



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  
FEBRUARY 6, 2025

## 2655 Shattuck Avenue

**Demolition Referral: Use Permit (#ZP2024-0057) to demolish a one-story commercial building originally constructed in 1923, and partially demolished and renovated in 1997 (APN: 055-1826-018-02).**

### I. Application Basics

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

B. **Parties Involved:**

- **Project Applicant** Till Houtermans, Studio KDA  
1810 Sixth Street  
Berkeley, CA 94710
- **Evaluator** Mark Hulbert  
446 17<sup>th</sup> Street, #302  
Oakland, CA 94612
- **Property Owner** S. H. Kay, LLC  
1442A Walnut Street, #349  
Berkeley, CA 94709

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

## II. Background

On May 20, 2024, the applicant submitted a Use Permit application to demolish the existing one-story commercial building and adjacent parking lot, and to construct a new, 8-story, 83,479 square-foot, mixed-use building with 97 dwelling units, approximately 2,000 square feet of commercial space, and 41 car parking spaces. The application is eligible for streamlined review per Senate Bill 330.

The Use Permit application #ZP2024-0057 is under review by the Zoning Officer and the project is not yet scheduled for Zoning Adjustments Board (ZAB) consideration; see link to plans below.

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

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

When such a demolition request occurs under the provisions of Senate Bill 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, and can 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.

## III. Historical Resources

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

The subject property is not adjacent to any City of Berkeley landmark sites. The nearest City of Berkeley Landmark/Structure of Merit is Berkeley Iceland, constructed in 1939, located at 2727 Milvia Street (see Figure 1).

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

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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.



	Districts		Project Site
	Features		N
	Landmarks / Structure of Merit		
	Partially Demolished		
	Demolished		

LANDMARKS PRESERVATION COMMISSION  
February 6, 2025

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**Figure 2: Subject Property, corner of Derby Street and Shattuck Avenue, looking northeast, 1977**  
(Brian Horrigan, Berkeley Architectural Heritage Association)



**Figure 3: Subject Property, corner of Derby Street and Shattuck Avenue, looking northeast, 1995**  
(TSH Architects, 1995)



**Figure 4: Subject Property, Derby Street frontage, looking northeast, 1995 (TSH Architects, 1995)**



**Figure 5: Subject Property, current site conditions, corner of Derby Street and Shattuck Avenue, looking northeast (staff, 2025)**



**Figure 6: Subject Property, current site conditions, Shattuck Avenue frontage, looking east (staff, 2025)**



**Figure 7: Subject Property, current site conditions, entrance off Shattuck Avenue and gated parking lot, looking southeast (staff, 2025)**



#### **IV. Property Description**

The following description derives from the information contained in the historic resource evaluation (HRE), as well as the City's land use archives and building permit records. The HRE was prepared by preservation architect Mark Hulbert on October 25, 2024; please see Attachment 1.

**Parcel Description:** The Use Permit project site is located south of Downtown Berkeley, and consists of an approximately 24,000 square-foot parcel with frontage on

Shattuck Avenue (primary) and Derby Street (secondary). A one-story building is located on the southwest portion of the lot, with a parking lot north of the building, and a driveway off of Shattuck Avenue. The entrance to the parking lot is gated (see Figure 6).

**Building Description:** The one-story flat-roofed concrete and wood-frame commercial building is situated along the south (street side) and east (front) lot lines. The building has a trapezoidal plan; the front façade is parallel with Shattuck Avenue, and the rear portion is rectangular. At the northwest corner of the building, there is an angled entrance near the driveway.

At the southwest portion of the west elevation, the façade is concrete, with five sets of narrow pilasters with decorative capitals framing aluminum-clad windows. There are two bas-reliefs of mythological-looking mechanics working on cars between the two sets of pilasters at the outer portion of the original building façade (Figure 6). At the roofline is a classical frieze and cornice.

On the rest of the west façade, and all other facades, except for the corner along Derby Street, the building is clad in stucco. The cornice over the angled entrance resembles the cornice above the decorative concrete façade (Figure 6). The northwest portion of the west elevation matches the height of the decorative concrete façade, but the design of the façade is plain.

At the southwest corner of the building along Derby Street, the lines from the frieze and cornice on the west elevation continue, but the façade is less decorative (Figure 4). There are three bays for windows, but the windows at the third bay have been removed or are concealed from view.

East from Shattuck Avenue, at the south façade along Derby Street, the building is setback about 5 feet, and the building height is lower than it is along Shattuck Avenue. There are stucco columns between painted metal trellises, and white sconces on the columns. A metal cyclone fence runs from the end of the building on Derby Street to the east property line.

On the north side of the building, the façade is similar to the Derby Street side, except there are aluminum-frame windows between the stucco columns. Large columns provide support for a covered entrance, with a metal framed door in the center of a series of aluminum-clad windows. A metal cyclone fence runs from the first column of the entrance to the north property line.

Landscaping consisting of low plants and medium-sized trees is in front of the trellises and the fences. There is a large round planter at the corner of Derby Street and Shattuck Avenue, which contains a tree and low plants. The style of the building could be described as contemporary commercial.

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

**Early Site History & Parcel Development:** The portion of the building closest to Shattuck Avenue was originally constructed in 1923 and used for automobile sales and services. The building was designed by Walter Ratcliff, Jr. for Cochran McCarron, and built by Walter Murch. Ratcliff was a prominent Berkeley architect, and many of his buildings are City Landmarks. A 1923 newspaper article noted that McCarron moved his two-year-old Berkeley Chevrolet business into the new building (Berkeley Architectural Heritage Association archives). An addition was made to the rear service area in 1927, and that area was also altered in 1945, 1948, 1966, and 1974. The portion of the building closest to the corner of Shattuck Avenue and Derby Street was used as the show room, and the eastern and northern portions of the building were used for automobile repairs (see the 1950 Sanborn map in Attachment 1).

