicant** Isaiah Stackhouse  
Trachtenberg Architects  
2421 Fourth Street  
Berkeley, CA 94710
- **Evaluator** Page & Turnbull, Inc.  
170 Maiden Lane, 5<sup>th</sup> Floor  
San Francisco, CA 94010
- **Peer Reviewer** Rincon Consultants, Inc.  
449 15<sup>th</sup> Street, Suite 303  
Oakland, CA 94612
- **Property Owner** Legacy Bancroft Property Owner, LLC  
c/o Chris Hart  
315 Oconee Street  
Athens, GA 30601

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

## II. Background

On September 7, 2023, the applicant submitted a Use Permit application to demolish a two-story commercial building located at 2530-2538 Bancroft Way, and to construct a new, 12-story, approximately 140,000 square foot mixed-use building with 110 dwelling units above an approximately 2,195 square foot commercial space. The application is eligible for streamlined review per Senate Bill 330.

The Use Permit application #ZP2023-0126 is under review by the Zoning Officer and the project is tentatively scheduled for Zoning Adjustments Board (ZAB) consideration on October 10, 2024; see link to plans below.

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

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

When such a demolition request occurs under the provisions of Senate Bill 330<sup>1</sup>, the City would be divested of the ability to impose conditions related to historic resource preservation upon Use Permit approval. Nevertheless, the study of potential significance and the LPC referral shall be completed in accordance with the BMC requirement.

In considering the proposed demolition of a structure, the Commission will weigh the potential to meet the significance criteria for COB Landmarks and Historic Districts in the City's Landmarks Preservation Ordinance (Berkeley Municipal Code Chapter 3), which are relatively specific and appear to align with the California Register. The Commission will also weigh the potential to meet the broader COB Structure of Merit criteria, which can include structures that are neither individually architecturally distinctive nor associated with significant people or events but may qualify as contributors to identified districts, areas, or clusters. The LPC may initiate a designation or take no action based on the significance criteria, but still forward comments regarding potential project conditions such as relocation, salvage, and/or photographic documentation to the Zoning Adjustments Board for consideration in its action on the application.

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<sup>1</sup> At the time that the Use Permit application was submitted, the subject property was not a locally-designated Landmark site and not subject to BMC Chapter 3.24. If designation status were granted after Use Permit submittal date, then SB 330 would prevent the City from imposing any conditions under BMC 3.24 related to historical resource preservation on the project.

### III. Historical Resources

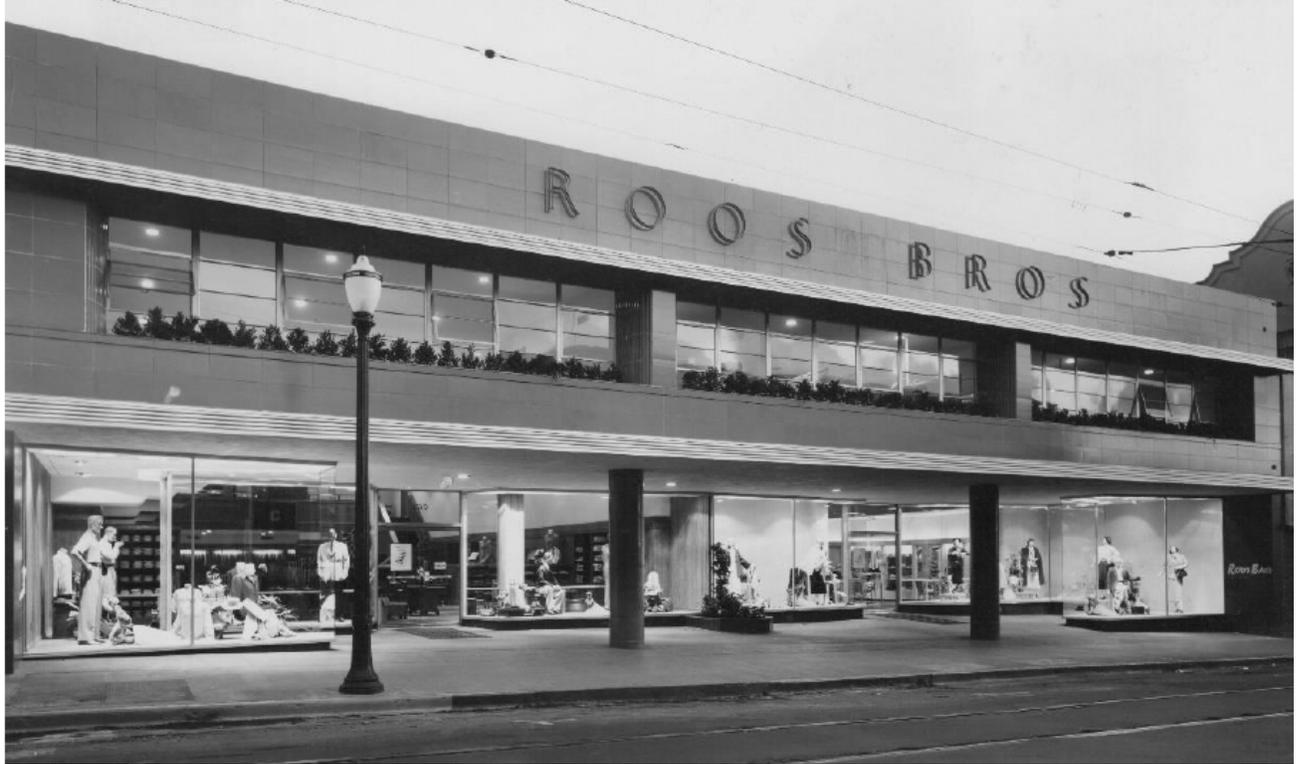
The subject building does not appear on the National Register of Historic Places, California Register of Historical Resources or the State Historic Resources Inventory.

The subject property is directly adjacent to one City of Berkeley landmark site to the east, the Fred Turner Building (1940) designed by architect Julia Morgan. Other nearby City of Berkeley Landmarks/Structures of Merit include three residential apartment buildings one block south along Durant Avenue: The Albra (1921), The Brasfield (1911), and The Cambridge Apartments (1914) (see Figure 1).

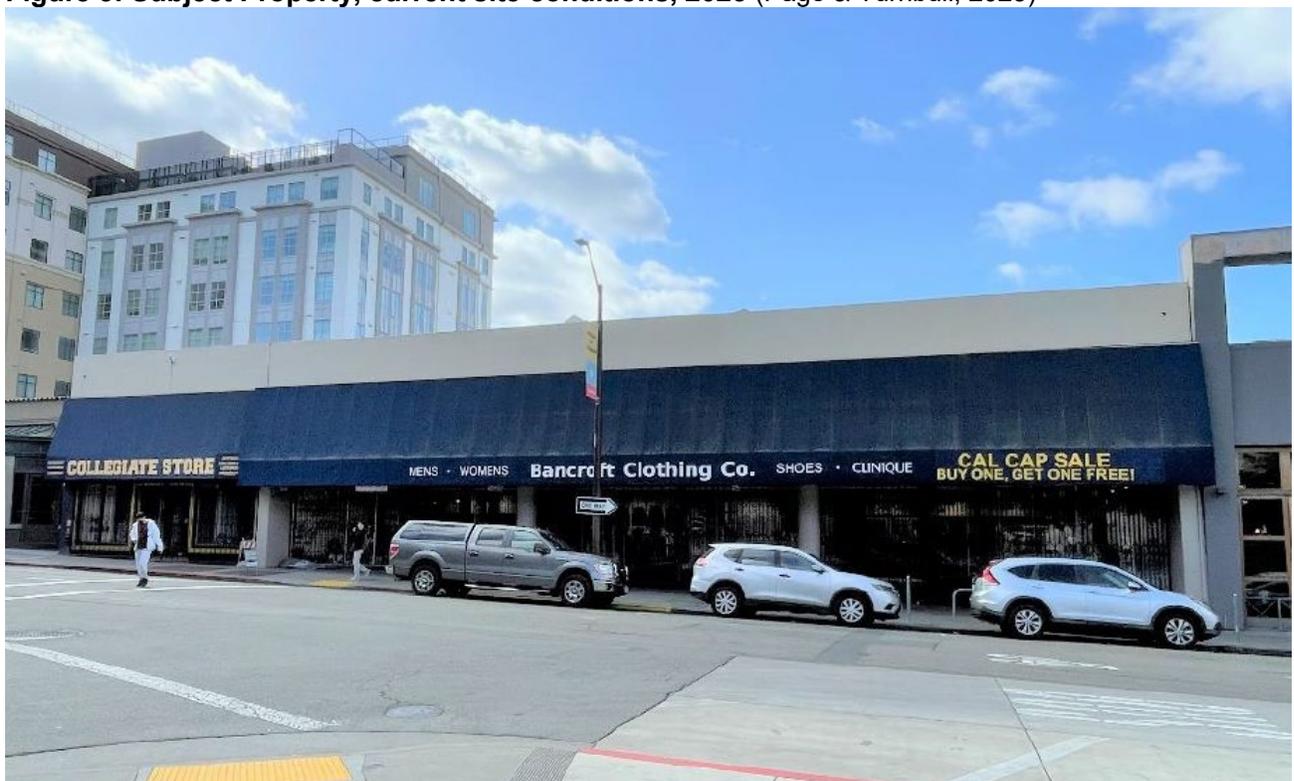
**Figure 1: Vicinity Map showing Nearby City Landmarks and Structures of Merit (City of Berkeley GIS, 2023)**



**Figure 2: Subject Property, historic photograph, ca.1949** (Collection of the Warnecke Architectural Archive, via Page & Turnbull, 2023)



**Figure 3: Subject Property, current site conditions, 2023** (Page & Turnbull, 2023)



#### IV. Property Description

The historic resource evaluation (HRE) for the subject property, which consists of a historic evaluation report and a CA Department of Parks & Recreation (DPR) Form 523 (A/B/L) was completed by Page & Turnbull, Inc. on November 6, 2023; please see Attachment 1 of this report. The following description derives from the information contained in the HRE as well as the City's land use archives and building permit records.

**Parcel Description:** The subject property is a 15,665 square-foot rectangular parcel located mid-block, east of the intersection of Bancroft Way and Telegraph Avenue. The property is located in the Southside neighborhood, directly across from the southern edge of the UC Berkeley campus, facing Sproul Hall. Southside is a highly urbanized commercial district along Bancroft Way and features flat in topography.

**Building Description:** The subject property is improved with a two-story plus mezzanine retail commercial building constructed in 1949. The building was originally designed in the Art Moderne style, which grew out of Streamline Moderne architecture and into the Late Moderne subtype. The building features a slightly arched composition-clad roof with one large, peaked skylight near its center and three rectangular skylights at its west-facing slope. The primary (north) façade facing Bancroft Way is divided into two commercial units. The larger, west unit has three structural bays separated by cylindrical concrete columns supporting the ceiling of a deep entry loggia. At the ground level, the façade is fully glazed with a plate-glass and aluminum storefront window system. At the west side, a U-shaped display window opens to the east, at the interior of the entry loggia. Two recessed entrances with fully glazed double doors and rectangular transoms are located at the west and east sides of the storefront. A narrow, ceramic tile bulkhead extends across the façade below the storefront windows. The entry loggia floor consists of scored, painted concrete. The smaller, east commercial unit features a recessed central entry with fully glazed double doors flanked by plate glass storefront windows. The entrances of both commercial units are shaded by fabric awnings (non-original).

**Early Site History & Parcel Development:** The building was designed by the architectural partnership Miller and Warnecke, engineer I. Thompson, and built by contractor John M. Bartlett for owner the University Y.M.C.A. Construction was completed in 1949. The original and long-standing tenant was the Roos Bros. department store, as seen in Figure 2. Following occupancy by the Roos Bros. and Roos-Atkins department store from 1949-1979, the building housed a number of retail commercial uses, a U.S. Census Office from 1979-1981, and has been occupied by the Bancroft Clothing Company from 1989-present.

**Miller and Warnecke, Architects:** The architecture firm of Miller and Warnecke, active from 1917 to 1951, consisted of partners Carl Ingomar Warnecke (1891-1971) and Chester Herbert Miller (1890-1953). Warnecke, born in Montreal, moved with his family to California in 1901. He began his career in architecture as a draftsman working for Bakewell and Brown, Chester H. Miller, and John J. Donovan before establishing his partnership with Miller in 1917.<sup>15</sup> Though he pursued courses at l'Ecole des Beaux

Arts in 1914, this formal education was curtailed by the wartime evacuation of many Americans from France. Chester H. Miller was a native of Oakland whose training in architecture was acquired vocationally rather than through formal education. As a partnership, Miller and Warnecke designed numerous private residences as well as prominent civic and institutional buildings such as three branches of the Oakland Public Library: the Piedmont branch (1931-32), the Lakeview branch (1949), and the Main Library (1948-1951).<sup>17</sup> A 1937 feature in the Architect and Engineer highlighted the firm's East Bay residential commissions, which included early Ranch, Mission Revival, Colonial Revival, and Tudor Revival styles, many of which are located in Oakland and Piedmont.<sup>18</sup> Also noted were mortuary and commercial buildings in Oakland, the East Oakland High School (1929, now known as Castlemont High School), and the individually National Register-eligible Hill Castle Apartments, extant at 1431 Jackson Street, Oakland (1930). The bulk of the firm's documented work in Berkeley consisted of residential buildings in popular period revival architectural styles, as well as construction and renovation of some commercial and institutional buildings, with later examples exhibiting the growing embrace of Modernist styles in the post-World War II years. A large addition to the Burbank Junior High School building at 2020 Bonar Street, built in 1950, featured long bands of glass block fenestration, removed in about 2011 (Figure 37). Also built in 1950, the starkly rectilinear Stiles Hall at 2400 Bancroft Way was demolished in 2016. After Chester Herbert Miller's 1951 retirement, Carl I. Warnecke partnered with his son, architect John Carl Warnecke Sr., in the firm of Warnecke and Warnecke.

