



L A N D M A R K S
P R E S E R V A T I O N
C O M M I S S I O N
S T A F F R E P O R T

REFERRAL
APRIL 2025

2700 -2724 Shattuck Avenue

Demolition Referral: Use Permit (#ZP2024-0058) to demolish two commercial structures, originally constructed in 1926 and 1933 (APN#: 54-1723-1).

I. Application Basics

A. Parties Involved:

- Project Applicant
Isaiah Stackhouse
Trachtenberg Architects
2421 Fourth Street
Berkeley, CA 94710
- Evaluator
Mark Hulbert
Preservation Architecture
446 17 St., #302
Oakland, CA 94612
- Property Owner
Hudson-McDonald LLC
1600 Shattuck Ave., 218
Oakland, CA 94612

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

II. Background

On June 10, 2024, the applicant submitted a Use Permit application to demolish two commercial structures and construct an 8 eight-story (90.5 feet) mixed use development with 276 dwelling units, 4,150 square feet of commercial space, and 83 vehicle parking spaces and 155 bicycle parking spaces. The application is eligible for streamlined review per Senate Bill 330.

The Use Permit application #ZP2024-0058 is under review by the Zoning Officer and there is no anticipated date for Zoning Adjustments Board (ZAB) consideration; see link to plans below.

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

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

When such a demolition request occurs under the provisions of Senate Bill 330¹, the City would be divested of the ability to impose conditions related to historic resource preservation upon Use Permit approval. Nevertheless, the study of potential significance and the LPC referral shall be completed in accordance with the BMC requirement.

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

III. Historical Resources Status

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/Structure of Merit site to the west, the Berkeley Iceland, constructed in 1939 located at 2727 Milvia Street, Other nearby City of Berkeley Landmarks/Structures of Merit include the Fredrick Dakin Warehouse constructed in 1906 to the south of the site (see Figure 1).

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

Figure 1: Vicinity Map showing Nearby City Landmarks and Structures of Merit (City of Berkeley GIS, 2025)



Figure 2: 2700 Shattuck Avenue, front and north side 1926 (Preservation Architecture, 2024)



Figure 3: 2700 Shattuck Avenue, front and north side 1948 (Preservation Architecture, 2024)



Figure 4: 2700 Shattuck at northeast corner of Shattuck Avenue and Derby Street, 2024 (Google maps)



Figure 5: 2700 Shattuck, southern elevation of building from Shattuck Avenue looking north, 2024 (Google maps)



Figure 6: 2700 Shattuck, northern elevation of building from Derby Street looking east, 2024 (Google maps)



Figure 7: 2724 Shattuck Avenue, front (east) and side (northern) elevations of building, 2024(Google maps)



Figure 8: 2724 looking north along Ward Street, side (southern) and rear (west) elevation, 2024 (Google maps)



Figure 9: Aerial view of 2847 Shattuck Avenue, Google Maps (Preservation Architecture, 2023)



IV. Property Description

The historic resource evaluation (HRE) for the subject property consists of CA Department of Parks & Recreation (DPR) Form 523 (A/B/L) and was completed by Mark Hulbert Preservation Architect on May 15, 2024; please see Attachment 1 of this report.

The following description derives from the information contained in the DPR forms as well as the City's land use archives and building permit records.

Parcel Description: The Use Permit project site is located within the Adeline Corridor Specific Plan, and consists of an approximately 45,877 square-foot parcel with frontage on Shattuck Avenue (primary), Derby Street (secondary), and Ward Street (south). The buildings both front eastward towards Shattuck Avenue. The building at 2700 Shattuck Avenue is constructed along portions of the property lines adjacent to Shattuck Avenue and Derby Street. The building at 2724 Shattuck Avenue is constructed along the entire southern property line adjacent to Ward Street and portions of Shattuck Avenue. A paved area previously used for driveways, parking and storage is located between the buildings. The project site is also intersected by an approximately 40-foot by 130-foot parcel in the northwest portion of the property, which is used for a car wash and is not a part of the Use Permit project site.

Building Description: This existing property contains two single-story commercial buildings, one at the address 2700 Shattuck Avenue (Figure 4) and the other at 2724 Shattuck Avenue (Figure 7), that were originally constructed in 1926 (with a 1948 south side addition) and 1933 (with a 1942 rear addition), respectively, for auto service and sales, which uses remained up to the near present. More recent façade enhancements and signage was placed on the front of the buildings in 2015 associated with the previous auto dealership use.