A series of automobile sales and service businesses occupied the space, including automobile sales by Tal Runnels and British Motor Car Distributors, and automobile repairs by Mekatron. British Motors was owned by Kjell Qvale, who owned several dealerships in the Bay Area, and was the first West Coast distributor of European brands such as Jaguar and Volkswagen. The Berkeley location moved from 2655 Shattuck Avenue to 2539 Telegraph Avenue in 1964. In 1990, Pet Food Express moved into the former auto show room (Figure 3).

In 1996, Use Permits and Design Review were approved for the “demolition of the rear building and the renovation of the front building.” There are no records of LPC review of the demolition, even though it would have been required since the building was more than forty years old. In 1997, most of the existing building was removed to create the current building for a video rental store, and a parking lot was added north of the building. Site photos taken in 1977 and 1995 show that the corner of the original building was retained (see Figures 2, 3, and 5), but the automobile repair portion of the building (Figure 4) was demolished. Alterations to the 1923 auto showroom include replacing the entrance doors with aluminum-clad windows, and replacing the large plate glass windows with divided aluminum-clad windows.

The video rental store, Reel Video, operated until 2018, and then the business changed to DaVita dialysis clinic, which closed in 2022.

The retained façade from the original 1923 building resembles what was likely a Classical Revival design that featured the extant pilasters, cornice, and bas reliefs; these features are identifiable and largely blended within the current building that was constructed in 1997. The building is a modern commercial building with a partial historic façade.

## 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 would have been from 1923 until 1985, from when the building was originally constructed until 40 years prior to this study, in accordance with BMC Section 23.326.070(C). However, since the building is not identified as significant, no period of significance applies.

Owing to the subject building's type, commercial use, and location, this property is linked to a historic context that is best defined as auto-oriented commercial development. This evaluation of the property's historical significance analyzes the significance criteria within the theme of transportation and commercial development.

**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 it is more than 40 years old, BMC Section 23C.08.050 requires that the building be evaluated for potential local significance prior to issuance of any demolition entitlement.

In determining the potential significance of this building, the evaluator has analyzed the property's extant features and any associated parties against the criteria of the California Register of Historical Resources (CR) and the LPO/BMC Chapter 3.24. The evaluation concentrates on possible associations with events (CR-1, BMC Sections 3.24.110(A)(2) and (B)(2)), persons (CR-2, BMC Section 3.24.110(A)(4)), architectural design (CR-3, BMC Sections 3.24.110(A)(1)(a-c) and (B)(2)(a and c)), and information/education (CR-4, BMC Section 3.24.110(A)(3)). The results of the consultant's and staff's evaluations are discussed below.

### **CR and BMC Criteria:**

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

The building is associated with the historical pattern of auto-oriented commercial development in Berkeley during the period of 1923 to 1985. The site was used for automobile sales and service, however, a study of its construction history, ownership, and occupancy records revealed no information linking this site to any events or singular episode of primary importance to Berkeley's auto-oriented economic development. Per National Register Bulletin 15, to be associated with historic events a property must be associated with events important to a historic context, and that association must be significant. Since the property is not associated with significant historical events it has not been found to hold historical significance to the City.

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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).

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

Limited information could be located on the original property developer and business owner, Cochran McCarron, and later business owners, such as Tal Runnels. The property is associated with notable foreign car importer Kjell Qvale through his British Motor Cars business, but Qvale had a loose connection to the property as he owned many dealerships, and he did not play a leading role in the development of auto-oriented businesses in Berkeley. In terms of *Cultural Value*, the property was one of several auto-oriented businesses on Shattuck Avenue, and its connection to auto-oriented businesses was reduced when the property was altered in the 1990s. The property does not meet CR Criterion 2 or the local register criteria for cultural value because it was not found to be associated with any significant individuals, or significant religious, cultural, governmental, social, and economic developments of the City. The property was used by many auto-oriented businesses such as British Motors, and Mekatron; but none of the businesses or property owners associated with the property during the historic period are of identifiable historical importance or have made notable or lasting contributions to their field. This property has not contributed to the movement or evolution of culture in Berkeley and, therefore, does not exhibit cultural significance.

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

The original building was designed by notable Berkeley architect Walter H. Ratcliff, Jr., and distinctive parts of the original façade have been retained, including unique bas relief, which was featured in a *Berkeleyside*<sup>3</sup> article. The historic building façade is largely overshadowed by the 1997 addition, and the current building looks like a contemporary commercial building with some Classical decorative details. Since the original architectural style has been diminished by the addition, the building has lost its connection to its historic architectural design. As a contemporary commercial building, it is not the first, last, only, or most significant architectural property of its type. The building is not an outstanding contemporary commercial building because it lacks high quality materials and the details are sparse. Lastly, the building does not contribute to the neighborhood fabric as an exceptional architectural example because the overall form is nondescript. Therefore, the subject property does not embody the distinctive characteristics of a type, period, or method of construction, and does not satisfy the criteria for architectural merit.

Information – CR Criterion 4/BMC Criterion *Educational Force*

The evaluation of this property was limited to above ground and did not involve survey or evaluation of the subject property for the purposes of archaeological information. Further, there have been no recent CA Historical Resource Information System investigation for this parcel or its environs, but previous research concluded that it is not likely to yield archeological information.

National Register – BMC Criterion *National Register*

The subject property is not listed on the National Register and therefore does not satisfy this criterion.