Though prolific and responsible for some individually noteworthy buildings, the Page & Turnbull HRE concludes that Miller and Warnecke are not generally recognized as architects of merit for the purposes of evaluation under the California Register. The HRE cites that their work tended to reflect broader movements in style, such as the period revivalism of the 1920s and 1930s, rather than initiating or influencing new developments in architecture. Full details on Miller and Warnecke's career and significance are included in the HRE in Attachment 1.

## V. Evaluation of Significance Criteria

**Historic Context<sup>2</sup>:** 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 2530-2538 Bancroft Way would have been limited to 1949, the year its construction was completed. 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. The building is also evaluated under potential significance for its Art Moderne architectural design. Additionally, the property could potentially be significant due to its design by notable architects Carl Warnecke and Chester H. Miller. This evaluation of the property's historical significance therefore, analyzes the significance criteria within the themes of economic development and architectural merit.

**Significance Criteria:** The subject property is evaluated based on the criteria of the National Register of Historic Places, California Register of Historical Resources and the Landmarks Preservation Ordinance (LPO/BMC 3.24). The existing building is over 50 years old and, therefore, may be considered eligible for listing on the National Register of Historic Places or the California Register of Historical Resources. Because they are more than 40 years old, BMC Section 23C.08.050 requires that it be evaluated for potential local significance prior to issuance of any demolition entitlement.

In determining the potential significance of this property, Page & Turnbull has analyzed the building's extant features against the criteria of the California Register of Historical Resources (CR). To supplement Page & Turnbull's analysis of the CR, staff has provided an analysis of the Landmarks Preservation Ordinance (LPO), BMC Chapter 3.24, which closely aligns to criteria of the CR. The evaluation concentrates on possible associations with events (CR-1, BMC Sections 3.24.110.A.2 and B.2), persons (CR-2, BMC Section 3.24.110.A.4), architectural design (CR-3, BMC Sections 3.24.110.A.1.a-c and B.2.a and c), and information/education (CR-4, BMC Section 3.24.110.A.3).

Due to the high degree of potential that the subject building's architecture might possess, and the unverified existence of original character-defining features on the exterior façade, staff engaged a third-party consultant (Rincon Consultants, Inc.) to conduct a peer review of the initial Page and Turnbull DPR Form. Rincon's peer review memorandum is found in Attachment 2. The result of Rincon's peer review confirmed that the Page & Turnbull evaluation was sufficiently completed to industry standards and follows National Register guidelines, and that the conclusions presented in Attachment 1 were arrived at in a legitimate and defensible manner. Both evaluations by the two historic consultants are provided as Attachments to this report for the Commission's review and discussion.

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

The result of Page & Turnbull's, Rincon's, and staff's evaluations are discussed below.

**CR and BMC Criteria:**

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

The HRE concludes that 2530-2538 Bancroft Way does not meet CR Criterion 1 because it was not found to be associated with events that made a significant contribution to the broad patterns of local or regional history, or the cultural heritage of California or United States. The building was constructed in 1949 and served as a retail outlet for the tenant Roos Bros., and was not an early or flagship location of the department store. In its mid-20<sup>th</sup> Century, Southside commercial development context, there are no particular development patterns of potential historic importance associated with or resulting from this property, its commercial activities or the retail building existing on the site. Therefore, the property has not been found to embody historic significance to be eligible for the California Register or local register.

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

The HRE concludes that 2530-2538 Bancroft Way does not meet CR Criterion 2 because it is not associated with any individuals, and its association with the University Y.M.C.A as the original property owner does not exhibit any significant contributions to the social and economic history of Berkeley in direct association with the subject property. Although it served as a longstanding retail location of the Roos Bros./Roos-Atkins department store, this location does not appear to have made significant contributions to the social and economic history of Berkeley in a direct association with this property. The HRE concludes that none of the known businesses at 2530 and 2538 Bancroft Way were found to have made a significant impact on local, state, or national history such that the building could be found significant under Criterion 2.

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

The building at 2530-2538 Bancroft, when completed in 1949, possessed identifiable characteristics of the Art Modern/Late Modern architectural styles, which represented a simplified Modernist aesthetic at the end of World War II. The stylistic expression on this building could be found in character-defining features such as: wide, horizontal emphasis conveyed through its massing and fenestration, glazed tile cladding, metal-edged canopies, band of mezzanine windows at the western storefront. The original appearance of the building is illustrated in a drawing and photographs from the Warnecke Architectural Archive in Attachment 1 (Figures 21-28).

Major alterations documented (either in permit history or observation, as identified in Attachment 1) on the building include:

- Façade alteration in 1969. Removal and replacement of the storefront, mezzanine, and floor covering. New interior ceilings and partitions.
- Roof replacement in 1969 and re-roofing in 1978, 1980, and 1984.

- Dates unknown:
  - Replacement of original storefront glazing
  - Removal of tiled planter at center of western unit façade
  - Painted over original storefront glazing
  - Addition of awning structure and covering spanning the width of both storefronts

### *Integrity Discussion*

Photographic evidence presented in the Page & Turnbull HRE (Figures 29-34 of Attachment 1) confirm the existence up to July 2007 of the original Art Deco upper façade, including the extant glazed and fluted tilework, metal-trimmed canopy, and recessed metal-frame mezzanine windows. These 2007 photographs are the most recent evidence of the presence of these extant features provided in the HRE. The current condition of the building is that the façade-mounted canopy/awning structure completely covers this area of the façade, therefore the visual inspection of the area underneath cannot be conducted unless the fabric awning were to be removed, which the applicant team did not agree to for purposes of this evaluation.

In Page & Turnbull's revisions to its HRE (Attachment 1), the consultant cites *National Register Bulletin 15: How to Apply the National Register Criteria for Evaluation* regarding the visibility of such features. The National Parks Service Guidance states that "Properties eligible under Criteria A, B, and C must not only retain their essential physical features, but the feature must be visible enough to convey their significance. This means that even if a property is physically intact, its integrity is questionable if its significant features are concealed under modern construction." Rincon's peer review (Attachment 2) confirms the proper application of this guidance and that a resource must possess and display physical characteristics in order to reflect the historic context. As such, both consultants agree that due to the obscured visibility of these character-defining features of the Art Modern design of the Bancroft Clothing Co. building, its integrity is compromised and it does not currently convey its historic significance as a historic resource under 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 Structure of Merit 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. Each of the four criteria for Structure of Merit (SOM) are considered below.

BMC Section 3.24.110.B(a) – Contemporaneous with City Landmarks

It is not same age as the nearest City Landmark buildings. The nearest landmarks date from 1911-1921 and 1940, as listed in Section III and shown in Figure 1 of this report above, and the subject building was completed in 1949. Although completed in the same decade as the 1940 Julia Morgan Fred Turner Building, the Bancroft Clothing Company building does not currently reflect its original Art Moderne design. The Bancroft Clothing Co. also represents a marked departure from the pre-war 1940 Neo-Georgian Fred Turner building, in its post-War Moderne expression, and more accurately reflects its 1980s alterations.

BMC Section 3.24.110.B(b) – Compatibility with City Landmarks

The subject building is not compatible to the type/use, design or style of the nearby Landmarks. Although the property is adjacent to the Fred Turner Building and shares the same block face along Bancroft Way, the Bancroft Clothing Company in its current form does not represent the original 1949 Art Moderne design to visually link it to the Fred Turner Building or any other nearby landmarks. The Bancroft Clothing Co. also represents a marked departure from the pre-war 1940 Neo-Georgian Fred Turner building, in its post-War Moderne expression with late 20<sup>th</sup>-century alterations, and therefore does not present a cohesive street frontage worthy of preservation in its current extant state, under this criterion; the neighborhood.

BMC Section 3.24.110.B(c) – Good Design

The building was not found to represent an example of good of architectural design. Due to compromised integrity in its current form, the Bancroft Clothing Co. does not qualify as a good example of architectural design.

BMC Section 3.24.110.B(d) – Historical Significance

The property in its current state is not found to have historical significance to the City and/or the structure's neighborhood, block, street frontage, or group of buildings.

For all of the afore discussed reasons, Page & Turnbull, Rincon, Inc. 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.

LANDMARKS PRESERVATION COMMISSION  
September 5, 2024

2530-2538 BANCROFT WAY  
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**Attachments:**

1. California Department of Parks and Recreation (DPR) Primary Record Form 523A/B/L, recorded by Page & Turnbull, Inc., dated November 6, 2023.
2. 2530 Bancroft Way Historic Resource Evaluation and Project Impact Analysis Peer Review Memorandum, by Rincon Consultants, Inc., dated May 28, 2024.

**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

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

Page 1 of 24 Resource name(s) or number (assigned by recorder) 2530 Bancroft Way

**P1. Other Identifier:** 2530-2538 Bancroft Way

**\*P2. Location:**  Not for Publication  Unrestricted **\*a. County** Alameda

**\*b. USGS 7.5' Quad** Oakland West **Date** 2018

**\*c. Address** 2530 Bancroft Way **City** Berkeley **Zip** 94704

**\*e. Other Locational Data:** Assessor's Parcel Number 55-1877-16-1

**\*P3a. Description:** (Describe resource and its major elements. Include design, materials, condition, alterations, size, setting, and boundaries.) 2530 Bancroft Way (APN 55-1877-16-1) is a one-story, reinforced concrete commercial building with a rectangular footprint which extends to the parcel boundaries of its rectangular, 120-foot by 130-foot parcel. The building has historically been associated with two street addresses, 2530 and 2538 Bancroft Way; the address 2530 Bancroft Way will be used to refer to the current building hereafter. It is located to the east of downtown Berkeley and immediately south of the University of California, Berkeley campus on the south side of Bancroft Way between Telegraph Avenue and Bowditch Street (**Figure 1**). Originally completed in 1949 for use as a Roos Bros. department store, the building was designed by architects Miller & Warnecke for property owners, the University Y.M.C.A.

The building features a slightly arched composition-clad roof with one large, peaked skylight near its center and three rectangular skylights at its west-facing slope. The north, primary façade, which faces Bancroft Way, is divided into two commercial units. The larger, west unit has three structural bays separated by cylindrical concrete columns supporting the ceiling of a deep entry loggia (**Figure 2 and Figure 3**). At the ground level, the façade is fully glazed with a plate-glass and aluminum storefront window system. At the west side, a U-shaped display window opens to the east, at the interior of the entry loggia (**Figure 4**). Two recessed entrances with fully glazed double doors and rectangular transoms are located at the west and east sides of the storefront (**Figure 5 and Figure 6**). A narrow, ceramic tile bulkhead extends across the façade below the storefront windows. The entry loggia floor consists of scored, painted concrete. The smaller, east commercial unit features a recessed central entry with fully glazed double doors flanked by plate glass storefront windows (**Figure 7**). The entrances of both commercial units are shaded by fabric awnings

The east and west façades overlook the neighboring properties, and consist of painted, board-formed concrete with no openings (**Figure 8 and Figure 9**). The rear, south façade directly abuts the adjacent properties. (Refer to Continuation Sheet, page 3).

**\*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

**P5a. Photo**



**P5b. Photo:** (view and date) View of the primary façade, looking southeast, April 20, 2022

**\*P6. Date Constructed/Age and Sources:**  historic Completed 1949 (original building permit, newspaper articles)

**\*P7. Owner and Address:** Miottel Corporation  
PO Box 3450, Berkeley, CA 94703

**\*P8. Recorded by:** Page & Turnbull, Inc.  
170 Maiden Lane, 5<sup>th</sup> Fl  
San Francisco, CA 94010

**\*P9. Date Recorded:** November 6, 2023

**\*P10. Survey Type:** Intensive

**\*P11. Report Citation:** (Cite survey report and other sources, or enter "none") None

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

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

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

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Resource Name or # (Assigned by recorder) 2530 Bancroft Way

\*Recorded by Page & Turnbull, Inc.