The building located at 2700 Shattuck Avenue is brick walled with a concrete floor, steel and wood framed roof. This building was constructed in two halves, north (1926) and south (1947). The front and frontward north side of the building is clad with metal panels and large aluminum storefront windows, a projecting brow spanning the windows, interrupted by the front entrance demarked by a tall forward projecting wall with an archway. Side and rear walls are painted brick, the street facing north wall incorporates a mix of openings with either aluminum sash windows or loading doors (Figure 6), the rear and south side walls with large industrial steel windows and, at the south, a roll-up loading door (Figure 5). Exposed anchors and plates along the exposed brick walls are evidence of 1992 unreinforced masonry strengthening work. The building's concealed roofs are low-slope and pitched from the east-west centerline of each building half.

The building located at 2724 Shattuck Avenue is concrete walled with a concrete floor and wood framed roof. This building is also constructed in two parts, the front in 1933 and the rear addition permitted in 1942. The building's façade is a stepped-gabled form with a profiled top of wall. The lower half is clad with metal panels enframing aluminum sash storefront windows with a central entry door and window unit. The cladding wraps around each outside corner to terminate at the side walls where, at the south wall, there is an additional storefront window (Figure 8). The north wall is exposed concrete with a slightly stepped profile at top and is without openings except for a single doorway towards the rear (Figure 7). At the rear addition, the exposed east wall is also blank while the north facing wall has a pair of vehicular loading doors

(Figure 7). The south wall again has a slightly stepped profile with a loading door towards the rear plus a window and another loading door at the wall of the rear addition. And the rear (west wall) of the addition is exposed concrete and partly abuts an adjoining structure at the adjacent property (Figure 8).

The two buildings are separated by an open, asphalt paved car lot with a drive that wraps around the rear the project site to vehicular egress on the Derby Street. Chain link fencing with barbed wire on top is located on the northern property line adjacent to Derby Street and portions of the western property line.

There is no landscaping within the project site; although three (3) mature street trees are located in the Derby Street parkway, one (1) mature street tree is located on Ward Street, and there are large round planters at the corners of Derby Street and Shattuck Avenue and Ward Street and Shattuck Avenue that contain planting (Figure 9).

Early Site History & Parcel Development:

Both buildings were constructed for, owned and managed by the property owners John W. Havens, Weston Havens and the American Trust Co. The 1926 news accounts identify the architect of the original part of 2700 Shattuck Avenue as James W. Plachek and the builder, as Vogt & Davidson. No designers or builders of the 2724 Shattuck Avenue building or the 1940s additions are known.

The completed development was first depicted in the 1950 Sanborn map and remained unchanged in the 1980 Sanborn map. However, the 1950 Sanborn map depicted a small office structure in the middle of the property, for which a 1948 permit record indicated the office served a used car sales lot at the briefly used address 2720 Shattuck.

Upon its opening, a December 1926 news article announced a new Nash car dealership with a photograph of the original 2700 Shattuck Avenue building as completed. That building stood at the Shattuck and Derby corner and was the northern half of the existing structure. It was also originally architecturally clad in brick and what appears to be terra cotta along with (possibly) a stone base as well as architectural wood-cased show windows and doors (Figure 2). Those exterior design treatments were evidently removed when a “new addition” and “new front” were permitted in 1947-48, the results of which were again depicted in a news piece announcing the next automotive users, the Forman Motor Co. (Figure 3). That front was yet again replaced with the 1980 front and what appears to be a more recent front (Figure 4).

The 2724 Shattuck Avenue building has a stepped-gabled profile that may (or may not) be original, as no evidence of what that building looked like has been found. Parts of its raw concrete exterior are visible, other parts cement finished. The building was built for automobile repairs and was and remains the more utilitarian of the two structures.

In sum, both fronts have been changed to suit new users several times, including recently in 2015. Thus, the fronts of both are contemporary commercial automotive façades and the bulk of building exteriors are utilitarian brick (2700 Shattuck) and concrete (2724 Shattuck) commercial design and construction.

V. Evaluation of Significance Criteria

Historic Context²: For the purpose of contextualizing and focusing this discussion of potential historical significance, staff concludes that the period of potential significance for the building would have been from 1926 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 buildings are over 50 years old and, therefore, may be considered eligible for listing on the National Register of Historic Places or the California Register of Historical Resources. Because they are more than 40 years old, BMC Section 23C.08.050 requires that they be evaluated for potential local significance prior to issuance of any demolition entitlement.

In determining the potential significance of this property, the evaluator, Preservation Architecture, has analyzed the building's extant features against the criteria of the California Register of Historical Resources (CR). To supplement Preservation Architecture'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). 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.