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<sup>3</sup> Tom Dalzell, "How Quirky is Berkeley? Relief Sculpture," *Berkeleyside*, March 24, 2017, <https://www.berkeleyside.org/2017/03/24/howw-quirky-is-berkeley-berkeley-relief>.

**LPO Criteria for Structure of Merit:**

As a potential Structure of Merit (BMC Section 3.24.110.B, Paragraph 2), the subject building does not appear to be worthy of preservation as part of a neighborhood, a block, or a street frontage, or a group of buildings which include City Landmarks because:

- The extant building, which was re-built in 1997, is not a contemporary of any nearby City Landmark. The closest Landmark, Berkeley Iceland, was constructed in 1939.
- The property's contemporary design is not compatible in size, scale, style, materials, or design with a nearby Landmark.
- The building is not a good example of historical architectural design because it has been significantly altered.
- Though it was once associated with Berkeley's economic development during the early part of the twentieth century, it no longer embodies or expresses those connections through its current physical conditions due to alterations of its original architectural design.

For all of these reasons, the evaluator 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 the property for consideration.

**Attachment:**

1. Historic Resource Evaluation for 2655 Shattuck Avenue, prepared by Mark Hulbert of Preservation Architecture, 446 17th Street #302, Oakland, CA; dated October 25, 2024.

**Prepared by:** Allison Riemer, AICP, Associate Planner; ariemer@berkeleyca.gov, (510) 981-7433

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



## **PRESERVATION** ARCHITECTURE

May 2, 2024 rev. October 25, 2024

### **2655 Shattuck Ave., Berkeley City of Berkeley Historical Evaluation**

The following addresses historical and historic architectural considerations regarding the extant commercial building at 2655 Shattuck Ave., for the property owner's information, use and consultation with the City of Berkeley. Towards which, the present documentation efforts have included the review of City of Berkeley permit records, a research visit to UC Berkeley's Environmental Design Library (EDL), collection of available records from the Berkeley Architectural Heritage Association (BAHA), deed research at the Alameda County Assessor, historic directories, newspaper and map searches (@SFPL.org and BPL.org), as well as general historical and architectural research. The following first summarizes the subject resource then proceeds to the City of Berkeley evaluation.

This historical effort has been updated based on current planning comments (emailed on Oct. 17, 2024 from Berkeley Planning to project architects) that state that planning has "determined that the existing building is more than forty years old. The 1995 ZAB staff report notes that the pet food store building will be renovated, and the façade will be retained, while the auto repair shop will be demolished. The 1995 City Council report also states that the existing pet store building will be incorporated into the new video store."

The subject parcel (APN 55-1862-18-2) is located at the southwest corner of Shattuck Ave. and Derby St. in Berkeley and houses a single-story commercial building with an open lot to its north (figs.1-3).

#### **Evaluation Summary**

Per the current planning comments along with additional research and investigation, this updated evaluation acknowledges that additional older structure remains. However, while there are additional fragments of the "pet food store building," that structure was the former auto showroom that was not an independent building but was, per the 1950 Sanborn map, the frontward structure of the overall automotive building, the two front façades of which remain (figs.4-6). The only other visible evidence of a remnant structure is at the roof, where two parapet walls enclosing a raised roof stand (fig.7). As one of course has to be on the roof or in the air to perceive those minor and non-architectural remains, they do not constitute evidence of a surviving building for any purposes, including historical or cultural, as they are imperceptible as well as inconceivable from any public way.

As previously concluded, evidence of what remains of the former auto showroom structure is, of course, limited to the retained corner façades, which façades constitute a fraction of a former building. While those façades were retained, the two former entrance ways and each of the large window openings were infilled with off-the-shelf storefront windows. In so doing, the original front entrances are today unrecognizable as such. It is also understood that the original frontward structure had another façade segment at its north, yet which was removed along with the rest of the original building in 1996-97.

Thus, altogether, surviving portions of that small frontward structure include the two frontward façade segments along with sideward and rearward wall segments that are only visible as parapet walls and a raised roof section at the roof, yet do not carry down into the interior to create sensible interior

forms or spaces. Moreover, the former showroom was a small portion of the former overall automotive building, only fragments of which have been retained, the only salient fragments the two front façade segments. While retained, there was, in the planning process, no acknowledgement or attempt of historical recognition.

In sum, the area of the partially retained corner was less than 15% of its directly associated 1923 automotive building and less than 10% of the overall demolished structure inclusive of the 1927 north side wing.

To reiterate the bases for the previous findings, while 1995 planning records indicate the former showroom was to be retained, yet which plan did not accurately represent the then extant building or its final and extant design, a subsequent 1996 demolition permit on file at the City was approved for the removal of the overall building excepting the two front facades, which approved demolition permit application indicated to "DEMO ENTIRE SITE EXCEPT SOUTH & WEST FACADES OF PET FOOD SUPPLY STORE" (figs.8-9). That description on the approved permit application was supported by a site plan on which the south and west facades at the southwest corner of the building were keyed and with the key note "(E) BUILDING FAÇADE TO REMAIN" (fig.10). Based thereon, a demolition permit was approved by the City in September 1996 and with nine city authorizations, including the Landmarks Commission (fig.11).

Evidently, there was inconsistency between the 1995 planning and 1996 building records as well as the proposed and final project. Nonetheless, there is unequivocal evidence that the obscure rooftop and whatever interior structure that remains do not constitute a building or convey potential historical interest. Evidence of what remains of an older building is, again, limited to the retained corner façades, which façades were a fraction of a former automotive building.