\*Date November 6, 2023  Continuation  Update

**\*P3a. Description (continued):**

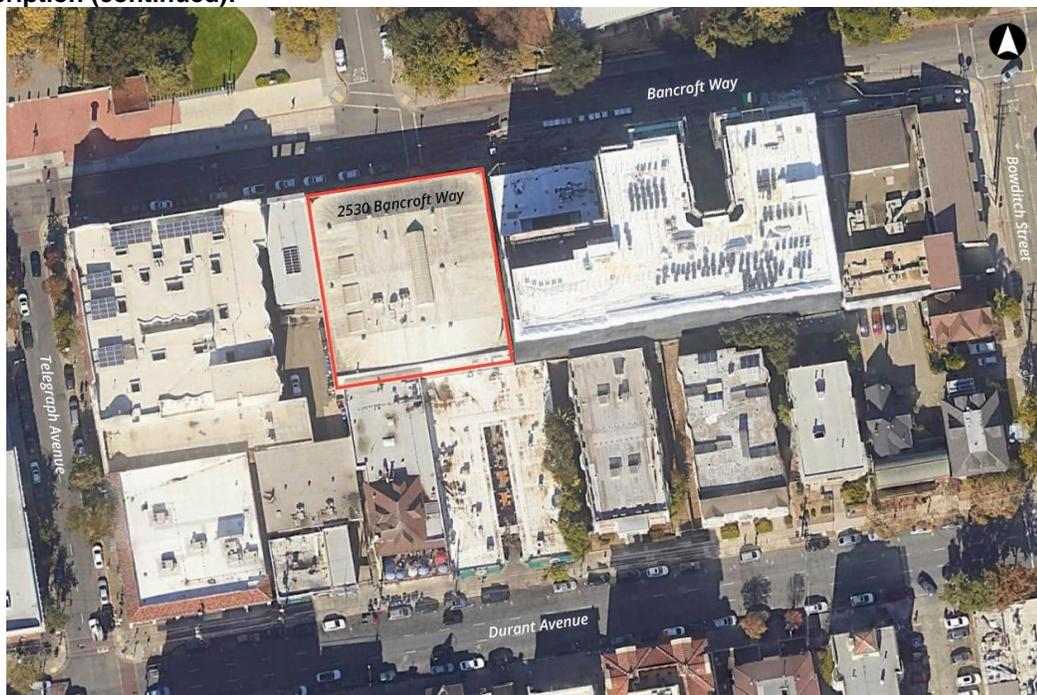


Figure 1. Location of 2530 Bancroft Way, subject building outlined red.  
Source: Google Earth, 2020, edited by Page & Turnbull.



Figure 2. Primary façade, western storefront, view southwest.



Figure 3. Primary façade, western storefront, view southwest.

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Resource Name or # (Assigned by recorder) 2530 Bancroft Way

\*Recorded by Page & Turnbull, Inc.

\*Date November 6, 2023  Continuation  Update



Figure 4. U-shaped display window at west side of west storefront, view southwest.



Figure 5. West storefront display windows, view southeast.



Figure 6. East entry to west storefront, view south.



Figure 7. East storefront, view south.



Figure 8. Portion of east façade visible from Bancroft Way, view southwest.



Figure 9. Rear portion of west façade, view southeast.

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Resource Name or # (Assigned by recorder) 2530 Bancroft Way

\*Recorded by Page & Turnbull, Inc.

\*Date November 6, 2023     Continuation     Update

*Interior*

The interior of the larger, western commercial space consists of a large sales room with a mezzanine on all sides. A staircase accesses the mezzanine near the rear, south side of the sales floor, slightly to the right of center. A partial wall at center visually divides the sales floor into two roughly equal rectangular halves. A large stock room is located at the rear of the west commercial space. The western portion of the ceiling consists of a metal frame holding acoustical tile at the level of the mezzanine floor. The mezzanine has a wood plank railing accented by metal-studded rails, and is supported by deep, plaster-clad brackets with a rounded-step profile. Most of the mezzanine is utilized for stock storage and office space. At the north side of the mezzanine, a storage area has large, plate glass windows which are obscured by the exterior awning.

The smaller, eastern commercial space consists of a deep, narrow sales area with a partially dropped ceiling featuring large, circular frames for light fixtures. The floor is carpeted.

The basement is accessed by a staircase near the center at the rear of the building. Some basement walls are clad with mortared, unglazed ceramic blocks, others are unfinished board-formed concrete. The ceiling and joists are concrete.



Figure 10. East portion of western commercial space, view southeast.



Figure 11. West portion of western commercial space, view south.



Figure 12. Mezzanine staircase (at left) and partial wall at center of western commercial space, view southeast.



Figure 13. Stock room at rear of western commercial space, view south.

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Resource Name or # (Assigned by recorder) 2530 Bancroft Way

\*Recorded by Page & Turnbull, Inc.

\*Date November 6, 2023  Continuation  Update



Figure 14. Mezzanine at west side of western commercial space, view north. Note dropped ceiling supports at right.



Figure 15. Mezzanine windows at east side of western commercial space, view northwest.



Figure 16. Eastern commercial space, view north.



Figure 17. Eastern commercial space, view south.

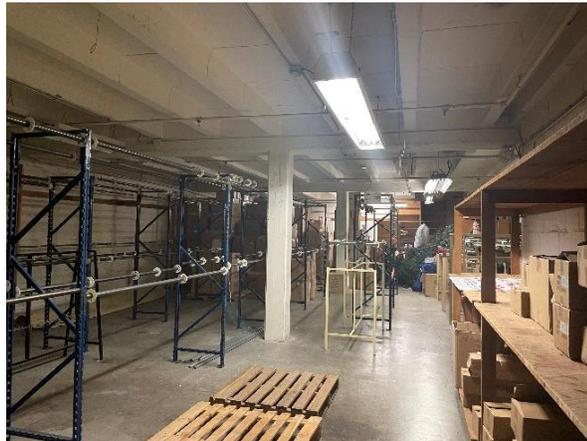


Figure 18. Basement.

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**CONTINUATION SHEET**

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

Page 6 of 24      Resource Name or # (Assigned by recorder) 2530 Bancroft Way  
\*Recorded by Page & Turnbull, Inc.      \*Date November 6, 2023       Continuation       Update

*Surrounding Neighborhood*

The neighborhood surrounding the subject property consists of the University of California, Berkeley campus across Bancroft Way to the north, and predominantly commercial properties along the south side of Bancroft Way. To the immediate east of the subject building, the primary façade and northern commercial spaces of the Fred Turner Building, a City of Berkeley Landmark designed by Julia Morgan and built in 1940, have been incorporated into an eight-story mixed-use building. To the west of the subject building, 2522 Bancroft Way is a one-story commercial building built between 1911 and 1929, with contemporary façade alterations. The block to the immediate northeast of 2530 Bancroft Way includes four City of Berkeley Landmark properties both in its on- and off-campus frontages. On campus to the northeast of the subject building, the Hearst Gymnasium for Women is a Beaux-Arts facility designed by architects Julia Morgan and Bernard Maybeck, completed in 1927. Three landmarks to the northeast of the subject building on the south side of Bancroft Way include the University Art Museum, a recently rehabilitated Brutalist building designed by architect Mario J. Ciampi and completed in 1970, the College Women's Club, now the Bancroft Hotel, designed by architect Walter Steilberg and built in 1928 in a Mediterranean revival style, and the shingled 1897 Cornelius Beach Bradley House facing Durant Avenue.



Figure 19. The retained portion of the Fred Turner Building at 2548 Bancroft Way, and new eight-story mixed-use building to the rear and east, view south.

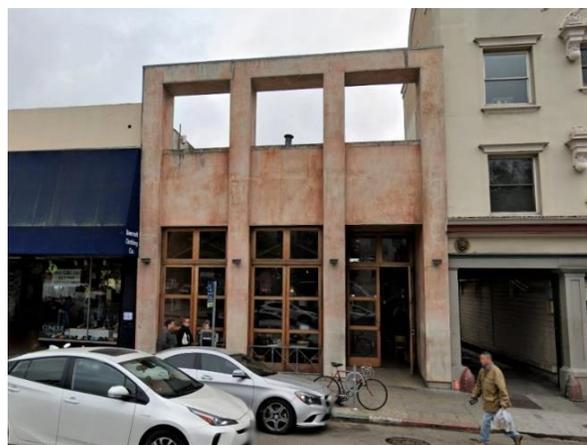


Figure 20. 2522 Bancroft Way, view south. Source: Google Earth, 2020.

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 \*Resource Name or # 2530 Bancroft Way

B1. Historic name: 2530 Bancroft Way  
 B2. Common name: 2530 Bancroft Way  
 B3. Original Use: Commercial  
 B4. Present use: Commercial

\*B5. Architectural Style: Mid-20<sup>th</sup> Century Commercial / No Style

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

The one-story commercial building was completed in 1949 for the University Y.M.C.A. for use as a Roos Bros. department store. The 120-foot by 130-foot building, designed by architects Miller & Warnecke and engineer I. Thompson, was built by contractor John M. Bartlett. Initial plans for the building were prepared in 1946, but construction of the project was postponed to comply with post-World War II building restrictions.<sup>1</sup> The store was constructed with concrete footings, foundations, and basement joists and girders, and reinforced concrete walls with steel framing at the ground floor. The Bancroft Way façade was finished with plate glass, tile, and ceramic veneer (Figure 21 through Figure 24). An electric “plunger” type freight elevator was located in the sidewalk adjacent to the store. According to the Commercial Building Record on file with the City of Berkeley Permit Service Center, the building was constructed with two interior commercial spaces: a 90-foot-wide space with a mezzanine around all interior walls was located at the west side of the building, and a 30-foot wide space with a mezzanine along its west interior wall was located at the east side of the building. The main tenant, the Roos Bros. department store, occupied the western commercial space with interiors designed by company’s architect, Albert P. Williams (Figure 25 and Figure 26).<sup>2</sup> Photos taken during a 1964 strike at UC Berkeley capture the Roos/Atkins store in the background, showing its original façade with projecting canopies at the entrance and mezzanine, ridged column details between mezzanine windows, and glossy tile cladding (Figure 27 and Figure 28). (Refer to Continuation Sheet, page 9)

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

\*B8. Related Features: No B9a. Architect: Miller & Warnecke b. Builder: John M. Bartlett

\*B10. Significance: Theme N/A Area N/A  
 Period of Significance N/A Property Type N/A Applicable Criteria N/A  
 (Discuss importance in terms of historical or architectural context as defined by theme, period, and geographic scope. Also address integrity)

Historic Context – City of Berkeley

Precursor to the University of California, Berkeley, the College of California was chartered in Oakland in 1855 as a college preparatory school under the direction of Congregational minister Henry Durant. The institution had originally been established in 1852 as the Contra Costa Academy. In 1860, the College purchased a 160-acre tract of land on Strawberry Creek to establish a new, expanded campus. The College collaborated with the State of California’s Agricultural, Mining, and Mechanical Arts College (which to this time had only existed in name after it was established by an 1865 act) to establish a public university.<sup>3</sup> Under the provisions of the Morrill Act, Governor Henry H. Haight signed a law granting a charter to the University of California. The University of California came into existence in March 1868. In 1869, the former College of California transferred its property and interests to the University of California. The University of California moved to the newly constructed Berkeley campus in 1873. In 1866, the name “Berkeley” was officially adopted by the Trustees of the College for the residential academic community that they hoped would grow up around the school. (Refer to Continuation Sheet, page 10)

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

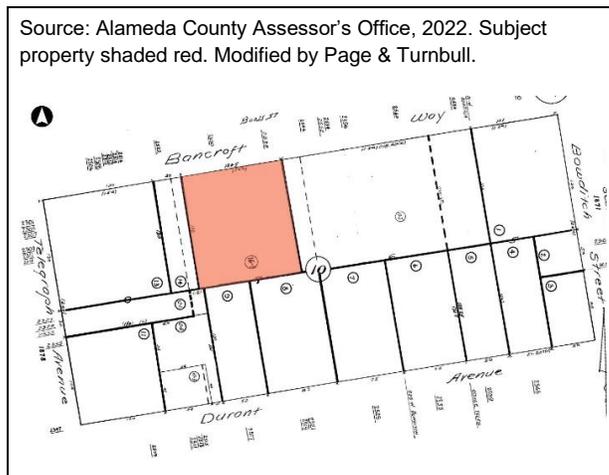
\*B12. References: Refer to Page 15

B13. Remarks: None

\*B14. Evaluator: Page & Turnbull, Inc.

\*Date of Evaluation: November 6, 2023

(This space reserved for official comments.)



<sup>1</sup> Betty Marvin, “A Piece of the Forties: The old Roos/Atkins store isn’t a great building, but it’s good work,” *The Berkeley Gazette*, October 9, 1981.  
<sup>2</sup> *The Berkeley Gazette*, “New Roos Bros. Store Will Hold Open House Monday,” March 5, 1949.  
<sup>3</sup> The Regents of the University of California, “The Agricultural, Mining, and Mechanical Arts College,” *Report of the Regents of the University of California, Relative to the Operations and Progress of the Institution, 1872*, electronic resource at <https://oac.cdlib.org/view?docId=hb887008m3&brand=oac4&chunk.id=meta>.