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

Persons – CR Criterion 2/BMC Criterion for Cultural Value

The individuals directly associated with development of the subject buildings were John W. Havens and John W. Havens, Jr. (Weston Havens), who were closely associated with this property as its developers and long-time owners.

John W. Havens was the son of Henry Heman Havens and Elizabeth H. Shattuck, the sister of F. K. Shattuck. In news accounts, John W. Havens was identified as the developer of the original 2700 Shattuck Avenue building, though no other original permits, drawings or documentation have been found. John W. Havens did not occupy this building, so the auto sales and service building at 2700 Shattuck Avenue was an investment property. Weston Havens succeeded his father with the management of the family's investments. Weston Havens is also known for the seminal modernist home he had built for himself in the Berkeley Hills (Weston Havens House, 1941, Harwell Hamilton Harris, architect).

John W. Havens mother was the sister of F. K. Shattuck. Shattuck was a speculator during a period of exuberant speculation, especially in California. He ventured into city building, in no small part upon his own land claims, two of which were centered at two primary crossroads of Berkeley - Shattuck Avenue at Center Street, and Shattuck Avenue at Adeline Street. The former became the central blocks of the city, including parts of its civic center. The latter became an area of service industries (such as livery, feed and laundry businesses) and warehousing along Shattuck Avenue, with residential properties in the interior blocks. Eventually, this area became one of large-scale mixed commerce (such as automotive, appliances, furnishings, warehousing), and recreation (ball fields, a bowling alley and skating rink), while retaining residential uses at the interior.

Despite the Havens association to F. K. Shattuck, the Havens do not emerge as persons of historical importance with respect to the subject property.

The property does not meet CR Criterion 2 because it was not found to be associated with any religious, cultural, governmental, social, and economic developments of the City. No organizations or property owners associated with the property during the historic period are of identifiable historical importance or found to have made notable or lasting contributions to their field. Therefore, 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 basic and heavily altered buildings at 2700-2724 Shattuck Avenue lack distinctive design and construction character and characteristics of its type, period or region, and there are no distinctive methods of construction.

The building was designed by an architect of unequivocal historic importance to the City of Berkeley, James W. Plachek; however, it is also unarguable that the extant building has no surviving design characteristics of an original work of Plachek and is, therefore, not a representative example of his work.

Further, the buildings do not embody any artistic intent or artistry. Since the original architectural style has been diminished by subsequent additions, the buildings have lost their connection to their historic architectural design. As contemporary commercial buildings, they are not the first, last, only, or most significant architectural property of its type. The buildings are not an example of outstanding contemporary commercial buildings because they lack high quality materials and the details are sparse. Lastly, the buildings do 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.

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 building has been greatly altered, and the building is not contemporary with or compatible in size, scale, style, materials, or design with a nearby Landmark (Berkeley Iceland).
- The building is not a good example of historical design because it has been significantly altered;
- The extant architectural design is not distinctive;
- It is not associated with events that are historically significant to the City of Berkeley.

For all of the afore discussed reasons, Preservation Architecture, Rincon, Inc. and staff conclude that the building is not eligible for national, state, or local register listing.

VI. Recommendation

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

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
April 2025

2700 SHATTUCK AVENUE
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Attachments:

1. California Department of Parks and Recreation (DPR) Primary Record Form 523A/B/L, recorded by Preservation Architecture, Inc., dated May 15, 2024.

Prepared by: Lisa Gordon, Contract Senior Planner; lgordon@rinconconsultants.com , (805) 324-7207

Reviewed by: Anne Hersch, Land Use Planning Manager; ahersch@cityofberkeley.info , (510) 981-7410

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

Page 1 of 9 *Resource Name or #: 2700-2724 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 2700-2724 Shattuck Ave. City Berkeley Zip 94705
 d. UTM: Zone 18, UmE/ 18mN
 e. Other Locational Data: Assessor's Parcel Number 54-1723-1

*P3a. Description:
 The subject parcel (APN 054-1723-001) occupies lots 10-17 and a portion of lot 8 of block 15 of the original Shattuck Tract Map no.4 (the extant lot excludes original lot no.9/existing lot 3 so surrounds that independent lot). The Shattuck Ave. (east) frontage is 288.5 feet, the Derby St. (north) frontage some 220 feet (interrupted by lot 3), and the Ward St. (south) frontage 113.8 feet. Prior to the development of the extant automotive buildings, the original parcels were undeveloped. (cont. on p.3)