#### **Summary Description and History**

The subject property consists of 3 original parcels, lots 41-43, of the Map No.2 of the Blake Tract. The parcel measures 135 feet wide and, given the curve of Shattuck Av., from approximately 161 to 190 feet deep, north to south, respectively.

2655 Shattuck is a single-story commercial building designed and constructed in 1996-1997. This recent building replaced a 1923 automotive sales and services building with a 1927 addition that housed auto uses until 1990, then retail pet supplies from 1990 to c1996. When that former garage building was removed for its replacement, its front (west) and a portion of its south side facades were retained and attached to the new store building constructed as a retail video store, which use in turn remained until c2010, was thereafter converted to a clinic that closed in 2022 and the building has since been vacant.

The former, 1923 garage building was designed for Cochran McCarron and by Walter Ratcliff, Jr., thus the modicum of architectural character of the retained concrete facade at the west front – whereas the extent of the retained side facade has none. Those façade segments were part of the small (1,275 s.f.) showroom structure at the front of the 1923 automotive building. While other parts were retained, the only visible evidence of which is at the roof, where two parapet walls enclosing a separate roof area stand yet which do not sensibly translate to interior forms or spaces. While some retention was employed in the 1996-97 building, there is no evidence of any formal historical consideration at the time, so the retention was an elective architectural treatment in part in response

to the neighborhood protesting the incursion of a Hollywood Video store (Elaine Herscher, "Berkeley Balks at Hollywood Video," *S.F. Chronicle*, Feb. 3, 1997; p.A11). Moreover, the retention was limited to the concrete facade while the two original front entries and all show windows were infilled with off the shelf storefront assemblies. Further, the retained facades were appended without historic architectural consideration such as framing or backgrounding the facades. Though an ornamental cornice tops the 1997 entry corner, otherwise, the new design was minimally informed by the retained construction.

In any event, the subject building dates to 1996-97 and for which, other than a site plan, no drawings have been located. The store was designed for property owner W. L. Butler of Oakland by TSH Architects of San Mateo and for Hollywood Video. Prior to opening, in the face of political angst and including a threatened boycott, Hollywood Video chose to not proceed, so the store was leased to another video retailer (Elaine Herscher, "Video Chain Backs Off Berkeley Site – Space will be leased to mail-order tape rental," *S.F. Chronicle*, April 29, 1997; p.A13).

The extant building (figs.3,4-5,8-9) is of light metal and/or wood frame construction, its exterior walls plastered and simply designed with a basic rhythm of shallow bays separated by flat pilasters, the inset rear and south side bays blank, the latter infilled with some metal grills, the entrance and north side bays infilled with standard aluminum storefronts, as are the bays at retained frontward façades. Other than the retained concrete facades – the front (west) façade ornamentation consisting of cast paired-pilasters with bases and caps, plaques over former entries (cartooning auto mechanics at work), and horizontal entablature trim and cornice – the only architectural characteristic of the building is its open, angled entry corner capped by a cornice that mimics the cornice atop the retained front façade. Each of the other walls have a simple rectangular cap. Its roof is flat with, as noted, two parapet wall segments and a raised roof section at the southwest corner.

Architecturally, the building at 2655 Shattuck is another work of miscellaneous 20th century architecture along the Shattuck Ave. corridor – its retained front façade easily overlooked so of negligible interest.

The identified architect of this 1997 commercial building was TSH Architects, the initials apparently being those of architect Tim Haley. TSH/Tim Haley do not arise in key architectural resources, including the *AIA Historical Index*, the *Pacific Coast Architectural Database* or, most importantly, the *Avery Index to Architectural Periodicals* (at present, a Tim Haley is a practicing architect with the Alameda, CA architectural firm MBHarch).

### **Evaluation**

Under the City of Berkeley's *Landmarks Preservation Ordinance (LPO)* and its Landmark/Structure of Merit criteria (per BMC section 3.24.110), there is no specific age threshold or criteria – though no resources of any such recent age have been so designated while the subject 1996-97 building is, again, predominately generic 1990s commercial design and construction. Its one characteristic is the retained front facade – the retained side facade is not of architectural interest – and which was designed by an historically important Berkeley architect, Walter Ratcliff, Jr.. However, there are a wide range of designated Berkeley landmarks in recognition of Ratcliff (28 by this author's count and undoubtedly still others yet which must meet a high standard). Relative to which, this extant front facade is but a fragment so, relative to Ratcliff's oeuvre, is not preservation-worthy. Nor, yet again, was it given historical consideration previous to or at the time of the 1996-97 project (unlike another

former, 1923 auto sales building that stands across Shattuck at 2600-2620, which was given consideration in the course of redevelopment when the far more substantive facades of which were intentionally and successfully retained).

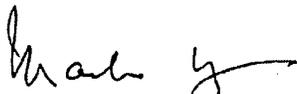
Per *LPO* Landmark/Structure of Merit criteria, the extant 1996-97 commercial building at 2655 Shattuck Ave.:

- Is not associated with historic social, cultural or economic developments of the City (*LPO* Section A.2).
- Is not worth preserving for usefulness as an educational force (*LPO* Section A.3).
- Does not embody or express the history of Berkeley, Alameda County, etc. (*LPO* Section A.4).
- Is not a "first, last, only or most significant architectural property of its type in the region" (*LPO* Sec.A.1.a).
- Is not prototypical or outstanding, nor is the existing building with its retained façade individually notable work of architecture or construction (*LPO* Sec.A.1.b and A.1.c).
- Is not worthy of preservation as part of the neighborhood, block, street frontage, or as part of a group of buildings that includes landmarks (*LPO* Sec.B.1).
- Is not contemporary with a designated landmark within the neighborhood (*LPO* Sec.B.2.a1) thus not equivalent or compatible in size, scale, style, materials or design to a nearby landmark (*LPO* Sec.B.2b)..
- Is not contemporary with an historic period or event of significance to the City (*LPO* Sec.B.2.a2).
- Is a negligible example of 1990s architectural design, its retained façade unexceptional (*LPO* Sec.B.2c).
- Has no identifiable historical significance to the City of Berkeley and/or to the neighborhood, etc. (*LPO* Sec.B.2d).