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

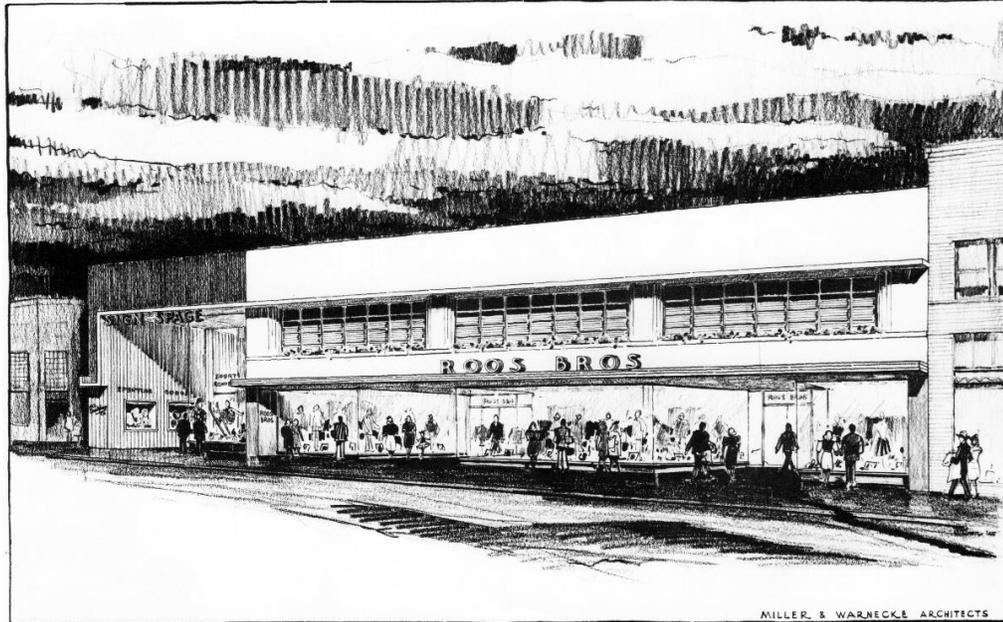


Figure 21. Undated sketch of Roos Bros. building, collection of the Warnecke Architectural Archive.

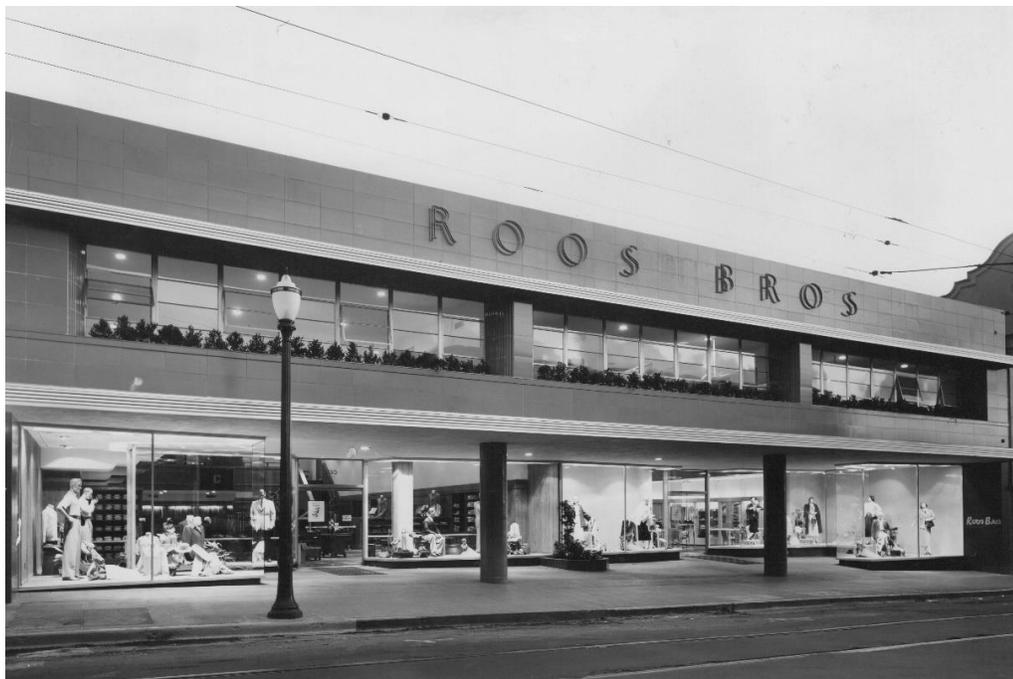


Figure 22. Photograph of the Roos Bros. store building at 2530 Bancroft Way, looking southwest, ca. 1949. Collection of the Warnecke Architectural Archive

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Figure 23. Photograph of the Roos Bros. store building at 2530 Bancroft Way, looking southeast, ca. 1949. Collection of the Warnecke Architectural Archive.



Figure 24. Photograph of the Roos Bros. store building at 2530 Bancroft Way, looking southwest, ca. 1949. Collection of the Warnecke Architectural Archive.



Figure 25. Interior of the Roos Bros. men's department, looking toward the rear of the store from the mezzanine, ca. 1949. Collection of the Warnecke Architectural Archive.

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Figure 26. Interior of the Roos Bros. women's department, looking toward the front of the store from the mezzanine, ca. 1949. Collection of the Warnecke Architectural Archive.



Figure 27. Detail of 1964 photograph showing Roos/Atkins store at right. Source: Michael Rossman Free Speech Movement Photographs, UC Berkeley, Bancroft Library, BANC PIC 2000.067:6.

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Figure 28. Detail of 1964 photograph showing Roos/Atkins store in background. Source: Michael Rossman Free Speech Movement Photographs, UC Berkeley, Bancroft Library, BANC PIC 2000.067:8.

The eastern portion of the original façade was altered in 1969, when a renovation removed and replaced the storefront, mezzanine, and floor covering, of the smaller eastern unit, and installed new interior ceilings and partitions.<sup>4</sup> Other documented alterations to the subject building, including replacement of signs and roofing, are listed in **Table 1** below.

Alterations which do not appear to be documented in permit records include replacement of the storefront glazing, which originally consisted of larger panes than are currently present, and removal of a small, tiled planter at the center of the western unit storefront. Scars in the tiled bulkhead and flooring at the center of the west unit's storefront, visible in **Figure 5** correspond to the location of this planter, visible in **Figure 22** and **Figure 23**. The tile cladding at the upper portion of the western unit's façade, on the columns at the entrance, and at the base of the storefront glazing appears to be original, but has been painted. The interiors of the commercial spaces have been substantially altered, though portions of the original mezzanine remain intact (**Figure 10**, **Figure 14**, **Figure 25**, and **Figure 26**). One section of what appear to be original mezzanine windows are visible behind shelving units at the interior of the east side of the main commercial space (**Figure 15**), however, the original locations of all other mezzanine windows are obscured at the exterior by the awning and at the interior by wood paneling and shelving.

The subject building was recorded in 1979 by architectural historian Betty Marvin for the Berkeley Urban Conservation Survey conducted by BAH. The form reports the building to have been in good condition, with "large blue tiles, with aluminum trim; Pant House occupying east ¼ faced in black & white." Though noted as a "fine example" and associated with architects Miller & Warnecke, alterations at the building are noted as "moderate" at the main store to "considerable" at the east side, with the note "east end constantly changing – had a fine light show in the early 70s." The latter comment refers to neon signs installed by commercial tenants.

Marvin expanded on the building in a 1981 *Berkeley Gazette* article, titled "A Piece of the Forties: The old Roos/Atkins store isn't a great building, but it's good work," in which she wrote:

the Roos building may not be one of the primary works for which the Warnecke firm will be remembered – not when their local achievements also include the Oakland Public Library (1949), UC residence halls and the Oakland Airport. A decade after the Roos building, critic Allen Temko wrote of Warnecke and Warnecke – particularly of John Carl Warnecke, the son, who continues the firm today – in words that apply to the building on Bancroft as well,

<sup>4</sup> City of Berkeley Permit Service Center records, permit 114927, September 12, 1969.

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commending their “quiet acceptance of jobs which most offices of national stature would disdain. These Warnecke concedes are far from masterpieces, but are ‘better than if they were done by those who only half try.’<sup>5</sup>

Photographs taken in 2007 which are in the collection of the Berkeley Architectural Heritage Association (BAHA) indicate that some original tile, engaged columns, planter, and metal-trimmed canopies were retained beneath the existing awning at that time (**Figure 29 through Figure 34**). The current appearance of the portion of the storefront beneath the awning was not visible at the time of site visits on April 20, 2022.

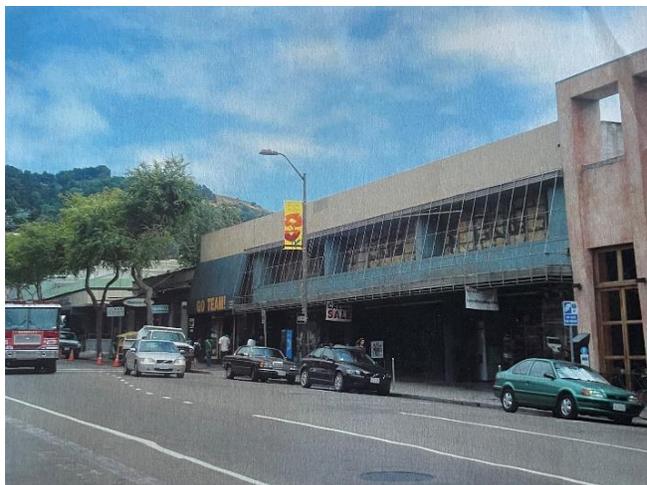


Figure 29. Photograph of primary façade of 2530 Bancroft taken July 2007 showing extant façade details beneath awning. Collection of BAHA.

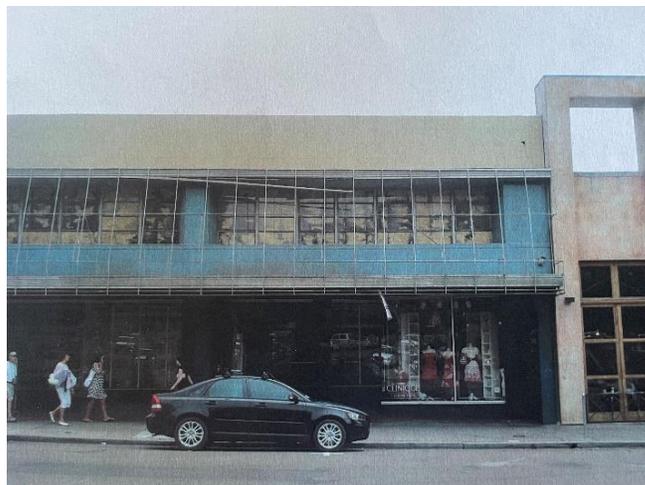


Figure 30. Photograph of primary façade of 2530 Bancroft taken July 2007 showing extant façade details beneath awning. Collection of BAHA.

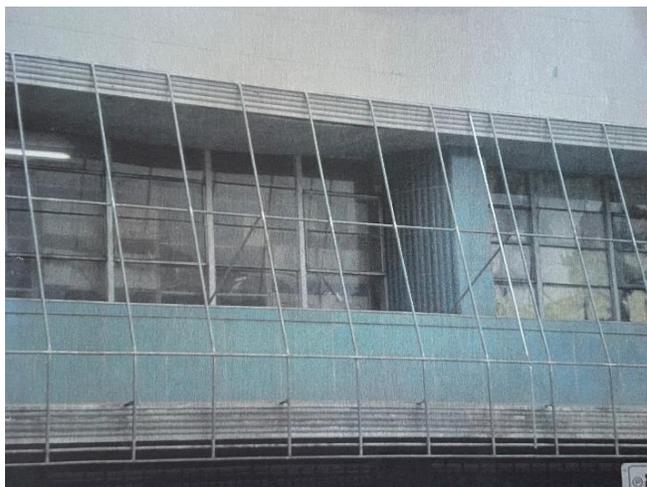


Figure 31. Photograph of primary façade of 2530 Bancroft taken July 2007 showing extant façade details beneath awning. Collection of BAHA.

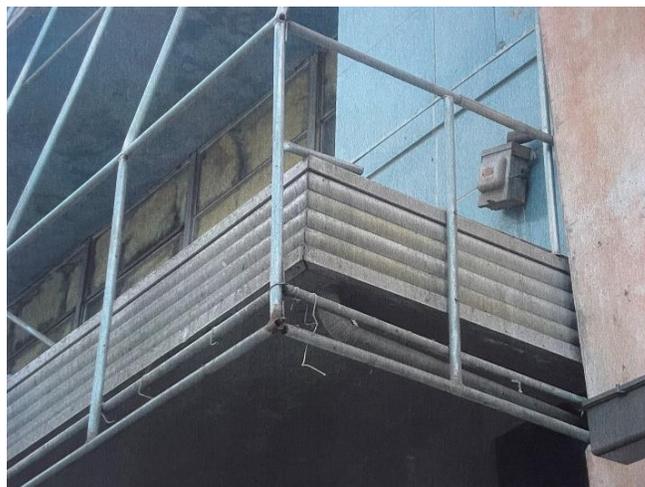


Figure 32. Photograph of primary façade of 2530 Bancroft taken July 2007 showing extant façade details beneath awning. Collection of BAHA.

<sup>5</sup> Betty Marvin, “A Piece of the Forties.”

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Figure 33. Photograph of primary façade of 2530 Bancroft taken July 2007 showing extant façade details beneath awning. Collection of BAHA.



Figure 34. Photograph of primary façade of 2530 Bancroft taken July 2007 showing extant façade details beneath awning. Collection of BAHA.