*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.1,3,6)Google earth 2024;fig.2)Sanborn map, c1980;figs.4-5,BAHA
 *P6. Date Constructed/Age and Source: Historic Prehistoric Both
1926(2700), 1933(2724); from news accounts
 *P7. Owner and Address:
Hudson-McDonald LLC
1600 Shattuck Ave., #218
Berkeley, CA 94709
 *P8. Recorded by:
Mark Hulbert
446 17th St. #302
Oakland, CA 94612
 P9. Date Recorded:
May 15, 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 # 2700-2724 Shattuck Ave., Berkeley *NRHP Status Code _____
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B1. Historic Name: 2700-2724 Shattuck Ave.
 B2. Common Name: --
 B3. Original Use: Commercial – automotive sales & service B4. Present Use: same/vacant
 *B5. Architectural Style: None

*B6. Construction History:
 No original permits have been located. The original construction dates are based on 1926 news accounts for 2700 Shattuck and a 1933 directory listing for 2724 Shattuck. Per available permit records, both buildings were added to, the former in 1947 and the latter in 1942. (cont. on p.4)

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

*B8. Related Features: None

B9a. Architect: James W. Plachek (2700-1926) b. Builder: Vogt & Davidson (2700-1926)

*B10. Significance: Theme -- Area _____
 Period of Significance -- Property Type -- Applicable Criteria --

As summarized below, per the California Register evaluation criteria, the subject property and building have no identifiable historic significance. (cont. on p.6)

B11. Additional Resource Attributes: none

*B12. References:

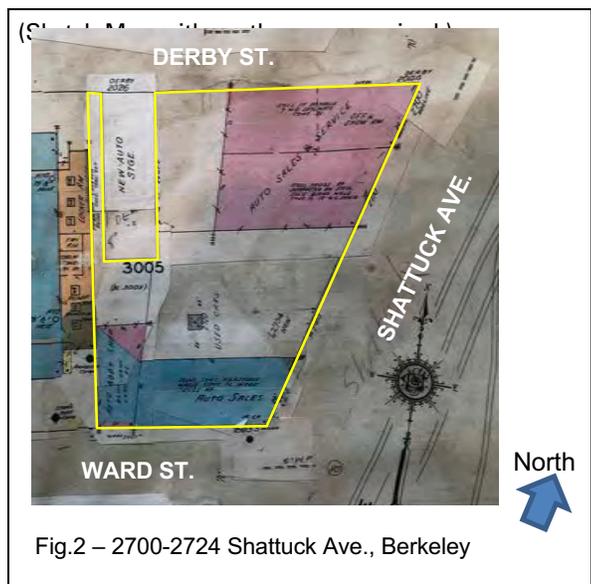
Alameda County/Oakland directories (@loc.org, sfpl.org, bpl.org); Sanborn maps – 1911, 1950 (@sfpl.org) & c1980 (from City of Berkeley); City of Berkeley permit records; Berkeley Architectural Heritage Association (BAHA) archives.

B13. Remarks:

*B14. Evaluator: Mark Hulbert Preservation Architect

*Date of Evaluation: May 15, 2024

(This space reserved for official comments.)



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CONTINUATION SHEET

Property Name: 2700-2724 Shattuck Ave., Berkeley
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Description (cont. from p.1)

This existing property houses two single-story buildings, one at the address 2700 Shattuck and the other at 2724 Shattuck, that were originally constructed in 1926 (with a 1948 south side addition) and c1933 (with a 1942 rear addition), respectively, for auto service and sales, which uses remained up to the near-present. The 2700 building stands in the northeast corner of the lot, its north side along Derby St.; 2724 in the southeast corner and filling the south side along Ward Street. Both front eastward on Shattuck, which avenue cuts diagonally from north to south relative to the orthogonal street pattern, both building fronts angled to align with the avenue.

The 2700 structure is brick walled with a concrete floor, steel and wood framed roof. This trapezoidal-plan building – its rear wall also angled to follow the original rear lot line – is in 2 halves, north (1926) and south (1947), though evidently so only at the roof. Otherwise, the existing appears to be one building, its front and frontward north side clad with metal panels and large aluminum storefront windows, a projecting brow spanning the windows, interrupted by the front entrance demarked by a tall forward projecting wall with an archway. Side and rear walls are painted brick, the street facing north wall with a mix of openings with either aluminum sash windows or loading doors, the rear and south side walls with large industrial steel windows and, at the south, a roll-up loading door. Exposed anchors and plates along the exposed brick walls are evidence of 1992 unreinforced masonry strengthening work. The building's concealed roofs are low-slope and pitched from the east-west centerline of each building half.