Consequently, the property and building at 2655 Shattuck Ave. are not potentially eligible as a City of Berkeley Landmark or Structure of Merit.

In conclusion, the subject property and building have no historic potential. Neither, based on its indistinct commercial character, does the building appear to have the potential to acquire importance or value in the future. Further, as what was in the mid-20th century a swath of properties along Shattuck Ave. south of downtown that housed automotive sales and service uses and buildings, yet which automotive context is highly disintegrated, 2655 Shattuck is not a part of a grouping of resources with any identified or identifiable historic district potential.

Signed:



Mark Hulbert  
Preservation Architect & Historic Resource Consultant

attached: figs.1-13 (pp.5-9)



Fig.1 – 2655 Shattuck Ave. (highlighted) - Aerial (Google Earth 2024, north is up)

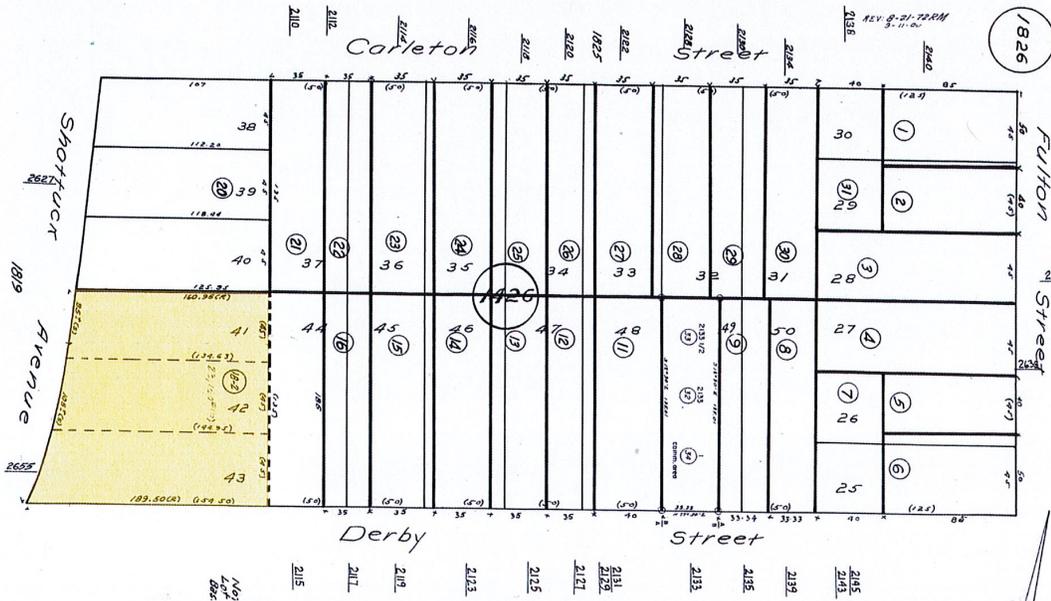


Fig.2 – 2655 Shattuck Ave. (highlighted) – Assessor's parcel map (north is up)



Fig.3 – 2655 Shattuck Ave. – Part north side and front (west) (MH, 2024)

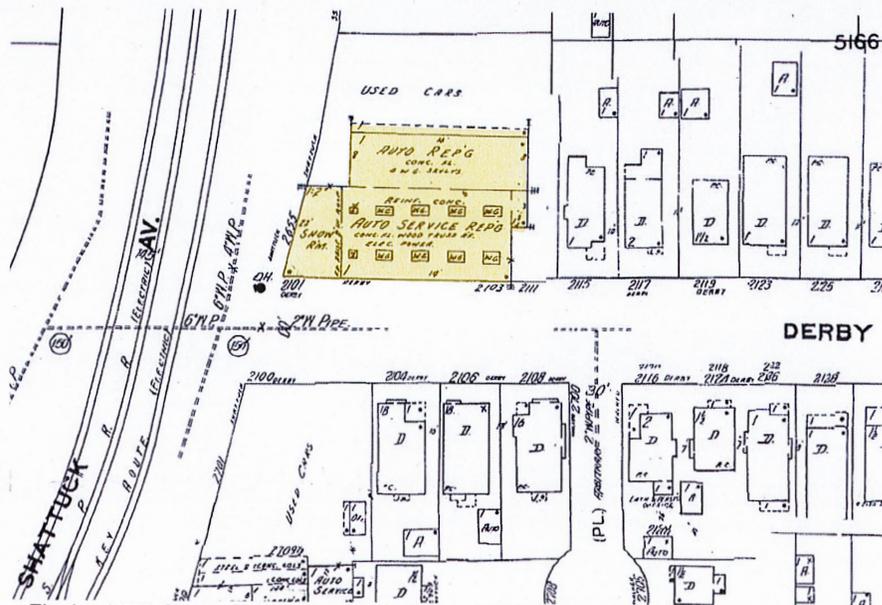


Fig.4 – 2655 Shattuck Ave. (former building, highlighted) – from 1950 Sanborn map



Figs.5-6 – 2655 Shattuck Ave. – Front (west) at left and south side at right (figs.5-7, MH 2024)