**Table 1: Permitted Alterations to 2530 Bancroft Way**

Permit #	Date	Applicant	Builder/Contractor	Description
62620	01/23/1948	University Y.M.C.A. for Roos Bros (lessee)	Miller & Warnecke (architect); I. Thompson (Engineer); John M. Bartlett (builder)	Store building – 2526-2540 Bancroft, \$110,000.00. Building 120'x130', 27' high.
78718	01/24/1956	Not specified	Not specified	Roofing
82118	05/28/1957	Not specified	Not specified	Roofing
97981	06/15/1963	Roos/Atkins	G. Anderson (designer), Mullen Mfg. Co (builder)	"In area off rear mezz install partition to enclose stock room area, cover joists w. 5/8 plyscore on existing joists. Install 5/8" gypboard on existing studs."
99447	12/23/1963	R.G. Vickery	Elliott & Elliott Co.	Roof replacement
18850	10/25/1965	Smith's Clothing Store	Lera Electric Co.	Electrical Work
18577	08/07/1969	Roos/Atkins	Scott Butner Electric Co.	Electrical work – replace window lighting
114927	09/12/1969	Smith's Clothing Store	Plant Bros.	"Remove storefront & Mezzanine. Install new storefront & floor covering. Install new clg. & partitions."
114977	09/18/1969	Smith's Clothing Store	Nelson Neon	Install 1 illuminated projecting sign and one wall sign.
020276844	01/20/1976	John Miottel, Miottel, Chamberlain & Company	Bill Moore & Assoc.	"To make corrections as requested by City of Berkeley: stop flashing action of lamps + neon tubing on store front."  Follow up letter from City of Berkeley says "We are pleased to advise that the flashing "psychedelic" light display at the above store has been corrected."

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Permit #	Date	Applicant	Builder/Contractor	Description
052378096	05/22/1978	Mrs. Elsie Vickery	Fidelity Roof Co.	"Reroofing – Tar and Gravel"
E-1128793235	11/27/1979	W. John Miottel Jr.	Clifford Electric	"Temporary installation of fluorescent light fixtures on temporary basis for duration of 1979-80 census taking."
0714800456	07/14/1980	W.J. Miottel	Fidelity Roof Co.	Partial roof tearoff and replacement
B0109814489	01/08/1981	McCaulou's	Electrical Products	"Install one wall sign on building face 4'8" x 30" and one under canopy sign 1' x 4'."
0528817257	05/28/1981	McCaulou's Berkeley	Not specified	Painted wall sign
0224847078	02/24/1984	John Miottel	Fidelity Roof Co.	Reroofing

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

Historic Context – City of Berkeley (continued)

The young College hoped to support its development with the sale of residential real estate, and the plan for the College Homestead Association Tract, bounded by today's College and Shattuck avenues, and Bancroft and Dwight ways, was recorded on May 15, 1866. At the time, the area consisted primarily of undeveloped grassland and farms. The tract was intended to create a campus community of mixed uses and generate income from the sale of lots for the College of California.

The College Homestead Association Tract lots sold poorly within the institution's community, and the College of California could not survive without capital from their sales. The unsold College Homestead and Berkeley Property tracts in Berkeley were sold to the public.<sup>6</sup>

During the early twentieth century, particularly in the years between the 1906 Earthquake and the Great Depression, both the University of California and the town of Berkeley grew rapidly. After 1906, Berkeley became one of the largest cities in California, mostly as the result of an influx of as many as 20,000 San Francisco earthquake refugees. The construction of the Key System of ferryboats and streetcars made transportation between Oakland, Berkeley, and San Francisco quick and affordable and spurred the development of numerous residential tracts in Berkeley and Oakland. In turn, this growth brought in more customers and thereby spurred intensive commercial development.<sup>7</sup>

The growth of the University of California under the patronage of influential people like University President Benjamin Ide Wheeler and donor Phoebe Apperson Hearst encouraged the physical development of the city, as well as the growth of its identity and local culture. This period saw Berkeley begin to develop its reputation for progressiveness, unconventionality, and bohemianism – traits that were reflected in its architecture, especially the new First Bay Region-style houses built throughout the area that were designed by the likes of Bernard Maybeck, Julia Morgan, and John Galen Howard.<sup>8</sup>

Commercial and civic development of Berkeley continued through the 1920s, centered in the downtown area with construction of several new downtown buildings including the city's first "skyscraper" – the twelve-story Chamber of Commerce (now Wells Fargo) building at the northwest corner of Shattuck Avenue and Center Street, designed by Walter H. Ratcliff, Jr. in 1925.

Located to the east of the downtown core and directly south of the University campus, the vicinity of the subject property was served by public transit from the first decade of the twentieth century, with a rail service on Bancroft Way connecting College and Telegraph avenues to the south with the rail stations and routes on Shattuck Avenue.<sup>9</sup> Though sparsely developed with single-family homes in 1903, by 1911 the block on which the subject property is located was partially developed with single-family and multi-unit residences, as well as mixed-use residential and commercial buildings oriented toward Telegraph Avenue.<sup>10</sup> Density of development on the block surrounding the subject parcel was much denser by 1929, with multi-unit residential buildings bookended by commercial buildings oriented toward both Bancroft Way and Telegraph Avenue at the west side of the block and the Masonic

<sup>6</sup> Jerry A. Sulliger, "Yes, the Blood house is a rare survivor in its neighborhood: letter to the ZAB," (15 October 2003), electronic resource at [http://www.berkeleyheritage.com/berkeley\\_landmarks/blood\\_house-sulliger.html](http://www.berkeleyheritage.com/berkeley_landmarks/blood_house-sulliger.html).

<sup>7</sup> Susan Dinkelspiel Cerny, *Berkeley Landmarks: An Illustrated Guide to Berkeley California's Architectural Heritage* (Berkeley: Berkeley Architectural Heritage Association, 1994), 64.

<sup>8</sup> Charles Wollenberg, *Berkeley, A City in History*, (Berkeley, University of California Press, 2002), 78.

<sup>9</sup> C. L. Huggins, Berkeley, California (map) (Berkeley, 1904) David Rumsey Map Collection, electronic resource at <https://www.davidrumsey.com/luna/servlet/s/7s77tm/>.

<sup>10</sup> Sanborn Map Company, Insurance Maps of Oakland, California, Volume 3, Sheet 375, 1903; Insurance Maps of Berkeley, California, Volume 1, Sheet 89, 1911.

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Club of University of California building at its northeast corner.<sup>11</sup> The subject property was, in 1929, occupied by a one-story commercial building with four stores facing Bancroft Way, and a bake house with a brick oven at its southwest corner (**Figure 35**).

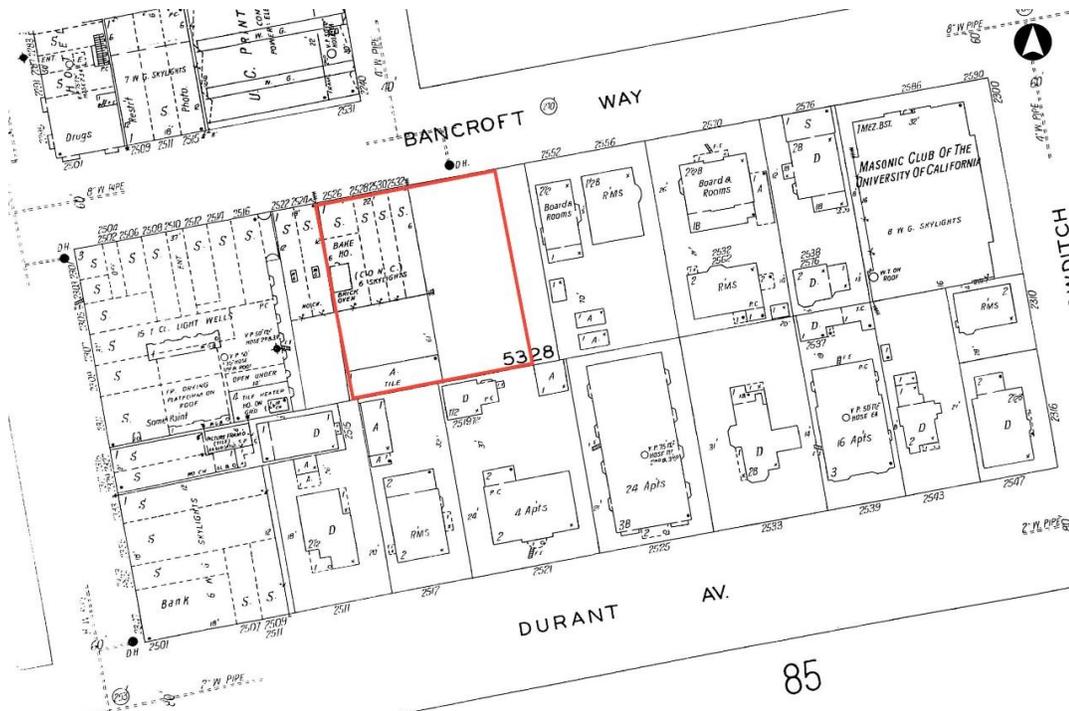
*The Great Depression and World War II*

During the Great Depression, Berkeley's suffering was somewhat minimized by the presence of the University, which continued to provide employment for many citizens, although working-class neighborhoods in West Berkeley experienced more economic strain.

World War II brought a tremendous population boom to the entire Bay Area, and Berkeley was no exception. Wartime housing projects to accommodate military personnel were constructed in Berkeley, and facilities at the University itself were commandeered for military use. Civilian numbers also grew as people relocated to Berkeley for employment at local shipyards like the Moore Drydock on the Oakland Estuary and the Kaiser shipyards in Richmond. Transportation lines and other infrastructure in Berkeley expanded to make these workers' commutes easier.

*Post-World War II*

After the war, Berkeley experienced the same out-migration as many other large cities in the country, as families moved to the suburbs to take advantage of G.I. home loans and the increased ease of commuting by automobile. This led to a shift in the demographics of Berkeley, where larger working-class populations developed. G.I. benefits also resulted in soaring enrollment at the University of California, which meant that students flooded available housing around the campus. The large houses that had previously been subdivided to accommodate war workers were well-suited to housing students. In response to the increased enrollment, the University of California, Berkeley expanded its campus facilities into the blocks between Barrows Lane and Dana Street north of Bancroft Way, which had been developed with commercial and residential properties including the Roos Bros. department store at 2270 Telegraph Avenue, and Hotel Bancroft at the northwest corner of the intersection of Bancroft Way and Telegraph Avenue.<sup>12</sup> In 1950, the block surrounding the subject building, which had been completed in 1949, was densely developed with retail stores, a restaurant, medical offices, and multi-unit residential buildings (**Figure 36**).<sup>13</sup>



**Figure 35. Detail from 1929 Sanborn Map Company insurance map, prior to construction of 2530 Bancroft Way. Location of subject property outlined red. Source: San Francisco Public Library, edited by Page & Turnbull.**

<sup>11</sup> Sanborn Map Company, Insurance Maps of Berkeley, California, Volume 1, Sheet 78, 1929.

<sup>12</sup> *Oakland Tribune*, "Store Building Project in One Block of Lakeshore Avenue Total \$200,000," January 25, 1946.

<sup>13</sup> Sanborn Map Company, Insurance Maps of Berkeley, California, Volume 1, Sheet 78, 1950.

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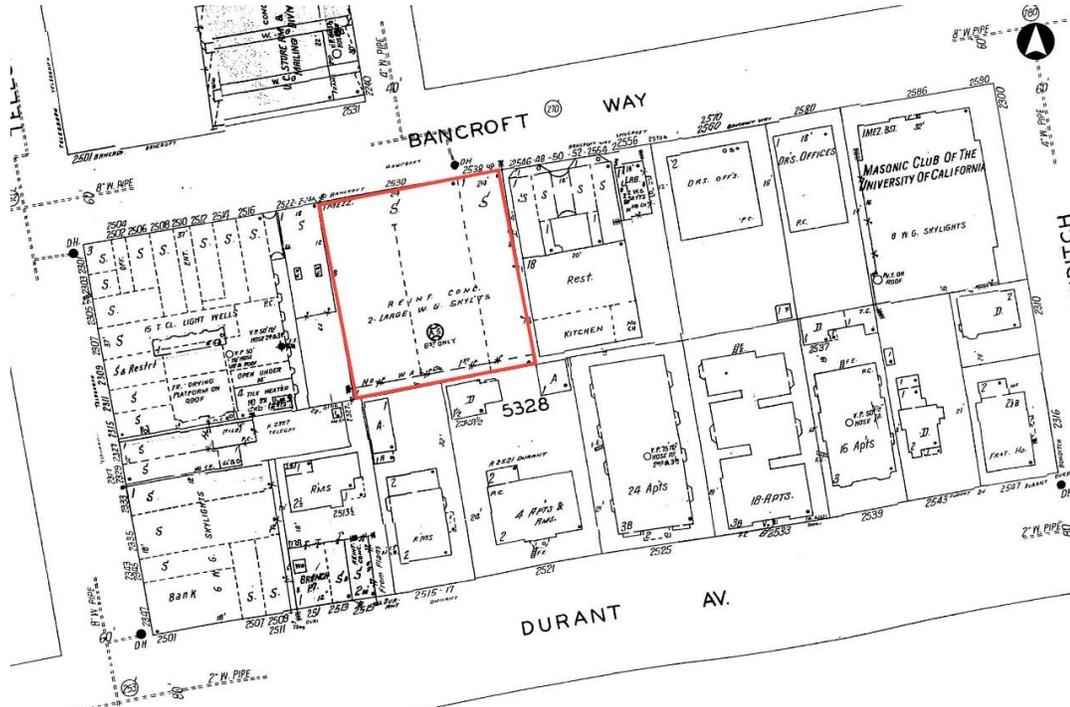


Figure 36. Detail from 1950 Sanborn Map Company insurance map. Subject property outlined red. Source: San Francisco Public Library, edited by Page & Turnbull.