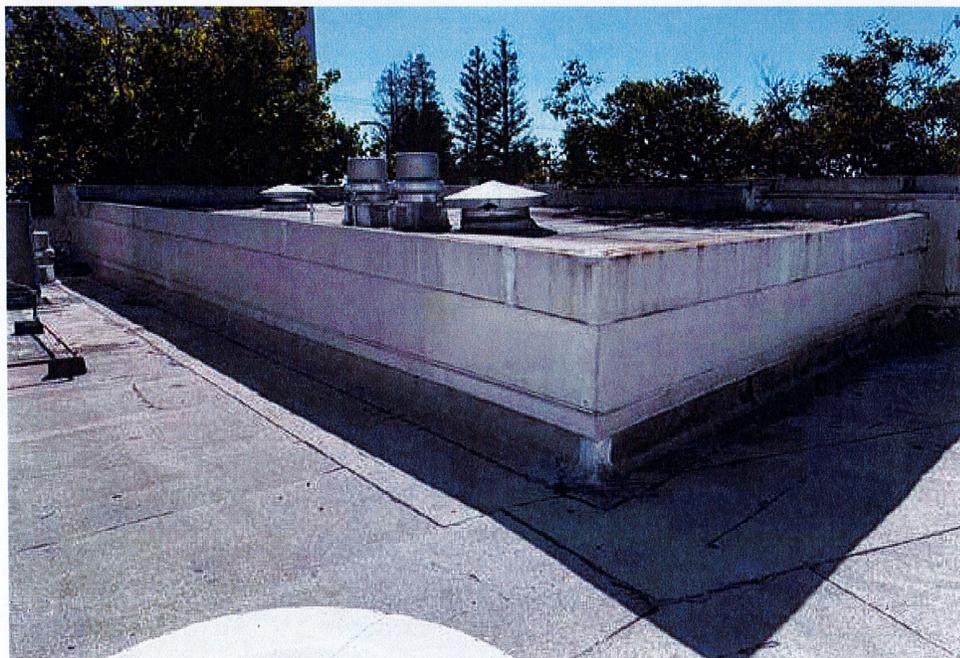


Fig.7 – 2655 Shattuck Ave. – Part roof at southwest building corner (looking south)





Fig.12 – 2655 Shattuck Ave. – Rear (east) (figs.12-13, MH 2024)



Fig.13 – 2655 Shattuck Ave. – North side

State of California <input type="checkbox"/> The Resources Agency DEPARTMENT OF PARKS AND RECREATION <b>PRIMARY RECORD</b>	Primary # HRI # Trinomial NRHP Status Code
Other Listings Review Code	Reviewer Date

Page 1 of 5 \*Resource Name or #: 2655 Shattuck Ave.  
 P1. Other Identifier: None

\*P2. Location:  Not for Publication  Unrestricted  
 \*a. County Alameda and (P2c, P2e, and P2b or P2d. Attach a Location Map as necessary.)  
 \*b. USGS 7.5' Quad Oakland West Date 2021 Township & Range --  
 c. Address 2655 Shattuck Ave. City Berkeley Zip 94705  
 d. UTM: Zone    ,     mE/     mN  
 e. Other Locational Data: Assessor's Parcel Number 54-1862-18-2

\*P3a. Description:  
 The subject parcel consists of 3 original parcels, lots 41-43, of the Map No.2 of the Blake Tract. The parcel measures 135 feet wide and, given the curve of Shattuck Av., from approximately 161 to 190 feet deep, north to south, respectively. 2655 Shattuck is a single-story commercial building designed and constructed in 1996-1997. This recent building replaced a 1923 automotive sales and services building along and 1927 addition that housed auto uses until 1990, thereafter retail pet supplies. When that former building was removed for its replacement, its front (west) and a portion of its south side facades were retained and attached to the new store building constructed as a retail video story, which use in turn remained until c2010 and was thereafter converted to a clinic. (cont. on p.3)

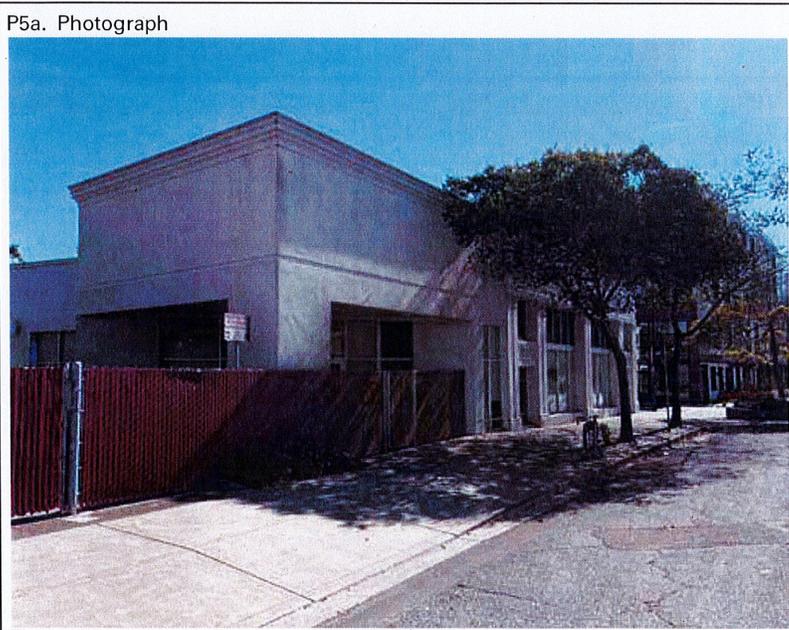


Fig.1 – 2655 Shattuck Ave., part north side and front (east)

\*P3b. Resource Attributes:  
 HP6: 1-3 story  
commercial building  
 \*P4. Resources Present:  Building   
 Structure  Object  Site  District   
 Element of District  Other  
 P5b. Description of Photo:  
fig.1,3-4)MH,2024;  
fig.2)Google Earth,2024;  
fig.5)1950 Sanborn map  
 \*P6. Date Constructed/Age and  
 Source:  Historic  Prehistoric  
 Both  
1996-97 (from permit)  
 \*P7. Owner and Address:  
S.H. Kay, LLC  
1442A Walnut St., #349  
Berkeley, CA 94709  
 \*P8. Recorded by:  
Mark Hulbert  
446 17th St. #302  
Oakland, CA 94612  
 \*P9. Date Recorded:  
October 24, 2024  
 \*P10. Survey Type: (Describe)  
Intensive

\*P11. Report Citation: None  
 \*Attachments:  NONE  Location 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 Primary #  
 DEPARTMENT OF PARKS AND RECREATION HRI#  
**BUILDING, STRUCTURE, AND OBJECT RECORD**

\*Resource Name or # 2655 Shattuck Ave., Berkeley \*NRHP Status Code \_\_\_\_\_  
 Page 2 of 5

B1. Historic Name: 2655 Shattuck Ave.  
 B2. Common Name: --  
 B3. Original Use: Commercial B4. Present Use: vacant  
 \*B5. Architectural Style: Contemporary commercial

**\*B6. Construction History:**  
 The former, 1923 garage building was designed for Cochran McCarron and by Walter Ratcliff, Jr. – thus the modicum of architectural character of the retained concrete facade at the west front – whereas the extent of the retained side facade has none. Those façade segments were part of the small (1,275 s.f.) showroom structure at the front of the 1923 automotive building. While other structural parts were retained when then current building was developed in 1996-97, the only visible evidence of such is at the roof, where two parapet walls enclosing a separate roof area stand yet which do not sensibly translate to interior forms or spaces. (cont. on p.3)

\*B7. Moved?  No  Yes  Unknown Date: \_\_\_\_\_ Original Location: \_\_\_\_\_  
 \*B8. Related Features: None  
 B9a. Architect: TSH Architects b. Builder: unidentified  
 \*B10. Significance: Theme -- Area \_\_\_\_\_  
 Period of Significance -- Property Type -- Applicable Criteria --

As summarized below, the subject property and building have no identifiable historic significance. Under 30 years of age, this 1996-97 commercial building does not generally qualify for historical evaluation per the California Register (CR) criteria. While there are allowances for the evaluation and recognition of recent resources (under the guidance of the National Register evaluation *Criteria Consideration G: Properties that have achieved significance within the past 50 years*), as demonstrated herein, the 2655 Shattuck Ave. property and building do not embody or express any requisite *exceptional* importance. (cont. on p.4)

B11. Additional Resource Attributes: \_\_\_\_\_  
 \*B12. References:  
 Alameda County/Oakland directories (@loc.org, sfpl.org, bpl.org); Sanborn maps – 1950 (@sfpl.org) & c1980 (from City of Berkeley); City of Berkeley permit records; Berkeley Architectural Heritage Association (BAHA) archives; *NR Bulletin 15: How To Apply The National Register Criteria For Evaluation*.  
 B13. Remarks:  
 \*B14. Evaluator: Mark Hulbert Preservation Architect  
 \*Date of Evaluation: October 24, 2024

(This space reserved for official comments.)



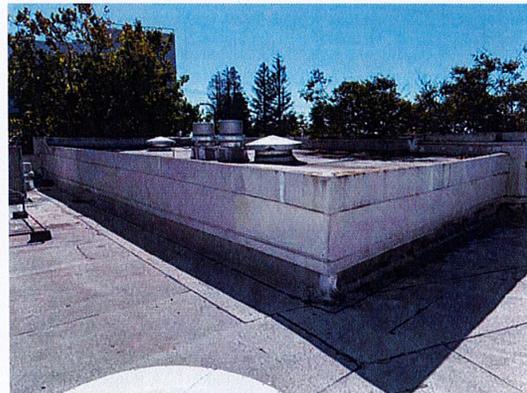
State of California - The Resources Agency Primary#  
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 Trinomial

**CONTINUATION SHEET**

Property Name: 2655 Shattuck Ave., Berkeley  
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**Description** (cont. from p.1)

Of light metal and/or wood frame construction, the extant building's exterior walls are plastered and simply designed with a basic rhythm of shallow bays separated by flat pilasters, the inset rear and south side bays blank, the latter infilled with some metal grills, the entrance and north side bays and the retained frontward façade bays infilled with aluminum storefronts. Other than the retained concrete facades, the front façade ornamentation consists of cast pilasters with bases and caps, cast plaques (over what were former entries), horizontal entablature trim and cornice (fig.3). The only other architectural characteristic of the building is its open, angled entry corner capped by a cornice that mimics the cornice atop the retained front façade. Each of the other walls have a simple rectangular cap. Its roof is flat/low-slope with, as noted, two parapet wall segments and a raised roof section at the southwest corner (fig.4).



Figs.3-4 – 2655 Shattuck, part front (east) facade (left) and parapets at roof (right)

**Construction History** (cont. from p.2)

The previous auto sales, service and repair building at 2655 Shattuck was depicted in the 1950 Sanborn map (fig.5).