In the decades following World War II, Berkeley's reputation as a liberal stronghold grew, particularly expressed by its Democratic-leaning academic community and African American and working-class populations. Civil Rights became an important topic, leading to struggles over fair housing and segregation of schools. The Vietnam War affected the city tremendously, as it was heavily populated by young, working-class people and students who were eligible for the draft, spurring protests and demonstrations. Berkeley has remained a politically and culturally outspoken community that largely accepts and promotes progressive thinking. The University of California remains the centerpiece of the city, which is otherwise inhabited by people who represent a wide range of social, economic, and ethnic demographics.<sup>14</sup>

**Owner History of 2530 Bancroft Way**

Based on title information obtained at the office of the Alameda County Clerk-Recorder, the University Y.M.C.A. purchased the subject property as two parcels in the early 1940s. In January 1941, the organization purchased a parcel constituting the west half of the subject parcel, 61.5 feet wide, from Charles H., Arthur W, Ralph C., and Charles H. Gorrill and John Jewett Earle. In October 1943, the University Y.M.C.A. purchased the parcel constituting the eastern half, 59 feet wide, from the Trustees of Stiles Hall. In September 1975, the property was purchased as one 130-foot by 120.5 foot parcel by W. John Miottel, Jr. and Katrina Van Dyke Miottel. The Miottel family still owns the property.

**Occupancy History**

For most of its history, the large, western commercial unit at the subject building, addressed 2530 Bancroft Way, has been occupied by a retail clothing store; first Roos Bros., which became Roos/Atkins in 1957, followed by McCaulou's, and most recently the Bancroft Clothing Co. The unit was used briefly in 1980, between retail tenants, as an office for 1980 United States Census enumerators. Until the late 1980s, the smaller, eastern unit was occupied by a series of retail stores, including those specializing in sporting goods, music equipment, clothing, and gifts. Under the tenancy of the Bancroft Clothing Co., the eastern commercial unit was connected internally with the western commercial unit and used for the display of University of California merchandise.

**Table 2**, below, lists documented commercial businesses at 2530 Bancroft Way since the building's construction, which began in 1948 and was completed in 1949. Records were assembled through research in city directories, building permit records, and historic newspaper archives.

<sup>14</sup> City of Berkeley, *City of Berkeley Landmark Application for the Preservation of All Souls Church, Parish Hall and Courtyard, 2220 Cedar Street, Berkeley, CA*, on file at Berkeley Architectural Heritage.

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Table 2. Commercial Occupant History		
Year(s)	Occupant – 2530 Bancroft	Occupant – 2538 Bancroft
1949-1979	Roos Bros. / Roos/Atkins (clothing store)	Cliff Thebaut’s Sporting Goods (1949-1954)
		Berkeley Music House (1957-1965)
		Smiths Clothing, “The Pant House,” (1977-1979)
1979-1981	U.S. Census Office (1980)	Vaughn at Sather Gate
1981-1988	McCaulou’s (Clothing)	Sandpiper Hallmark (1987-1988)
1989 - present	Bancroft Clothing Co.	Address no longer listed.

**Roos Bros.**  
The Roos Bros. department store was founded in the mid-1860s as a men’s clothier in San Francisco by brothers Adolphe and Hyppolite Roos. The firm met with commercial success, and expanded to multiple locations across California in the following decades. The first Roos Bros. store in Berkeley, located downtown at 64 Shattuck Square, was designed by architects Miller & Pflueger and built in 1926; the building is extant and is a City of Berkeley Landmark. The subject property appears to have been built, in part, to offer a replacement location to a second Roos Bros. store at 2270 Telegraph Avenue which was demolished in the last half of the 1940s when the University of California, Berkeley developed the block north of Bancroft Way between Telegraph Avenue and Barrows Lane for administrative use. In the late 1940s and early 1950s, the company advertised stores in San Francisco, Oakland, Berkeley, Palo Alto, San Jose, Sacramento, and Fresno. Roos Bros. merged with the Robert Atkins clothing company in 1957, and operated under the name Roos/Atkins until the 1990s.

**Miller and Warnecke, Architects**  
The architecture firm of Miller and Warnecke, active from 1917 to 1951, consisted of partners Carl Ingomar Warnecke (1891-1971) and Chester Herbert Miller (1890-1953). Warnecke, born in Montreal, moved with his family to California in 1901. He began his career in architecture as a draftsman working for Bakewell and Brown, Chester H. Miller, and John J. Donovan before establishing his partnership with Miller in 1917.<sup>15</sup> Though he pursued courses at l’Ecole des Beaux Arts in 1914, this formal education was curtailed by the wartime evacuation of many Americans from France. Chester H. Miller was a native of Oakland whose training in architecture was acquired vocationally rather than through formal education.<sup>16</sup>

As a partnership, Miller and Warnecke designed numerous private residences as well as prominent civic and institutional buildings such as three branches of the Oakland Public Library: the Piedmont branch (1931-32), the Lakeview branch (1949), and the Main Library (1948-1951).<sup>17</sup> A 1937 feature in the *Architect and Engineer* highlighted the firm’s East Bay residential commissions, which included early Ranch, Mission Revival, Colonial Revival, and Tudor Revival styles, many of which are located in Oakland and Piedmont.<sup>18</sup> Also noted were mortuary and commercial buildings in Oakland, the East Oakland High School (1929, now known as Castlemont High School), and the individually National Register-eligible Hill Castle Apartments, extant at 1431 Jackson Street, Oakland (1930). The bulk of the firm’s documented work in Berkeley consisted of residential buildings in popular period revival architectural styles, as well as construction and renovation of some commercial and institutional buildings, with later examples exhibiting the growing embrace of Modernist styles in the post-World War II years (**Table 1**). A large addition to the Burbank Junior High School building at 2020 Bonar Street, built in 1950, featured long bands of glass block fenestration, removed in about 2011 (**Figure 37**). Also built in 1950, the starkly rectilinear Stiles Hall at 2400 Bancroft Way was demolished in 2016 (**Figure 38**).

After Chester Herbert Miller’s 1951 retirement, Carl I. Warnecke partnered with his son, architect John Carl Warnecke Sr., in the firm of Warnecke and Warnecke.

Though prolific and responsible for some individually noteworthy buildings, Miller and Warnecke are not generally recognized as architects of merit for the purposes of evaluation under the California Register.<sup>19</sup> Their work tended to reflect broader movements in style, such as the period revivalism of the 1920s and 1930s, rather than initiating or influencing new developments in architecture.

<sup>15</sup> Pacific Coast Architectural Database, “Carl Ingomar Warnecke,” electronic resource at <http://pcad.lib.washington.edu/person/3366/>.  
<sup>16</sup> Pacific Coast Architectural Database, “Chester Herbert Miller (Architect),” electronic resource at <http://pcad.lib.washington.edu/person/1656/>.  
<sup>17</sup> Pacific Coast Architectural Database, “Miller and Warnecke,” electronic resource at <http://pcad.lib.washington.edu/firm/2530/>.  
<sup>18</sup> Harris C. Allen, “Toward a Contemporary Type – A Modern Development of the California Tradition,” *Architect and Engineer*, September 1937, 19-30.  
<sup>19</sup> While the National Register and California Register have previously used the terminology “master” architect or builder, the terminology used here to reflect current best practices is “architect/builder of merit,” which similarly refers to an architect/builder with “recognized greatness” in their field, whether at a local, national, or state level.

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**Table 1. Other Documented Projects in Berkeley Designed by Architects Miller & Warnecke<sup>20</sup>**

Address	Year	Extant?	Building Type
25 Menlo Place	1924	Yes	Single-Family Residence
860 San Luis Road	1924	Unknown	Single-Family Residence
2451 San Pablo Avenue	1925	Yes	Commercial Building
912 Oxford Street	1927	Yes	Single-Family Residence
458 Michigan Avenue	1934	Yes	Single-Family Residence
2630 Cedar Street	1935	Yes	Single-Family Residence
2570 Cedar Street	1937	Yes	Single-Family Residence
1284 Queens Road	1938	No	EBMUD Facility
40 Senior Avenue	1939	Yes	Single-Family Residence
2380 Ellsworth Street	1939	Yes	Commercial (Physician's Office)
2865 Webster Street	1943	Yes	EBMUD Facility
Mulford Hall, UC Berkeley	1948	Yes	Educational Building
2400 Bancroft Way (Stiles Hall)	1950	No	Institutional Building
Addition to LeConte Hall, UC Berkeley	1950	Yes	Educational Building
2020 Bonar Street (Burbank Junior High School)	1951	Yes (glass block removed 2010)	Educational Building



**Figure 37. 2020 Bonar Street (built 1950) as it appeared in 2008, prior to removal of the glass block bands. Source: Google.**



**Figure 38. 2400 Bancroft Way (built 1950) shortly before demolition in 2016. Source: Google.**

**Art Moderne and Late Moderne Style**

Art Moderne, also known as Streamline Moderne, is a late Art Deco architecture style that grew in popularity in the 1930s. The style first emerged in Germany from the work of the New Objectivity artists and architects of the German Werkbund, led by Hermann Muthesius. Taking cues from the Werkbund, American industrial designers and architects began stripping Art Deco of its excessive ornamentation, focusing instead on a streamlined aesthetic and amplifying the effects of geometry and volume.

This style was developed in the midst of the Great Depression, and the ability to remove excess, expensive decoration, and focus on the role of efficiency in design, materials, and form was particularly appealing. In addition, the Art Moderne was associated with the concepts of efficiency, speed, and aerodynamic forms; it expressed a fascination with technological achievement and espoused faith in the future. The style became pervasive in both architecture and the design of everyday objects, and included the first buildings that incorporated electric lighting in architectural structure.

In the years during and after World War II, the exuberance of the Streamline Moderne gave way to the more restrained Late Moderne style, at the same time that the International Style and Modern Movement was gaining traction. Derived from Streamline Moderne but with an emphasis on sharp angularity rather than curves, Late Moderne was prominent from the mid-1940s until the late 1950s. The style was often used for hospitals, fire stations, and other civic and institutional buildings.<sup>21</sup> Characteristics of the

<sup>20</sup> Projects identified in the records of the Berkeley Architectural Heritage Association, Warnecke Architectural Archive, Pacific Coast Architecture Database (PCAD), and historic newspapers and directories. Renovations of existing buildings and projects for which addresses could not be confirmed have been excluded.

<sup>21</sup> Paul Gleye, *The Architecture of Los Angeles*, (Los Angeles: Rosebud Books, 1981), 149-52.

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style are strong horizontal elements, use of spare surfaces, and intersecting volumes that reinforced the style's angularity. A signature feature is the bezeled window or horizontal window groupings surrounded with a projecting flange or frame.

Berkeley's downtown built environment includes some strong examples of the slightly earlier, more decorative Art Deco and Zigzag Moderne styles, such as the Main Library (architect James W. Plachek, 1930) and United Artists Theater (architect Clifford W. Balch with Walker & Eisen, 1932) buildings on Shattuck Avenue between Kittredge Street and Bancroft Way, and Kress Building (architect Edward F. Sibbert, 1934) at the corner of Shattuck Avenue and Addison Street. Examples of the later, Streamline Moderne and Art Moderne styles in the city are typically more modest and less central. Perhaps the best known examples of the Streamline Moderne style are the Joseph W. Harris House at the corner of Hearst and LeConte avenues, designed by architect John B. Anthony, and the Berkeley Iceland building at 2727 Milvia Street, designed by architect William Clement Ambrose (**Figure 39 and Figure 40**).<sup>22</sup> Whittier School, now the Berkeley Arts Magnet School at 1515 Virginia Street, is a strong example of the Late Moderne style as applied to an educational building.<sup>23</sup> All three were built in 1939, and have been designated as City of Berkeley Landmarks. Only a small number of commercial buildings in Berkeley exhibit a thorough application of the Late Moderne style. The heavily modified commercial building at 2440 Shattuck Avenue was built in 1946 and designed by architect Ben V. Harry as a simple example of a Moderne retail store, with horizontal emphases provided by a metal-trimmed canopy and sections of glass block (**Figure 41**). It was found in 2021 to lack sufficient architectural merit for listing at the state or local level.<sup>24</sup> Nearby, the diminutive optometrist's office building at 2414 Shattuck Avenue, also built ca. 1946, exhibits Late Moderne features such as smooth tile cladding, use of glass block, and metal-trimmed canopies (**Figure 42**). The building does not appear to have been formally evaluated for eligibility as an individual historic resource.