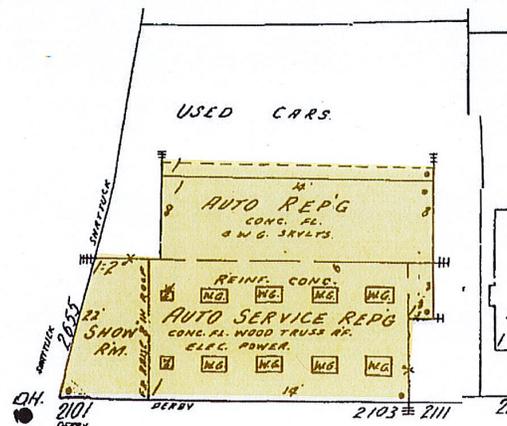


Fig.5 – 2655 Shattuck Ave. (highlighted), from 1950 Sanborn map

<b>State of California - The Resources Agency</b> <b>DEPARTMENT OF PARKS AND RECREATION</b>  <b>CONTINUATION SHEET</b> Property Name: 2655 Shattuck Ave., Berkeley Page <u>4</u> of <u>5</u>	Primary# HRI # Trinomial
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**Construction History** (cont. from p.3)

The extant building dates to 1996-97 and for which, other than a site plan, no drawings have been located. The store was designed for property owner W. L. Butler of Oakland by TSH Architects of San Mateo and for Hollywood Video. Prior to opening, in the face of political angst and including a threatened boycott, Hollywood Video chose to not proceed, so the store was leased to another video retailer (Elaine Herscher, "Video Chain Backs Off Berkeley Site – Space will be leased to mail-order tape rental," *S.F. Chronicle*, April 29, 1997; p.A13).

Based on permits and directories, the range of users included:

<u>years</u>	<u>user</u>
1923-?	Cochran McCarron auto sales/service
1956-61	Tal Runnels auto service
1964-72	British Motors auto sales
1972-90	Mekatron auto repair
1990-96	Pet Food Supply
1998-2018	Reel video store
2018-22	Davita clinic

In addition to signage and reroofing permits, other building permit applications include:

<u>year</u>	<u>work</u>	<u>owner-tenant/architect-engineer/contractor</u>
1923	New garage	Cochran McCarron/Walter Ratcliff, Jr./Walter Murch
1927	Addition to existing garage	H.O. Harrison Co./--/--
1945	Alter garage	Lars Svensgard/--/Tal Runnels
1948	Add storage garage	Tal Runnels /--/--
1966	Alter service and parts office	BMC Ltd./--/--
1974	Alter building and site	Mekatron/--/--
1990	Tank removal	Mekatron/--/--
1994	Emergency roof shoring	Edrie C. Hartman/--/--
1996	Building demolition	W.L. Butler/TSH Architects/--

**Significance** (cont. from p.2)

*Historic Context*

There is, at present, no identifiable historical context associated with the existing, commercial property and its building as these built resources are less than 30 years of age.

*Associated Persons*

The 2655 automotive garage building at 2655 Shattuck Ave. was associated with its original and early property owner, Cochran McCarron, who was involved in auto sales and services in Berkeley during the 1920s. As summarized, a range of subsequent property owners operated the facility from the 1920s until the building's removal and replacement in 1996-97, which was for then property owner W. L. Butler.

*Architect*

The identified architect of this 1997 commercial building was TSH Architects, the initials those of architect Tim Haley (at present, a Tim Haley is a practicing architect with the Alameda, CA architectural firm MBHarch). TSH/Tim Haley do not arise in key architectural resources, including the *AIA Historical Index*, the *Pacific Coast Architectural Database* or, most importantly, the *Avery Index to Architectural Periodicals*. (cont. on p5)

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## CONTINUATION SHEET

Property Name: 2655 Shattuck Ave., Berkeley  
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**Significance** (cont. from p.4)

### *Evaluation*

Per the *California Register of Historical Resources* (CR) evaluation criteria:

*Criterion 1* – There is, at present, no identifiable historical context or events associated with the existing, commercial property and its building as these built resources are less than 30 years of age and *unexceptional*. Consequently, 2655 Shattuck Ave. is not eligible for listing on the CR under *CR criterion 1*.

*Criterion 2* – The former, 1923 automotive garage building at 2655 Shattuck Ave. was associated with its original and early property owner, Cochran McCarron, who was involved in auto sales and services in Berkeley during the 1920s. As summarized, a range of subsequent property owners operated the facility from the 1920s until the building's removal and replacement in 1996-97, which was for then property owner W. L. Butler. Again, given the very recent age of the subject resource, there are no identifiable persons of *exceptional* importance associated with the subject commercial property and building. Therefore, 2655 Shattuck Ave. is not eligible for the CR under *CR criterion 2*.

*Criterion 3* – 2655 Shattuck Ave. houses a very recent and largely generic commercial building without any historical or historic architectural potential. Architecturally, the subject building is another work of miscellaneous, late-20th century architecture along the Shattuck Ave. corridor – in which setting its retained front façade was altered and is easily overlooked so is of negligible architectural interest while other remaining rooftop fragments of an earlier structure have no design or construction interest.

Of very recent design and construction, the subject building is without any potential *exceptional* interest.

Further, while the retained front façade has ornamental features, including cast plaques, those retained features do not embody any *exceptional* artistic intent or artistry. Therefore, 2655 Shattuck Ave. has no identifiable design or construction significance under *CR criterion 3*.

*Criterion 4* – Relative to potential historic architectural resources, the subject property has not yielded and at this juncture, beyond the contents of this report, does not appear to have any potential to yield additional information of any historical importance, so the subject property is not eligible under *CR criterion 4*.

*Conclusion* – As summarized herein, the 2655 Shattuck Ave. property and building do not embody or express any requisite importance – no less *exceptional* importance – so lack potential historical significance per the California Register criteria.