Figure 39. Joseph W. Harris House. Source: Google.

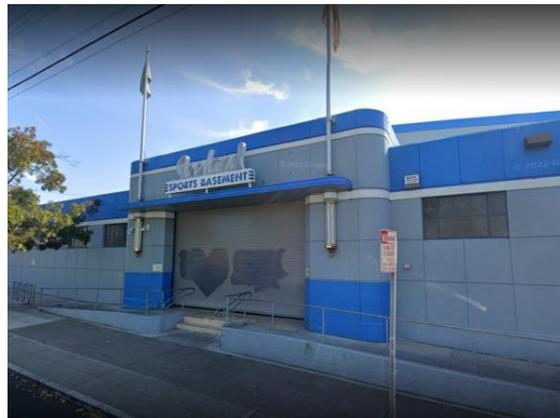


Figure 40. Berkeley Iceland. Source: Google.



Figure 41. 2440 Shattuck Avenue. Source: Google.



Figure 42. 2414 Shattuck Avenue. Source: Google.

<sup>22</sup> *The Berkeley Independent and Gazette*, "In Architecture: City's Heritage," July 22, 1977.

<sup>23</sup> *The Berkeley Independent and Gazette*, "Berkeley's Architectural Heritage. Whittier: Dated, but still functional." June 6, 1979.

<sup>24</sup> Caitlin Hibma, State of California Department of Parks and Recreation (DPR) 523 Forms for 2440 Shattuck Avenue (Richmond: September 2021).

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In its original design the subject building expressed elements of Art Moderne style through its rectilinear volume, its planar glossy tile-clad façade, and metal-trimmed canopies bordering a band of metal mezzanine windows punctuated by ridged, tile-clad columns. With distinctive stylistic features limited to the primary façade area above the storefront glazing, the building was initially a good, though modest example of the style. Various alterations have removed or obscured the building's remaining elements of Art Moderne design. The original eastern storefront, which was deeply recessed within a box-like tiled entryway, was replaced in 1969. Tiles at the upper portion of the façade have been painted, and do not express their original smooth, reflective character. The location of the strong horizontal elements of the original metal-trimmed canopies and mezzanine windows, which most clearly conveyed the building's Moderne style, is currently entirely enclosed within an awning and is not visible from any exterior angle.

### **Evaluation**

The property at 2530 Bancroft Way is not currently listed in the National Register of Historic Places (National Register) or the California Register of Historical Resources (California Register). The building does not appear in the most recent version available of the State of California Office of Historic Preservation (OHP) Built Environment Resources Directory (BERD), issued September 2022, indicating that no record of a previous survey or evaluation is on file at an information center of the California Historical Resources Information System (CHRIS).<sup>25</sup> The subject building is not listed as a City of Berkeley Landmark or Structure of Merit.

### **California Register Evaluation**

#### *Criterion 1 (Events)*

2530 Bancroft Way does not appear to be individually eligible for listing in the California Register under Criterion 1 (Events) for its association with any 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. The subject building was completed in 1949 as a commercial building for use by retail tenants, beginning with the Roos Bros. clothing store. It was not an early Roos Bros. store, or one of the company's flagship stores. It was not an early or unique commercial or economic development in Berkeley. Though likely constructed in response to UC Berkeley's expansion of facilities into areas at the south side of campus as post-World War II enrollments grew, the building was not unique or influential in this broad period of the institution and city's history of development. No significant events are known to have taken place at the subject building that would allow the building to rise to the level of significance necessary to be individually eligible for the California Register.

#### *Criterion 2 (Persons)*

2530 Bancroft Way does not appear to be individually eligible for listing in the California Register under Criterion 2 (Persons). The subject building was constructed for the University Y.M.C.A., the original property owner, as a simple commercial retail building to be leased to commercial tenants. Neither this organization nor subsequent owners and tenants, such as Roos Bros. department store, appear to have made significant contributions to the social and economic history of Berkeley in a way directly associated with the subject property. None of the known businesses at 2530 and 2538 Bancroft Way were found to have made a significant impact on local, state, or national history such that the building could be found significant under Criterion 2.

#### *Criterion 3 (Architecture)*

2530 Bancroft Way does not appear to be individually eligible for listing in the California Register under Criterion 3 (Architecture) as a building that embodies the distinctive characteristics of a type, period, or method of construction. Completed in 1949, designed by architects Miller and Warnecke and erected by builder John M. Bartlett, the reinforced concrete building was originally a good example of a Late Moderne retail store. The wide, horizontal emphasis conveyed through its massing and fenestration, glazed tile cladding, metal-edged canopies, band of mezzanine windows at the western storefront, and recessed eastern storefront together conveyed the simplified Moderne aesthetic which became popular during and shortly after World War II. In its current condition, however, 2530 Bancroft Way is visibly dissimilar to the building shown in historic photographs of the property and does not convey an identifiable style. Stylistic details originally present on the eastern storefront were removed in 1969. The western portion of the primary façade, corresponding to the original Roos Bros. storefront, may retain some distinctive elements of its original Late Moderne style, such as canopies, columns, windows, and tile, beneath the existing awning. However, according to guidance provided by the National Park Service, "Properties eligible under Criteria A, B, and C must not only retain their essential physical features, but the features must be visible enough to convey their significance. This means that even if a property is physically intact, its integrity is questionable if its significant features are concealed under modern construction."<sup>26</sup> Integrity will be discussed further in a following section. The building does not appear significant for its association with architects Miller and Warnecke. Builder John M. Bartlett, active between about 1911 and the early 1950s in West Contra Costa and Alameda Counties, constructed numerous residential and commercial projects but his body of work does not rise to the level of significance to be considered that of a builder of merit. The subject property does not appear to be eligible as a contributor to an existing historic district, and the evaluation of a potential district is outside the scope of this report.

<sup>25</sup> California State Office of Historic Preservation, Built Environment Resource Directory (BERD), Alameda County, updated September 2022.

<sup>26</sup> National Park Service, *National Register Bulletin 15: How to Apply the National Register Criteria for Evaluation* (Washington, D.C.: U.S. Department of the Interior, 1995), 46.

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*Criterion 4 (Information Potential)*

2530 Bancroft Way does not appear to be individually eligible for listing in the California Register under Criterion 4 (Information Potential). The "potential to yield information important to the prehistory or history of California" typically relates to archeological resources, rather than built resources. When California Register Criterion 4 (Information Potential) does relate to built resources, it is relevant for cases when the buildings themselves are the principal source of important construction-related information. The subject property does not appear to be individually significant under Criterion 4 as a building that has the potential to provide information important to the prehistory or history of the City of Berkeley, the state, or the nation. It does not appear to feature construction or material types, or embody engineering practices that would, with additional study, provide important information. Identification or evaluation of archaeological resources is beyond the scope of this study.

**Integrity**

In order to qualify for listing in any local, state, or national historic register, a property or landscape must possess significance under at least one evaluative criterion and retain integrity. Integrity is defined by the California Office of Historic Preservation as "the authenticity of an historical resource's physical identity evidenced by the survival of characteristics that existed during the resource's period of significance," or more simply defined by the National Park Service as "the ability of a property to convey its significance."<sup>27</sup> To evaluate whether a property retains sufficient integrity to convey its historic significance, Page & Turnbull typically uses established integrity standards outlined by the *National Register Bulletin 15: How to Apply the National Register Criteria for Evaluation*. Seven variables, or aspects, that define integrity are used to evaluate a resource's integrity—location, setting, design, materials, workmanship, feeling, and association. A property must possess most, or all, of these aspects in order to retain overall integrity. If a property does not retain integrity, it can no longer convey its significance and is therefore not eligible for listing in local, state, or national registers.

While the property at 2530 Bancroft Way has not been found to be significant, in its current condition, under any criterion for the California Register, a brief discussion of its historic integrity is provided to support the finding under Criterion 3. The building appears to retain integrity of *location* and *setting*. It has not been moved from its original location, and the building's surroundings consist, as they did in 1949, of a row of commercial buildings on the south side of Bancroft Way opposite the University of California, Berkeley campus. The building does not retain integrity of *design*, *materials*, or *workmanship* in its current condition. These aspects of integrity, which relate to a building's ability to convey its architectural style relative to its period of significance, are important to buildings which are found significant under Criterion 3. Elements of the 2530 Bancroft Way which, if visible and intact would convey its significance as a Late Moderne commercial building, primarily include the metal-trimmed canopies, mezzanine glazing, tiled columns, and recessed, tiled eastern storefront. The eastern storefront has been replaced, and other elements which originally conveyed the building's style are not visible as part of the current façade. Some original materials and design features of 2530 Bancroft Way do remain visible and intact, such as the tile cladding above the awning and at the storefront bulkheads, and broad, pedestrian-level storefront glazing. However, as the tile cladding has been painted its original color and surface texture are obscured. The storefront glazing system, which largely retains its original configuration with some replacement of materials, does not strongly convey the Late Moderne architectural style. Finally, 2530 Bancroft Way does not retain integrity of *feeling* or *association* relative to its original design and date of construction. Appearing to be a simple, somewhat generic storefront on an otherwise box-like concrete building, very little about the current appearance of 2530 Bancroft Way conveys its 1949 construction and original, restrained Late Moderne style. Without reference to historic photographs, it would not be possible for passersby to identify the original appearance of the building.

**City of Berkeley Landmark and Structure of Merit Evaluation**

The City of Berkeley maintains a list of properties designated as local Landmarks and Structures of Merit under Section 3.24.110 of the Berkeley Municipal Code. Much like the National and California Registers, the Municipal Code provides a number of criteria that must be met in order for a property to gain Landmark or Structure of Merit designation. Properties may be landmarked if they meet standards of architectural, cultural, educational, or historical significance, or if they are already listed in the National Register. A property may be designated as a Structure of Merit if it does not rise to the level of Landmark status, but has contextual importance and is worthy of preservation as part of a neighborhood, block or street frontage, or group of buildings that includes Landmark properties.

The designation criteria for Landmarks and Structures of Merit, and the applicability of these criteria to the property at 2350 Bancroft Way, are as follows:

<sup>27</sup> California Office of Historic Preservation, *Technical Assistance Series No. 7: How to Nominate a Resource to the California Register of Historical Resources* (Sacramento: California Office of State Publishing, 4 September 2001) 11; National Park Service, *National Register Bulletin 15: How to Apply the National Register Criteria for Evaluation*, 44.

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Landmarks and Historic Districts.

1. *Architectural merit:*

- a. Property that is the first, last, only or most significant architectural property of its type in the region;
- b. 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; or
- c. Architectural examples worth preserving for the exceptional values they add as part of the neighborhood fabric.

The subject property at 2530 Bancroft Way does not appear to be eligible as a City of Berkeley Landmark for architectural merit. The subject building was designed and built as a restrained, but good example of a Late Moderne commercial building that was completed for use by retail tenants. It has been altered from its original appearance and is not, in its current condition, a recognizable example of this style. Built in 1949, the building was not an early example its style within the City of Berkeley, and it no longer sufficiently conveys its original design to adequately represent a "last" or "significant" example of the style. In its current condition the building does not demonstrate architectural merit such that it would qualify as a landmark. It does not provide architectural value to the surrounding neighborhood, which is characterized by a mixture of commercial and institutional buildings of varied construction dates and architectural styles, along with a growing number of new mixed-use buildings.

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 subject property at 2530 Bancroft Way does not appear to be eligible as a City of Berkeley Landmark for cultural value. The building's two commercial spaces have served primarily as retail stores, and are not documented to have been strongly associated with significant events or patterns in the development of Berkeley's history.

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

2530 Bancroft Way does not appear to be eligible as a City of Berkeley Landmark for educational value. The building does not bear significant historic associations which would contribute meaningfully to educational curricula or public interpretation.

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;

2530 Bancroft Way does not appear to be eligible as a City of Berkeley Landmark for historic value. Completed in 1949 for use as a department store, the building is not strongly associated with events or patterns which were significant to the development of Berkeley, the county, or California. Though it was built at time when the enrollment and land holdings of the University of California, Berkeley grew to accommodate rising post-War enrollment and nearby commercial areas expanded to serve the increase in student population, the building was not an early or influential part of this broader pattern.

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

2530 Bancroft Way is not listed on the National Register.

Structures of Merit.

Criteria which the commission shall use when considering a structure for structure of merit designation are as 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.

2530 Bancroft Way does not appear to be eligible as a Structure of Merit under the general criteria. The building was completed in 1949 as a department store within a neighborhood that was already well-established as a commercial node on the south side of the University of California, Berkeley campus. The building does not contribute to a cohesive street frontage along Bancroft Way. Though also a commercial building facing Bancroft Way, the nearest City of Berkeley Landmark, the Fred Turner Building completed in 1940 at 2546 Bancroft Way is not part of a continuous historic street frontage to which the subject building contributes. Other nearby landmarks, the Hearst Gymnasium for Women, College Women's Club, and Berkeley Art Museum are directly related to the development of the larger University of California, Berkeley campus and community in a way which the subject property is not. The south side of Bancroft Way between College and Telegraph avenues features a variety of building uses, types, and dates of construction. While they are individually significant for their

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architectural style the Landmark buildings do not possess architectural or historic continuity or connectedness with one another or the subject property.

2. Specific criteria include, but are not limited to one or more of the following:

- 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.
- 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.
- c. The structure is a 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.

2530 Bancroft Way does not appear to be eligible as a Structure of Merit under the specific criteria. The subject building is neither contemporary with nor compatible in scale, style, materials, or design with the nearby landmark buildings, which include the Hearst Gymnasium for Women (1927), College Women's Club (1928), Fred Turner Building (1940), and Berkeley Art Museum (1970). As discussed above relative to California Register Criterion 3, the building was originally a good example of Late Moderne architectural design, however it has been altered such that it is not currently able to convey this style or its original date of construction. It does not appear to have historical significance to the Southside neighborhood or City of Berkeley.

**Conclusion**

The commercial building at 2530 Bancroft Way, Berkeley, California, was designed by architects Miller & Warnecke and completed in 1949. The building has been used by retail stores for most of its history, beginning with the Roos Bros. clothing chain through the 1970s, local chain McCaulou's in the 1980s, and the Bancroft Clothing Co. since 1989, in addition to smaller specialty shops in the eastern commercial space. This evaluation is based on a site visit and analysis of available documentation pertaining to the subject building's ownership and occupant history, chronology of construction and alterations, and architectural characteristics. While originally a good example of a Late Moderne commercial building, its current appearance does not convey this original architectural style. The subject property does not appear to be eligible for individual listing in the California Register under any criteria, nor does the subject property appear to be eligible for designation as a City of Berkeley Landmark or Structure of Merit. The property does not therefore appear to qualify as a historic resource for the purposes of review under the California Environmental Quality Act (CEQA). As such, the California Historical Resource Status Code (CHRSC) of "6Z" is recommended for the building, indicating that it has been found through survey evaluation to be ineligible for listing in the National Register, California Register, or local register.<sup>28</sup>

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<sup>28</sup> California State Office of Historic Preservation Department of Parks and Recreation, *Technical Assistance Bulletin #8: User's Guide to the California Historical Resource Status Codes & Historical Resource Inventory Directory*, Sacramento, November 2004.

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RINCON CONSULTANTS, INC. SINCE 1994

**Rincon Consultants, Inc.**

449 15th Street, Suite 303

Oakland, California 94612

510-834-4455

May 28, 2024

Rincon Project No. 22-13491

Claudia Garcia, Principal Planner

City of Berkeley

1947 Center Street, 2<sup>nd</sup> Floor

Berkeley, California 94704

Via email: cgarcia@cityofberkeley.info

**Subject: 2530 Bancroft Way Historic Resource Evaluation and Project Impact Analysis Peer Review**

Dear Ms. Garcia:

The City of Berkeley (City) retained Rincon Consultants, Inc. (Rincon) to conduct a peer review of Page and Turnbull, Inc.'s evaluation of 2530-2538 Bancroft Way (2022, updated 2023) and report titled *Landmark Bancroft Way Project Proposed Project Analysis* (2023). The peer review presented below assesses reporting accuracy and adequacy relative to field and research methods and evaluation results using industry-accepted best practice and guidance provide by the National Park Service (NPS) and the California Office of Historic Preservation (OHP). The peer review was limited to the evaluation presented on California Department of Parks and Recreation (DPR) forms and the report and did not involve field work, recordation, or reevaluation of any resources. We understand that the purpose of the peer review is to support the California Environmental Quality Act (CEQA) environmental review process for a proposed 12-story mixed-use commercial and residential development.

Rincon Architectural Historian JulieAnn Murphy, MSHP, conducted the peer review, with oversight by Cultural Resources Principal Margo Nayyar. Both Ms. Murphy and Ms. Nayyar meet the Secretary of the Interior's Professional Qualification Standards for architectural history and history (36 CFR Part 61).

## Summary of Previous Reports

### DPR Forms

In May 2022 (updated November 2023), Page & Turnbull prepared an evaluation of the building at 2530 Bancroft Way (APN 55-1877-16-1). The evaluation was complete as part of a development project for Landmark Properties, who proposes redeveloping the property with a new, 12-story mixed-use commercial and residential building. No specific author is identified in the DPR form, and therefore, it is unknown if the preparer meets the Secretary of the Interior's Professional Qualification Standards for architectural history and/or history.

The evaluation noted that 2530 Bancroft Way is a one-story commercial building constructed in 1949 for use as a Roos Bros. department store, and was designed by architects Miller & Warnecke for the property owner, University YMCA. The building was found ineligible for listing in the California Register of Historical Resources (CRHR), as a City of Berkeley Landmark, and as a City of Berkeley Structure of Merit for a lack of historical and architectural significance. Though recommended ineligible, it further provided a discussion on integrity, and argued that the building has been altered to the degree that it no longer retains integrity of design, materials, workmanship, feeling or association. It also stated that



the building did not appear to contribute to an existing historic district and that the evaluation of a potential historic district was outside the scope of the evaluation.

### *Landmark Bancroft Way Project Proposed Project Analysis*

In August 2023, Page & Turnbull prepared a report assessing the impact of the redevelopment project on historical resources. Though the existing building was recommended ineligible for listing, the building immediately east of the project site, 2546 Bancroft Way, is a listed City of Berkeley Landmark (#49). Known as the Fred Turner Building, it was designed by Julia Morgan and completed c. 1940.

The report provides an overview of the current historical status of the project site and the Fred Turner Building; character-defining features of the Fred Turner Building; a Secretary of the Interior's Standards for Rehabilitation analysis; and impacts and cumulative impacts analysis of the project. The Interior's Standards for Rehabilitation analysis focuses on the most applicable Standards – Standards 8-10. The proposed project was determined to be compliant with Standards 8 through 10 and, as a result, would not cause a significant impact, as defined by CEQA, to the Fred Turner Building. It additionally provides a design review of the proposed project as it relates to the Southside Design Guidelines, finding that though it will be substantially taller than existing buildings in the surrounding blocks, its storefront composition, materials, architectural details, and upper-story fenestration would be consistent with the Design Guidelines. Finally, the report addresses cumulative impacts, finding that the proposed project and a second project proposed in the immediate area would not result in a cumulative impact to historical resources pursuant to CEQA.

## **Peer Review**

### DPR Forms

The DPR Forms were prepared in accordance with guidance provided by the Office of Historic Preservation (OHP) in *Instructions for Recording Historical Resources* and included the necessary minimum level of documentation, a Primary Record (DPR A) as well as the appropriate forms to document a detailed description and evaluation for the building, a Building, Structure, and Object Record (DPR B) and Continuation Sheets (DPR L). The information summarized in the architectural description accurately reflected the site's existing conditions at the time of their recordation and includes photographs with appropriate overview and detailed shots.

Pursuant to OHP instructions and additional guidance in NPS' *National Register Bulletin 15: How to Apply the National Register Criteria for Evaluation*, completing an evaluation involves assessing whether a historical resource meets defined criteria of significance and requires three basic steps:

- (1) identification of a significant historic context associated with the resource;
- (2) identification of types of resources important in illuminating that context, and the physical characteristics those resources must possess to reflect the significance of the historic context; and
- (3) an assessment of whether the resource being evaluated has those required physical characteristics.

The DPR forms include the necessary context to determine the nature and origin of the property, including a development history of the city of Berkeley and detailed overview of the building's construction history, historic ownership and occupancy including the original occupant, Roos Bros.; and information on the building's original architects, Miller and Warnecke. It also incorporates a discussion on the applicable architectural style, Art Moderne and Late Moderne, enumerating style's



physical characteristics necessary to convey potential significance. In accordance with *NPS Bulletin 15*, the DPR also provides a comparative analysis of property types in Berkeley that similarly exhibit Art Moderne and Late Moderne architecture.

Finally, the DPR includes a discussion of the building's eligibility for listing in the CRHR, as a City of Berkeley Landmark, and as a City of Berkeley Structure of Merit. The evaluation discussion for inclusion in the CRHR is robust, substantiated by the information provided in the historic context, and properly applies the criteria. The evaluation correctly cites and applies guidance from *NPS Bulletin 15* on how to address the visibility of physical features, noting that though the building may retain additional Late Moderne features under later alterations, that the features *must be visible enough* to convey their significance in order to be eligible.

To be eligible for listing in the CRHR, a property must be significant *and* retain sufficient integrity, or the ability to convey its significance. Though the property was found ineligible for listing due to a lack of historical or architectural significance, the DPR has a clear integrity discussion that adeptly describes each of the seven aspects of integrity, concluding that the building no longer retains integrity of design, materials, workmanship, feeling, and association. The integrity discussion, though not technically necessary, is effective in supplementing the arguments provided in the evaluation under Criterion 3. The assertion that obscurement and removal of original architectural detailing has resulted in diminished integrity of design, materials, and workmanship is consistent with guidance provided in *NPS Bulletin 15* on how to apply integrity considerations. The conclusion that the culmination of those changes has resulted in diminished integrity of feeling and association is also compatible with NPS instruction on how to assess integrity in properties.

Similarly, the discussion on eligibility for listing as a City of Berkeley Landmark is thorough and correctly applies the evaluative criteria, and provides clear reasoning on the property's lack of architectural merit, cultural value, educational value, or historic value. The argument could benefit, however, from some discussion of the other example property types in Berkeley presented in the historic context to further strengthen the findings that the building is not a rare example of its type. Comparative information is useful to consider when evaluating a property that is a rare example of its type. The property must have the essential features that enable it to convey its historic character, but the rarity or poor condition of other extant example of the type may justify accepting a greater degree of alteration or fewer intact features, provided that enough of the property survives for it to be considered a significant historic resource. In this case, there are multiple examples of the Art Moderne and Late Moderne architecture styles in Berkeley and there is no argument for eligibility of 2530 Bancroft Way.

Finally, the City of Berkeley Structure of Merit evaluation effectively applies the criteria and discusses the appropriate historic context to arrive at the ineligible determination. Though the City's ordinance is silent on the concept of integrity, the criteria for listing as a Structure of Merit acknowledges that properties ineligible for listing as a City of Berkeley Landmark may be more appropriately considered under these less restrictive criteria. As such, the integrity discussion provided in the DPR for Criteria 3 under the CRHR evaluation could be integrated into the discussion of the Structure of Merit eligibility to bolster the conclusions, particularly related to the specific criteria discussion related to the building's architectural quality.

The conclusion that the property is not a historical resource for the purposes of CEQA is founded and sufficiently substantiated in the information provided and the assignment of a 6Z status code, indicating that it the building has been found ineligible for listing the National Register of Historic Places, California Register of Historical Resources, or local register is suitable, based on evaluation and documentation guidance from OHP and NPS.



City of Berkeley  
2530 Bancroft Way Peer Review

### *Landmark Bancroft Way Project Proposed Project Analysis*

The project impact analysis report generally follows the accepted format for an impact analysis and provides an introduction and methodology section, a review of existing designations, a list of character-defining features, and an analysis of the proposed project. The analysis includes the regulatory context and an in-depth discussion of the applicability of the Secretary of the Interior's Standards for Rehabilitation (Standards). The discussion could be strengthened by clarifying that the Standards are not technically applicable because the project site is not a historic property, and that they are being implemented as an analytical tool to determine if the project would result in material impairment, as defined by the CEQA Guidelines, to the adjacent historical resource, the Fred Turner Building.

The subsequent discussion of the project's compliance with the two standards relating to new construction, Standards 9 and 10, addresses the potential changes in setting to the historical resource. The Standards were applied in accordance with NPS guidance, and the findings support the conclusion that the proposed project would not result in a significant impact to a historical resource pursuant to CEQA.

The analysis additionally analyses the project using applicable Southside Design Guidelines. The discussion of Design Guideline B.2 could be strengthened by a reference to Design Guideline B.1, that states that "some differentiation in building height is desirable." The otherwise provided analysis accurately addresses the other applicable design guidelines. The project impact analysis report appropriately documents and discusses the project and provides thorough and defensible findings.

## **Conclusion**

In summary, both the DPR Forms and the *Landmark Bancroft Way Project Proposed Project Analysis* generally follow best practices and industry-accepted guidance to the evaluation of and assessment of impacts to historical resources. Both documents are clear, well-presented, and provide necessary information to support the conclusions. Suggested recommendations include:

- The structure of merit argument in the DPR would be strengthened by inclusion of discussion of the other example property types in Berkeley presented in the historic context to further strengthen the findings that the building is not a rare example of its type.
- The discussion of the Secretary of the Interior's Standards for Rehabilitation in *Landmark Bancroft Way Project Proposed Project Analysis* should clarify that the Standards are not applicable, but are being used as an analytical tool to determine if the project would result in material impairment to a historical resource.

Suggested revisions, as outlined above, are minor and would help to strengthen the findings. Should you have any questions regarding this memorandum, please do not hesitate to contact me at 510-834-4455 or [jmurphy@rinconconsultants.com](mailto:jmurphy@rinconconsultants.com).

Sincerely,

**Rincon Consultants, Inc.**

A handwritten signature in black ink, appearing to read "JM", written in a cursive style.

JulieAnn Murphy  
Architectural Historian Project Manager

A handwritten signature in black ink, reading "Margo Nayar", written in a cursive style.

Margo Nayar  
Cultural Resources Principal



## References

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