The 2724 structure is concrete walled with a concrete floor and wood framed roof. This building is also in 2 parts, in this case front and rear, the latter a garage addition – the line between another slightly angled original lot line – the rear addition permitted in 1942, by which time the lots were evidently joined. The 2724 building's façade is a stepped-gabled form with a profiled top of wall. its lower half is clad with metal panels enframing aluminum sash storefront windows with a central entry door and window unit. The cladding wraps around each outside corner to terminate at the side walls where, at the south wall, there is an additional storefront window. The north wall is exposed concrete with a slightly stepped profile at top and is without openings except for a single doorway towards the rear. At the rear addition, the exposed east wall is also blank while the north facing wall has a pair of vehicular loading doors. The south wall again has a slightly stepped profile with a loading door towards the rear plus a window and another loading door at the wall of the rear addition. And the rear (west wall) of the addition is exposed concrete and partly abuts an adjoining structure at the adjacent property.

The two buildings are separated by an open, asphalt paved car lot with a drive that wraps around the rear of 2700 to vehicular egress on the Derby St. side. As noted, the overall lot surrounds existing lot 3 with a narrow paved drive to that lot's west side.



Figs.3-4 – 2724 Shattuck, front and north side (left) and 2700 Shattuck, front and south side (right)

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CONTINUATION SHEET

Property Name: 2700-2724 Shattuck Ave., Berkeley
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Construction History (cont. from p.2)

Both buildings were constructed for, owned and managed by the property owners John W. Havens, Weston Havens and the American Trust Co. The 1926 news accounts identify the architect of the original part of 2700 Shattuck as James W. Plachek and the builder, Vogt & Davidson. No designers or builders of the 2724 Shattuck building or the 1940s additions are known.

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

<i>years</i>	<i>address</i>	<i>tenant</i>
1926-28	2700	Nash Co.
1933	2700	L.C. Campbell
1933-50	2724	Berkeley Auto Repair/ Drown & Bechtle Auto Repair/Berkeley Auto Electric
1935	2700	Scott Neilson
1937	2700	Hart & Gibson
1938-58	2700	Forman Motor Co.
1965-78	2700-24	Muller Gordon Motor Co.
1979-2022	2700-24	H.W. McKeivitt Co./McKeivitt Nissan/McKeivitt Volvo

Signage and reroofing permits predominate in the range of available permit records. Other building permit applications include:

2700 Shattuck

<i>year</i>	<i>work</i>	<i>owner/architect-engineer/contractor</i>
1946	Alt	Forman Motor Co./--/T.J. Garvey
1947	Addition to existing garage	Weston Havens/--/B.Reminghaus
1948	New front	W. Havens, American Trust Co./--/B.Reminghaus
1948	Alter auto sales room	W. Havens/--/B.Reminghaus
1994	Structural alterations	Wells Fargo c/o John Havens, Jr./--/--

2724 Shattuck

1942	Garage	American Trust/--/--
1948	New front	W. Havens/--/B.Reminghaus

The completed development was first depicted in the 1950 Sanborn map and which development was unchanged in the 1980 Sanborn. The 1950 Sanborn map additionally depicted a small office structure in the middle of the lot and for which a 1948 permit record indicated the office served a used car lot at the briefly used address 2720 Shattuck.

Upon its opening, a Dec. 1926 news article announced a new Nash car dealership with a photograph of the original 2700 Shattuck building as completed. That building stood at the Shattuck and Derby corner and was the northern half of the existing structure. It was also originally architecturally clad in brick and what appears to be terra cotta along with (possibly) a stone base as well as architectural wood-cased show windows and doors (fig.5). Those exterior design treatments were evidently removed when a "new addition" and "new front" were permitted in 1947-48, the results of which were again depicted in a news piece announcing the next automotive users, the Forman Motor Co. (fig.6). That front was yet again replaced with the c1980 front and what appears to be a more recent front (fig.7).

The 2724 Shattuck building has a stepped-gabled profile that may (or may not) be original, as no evidence of what that building looked like has been found. Parts of its raw concrete exterior are visible, other parts cement finished. Built not for auto sales but as a repair shop, that building was and remains the more utilitarian.

In sum, both fronts have been changed to suit new users several times, including recently. Thus, the fronts of both are contemporary commercial automotive façades and the bulk of building exteriors are utilitarian brick (2700) and concrete (2724) commercial design and construction. (cont. on p.5)

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Property Name: 2700-2724 Shattuck Ave., Berkeley
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Construction History (cont. from p.4)



Fig.5 – 2700 Shattuck Ave. – Front and north side, 1926



Fig.6 – 2700 Shattuck Ave. – Front and north side, 1948



Fig.7 – 2700 Shattuck Ave. – Front and north side, 2024

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Property Name: 2700-2724 Shattuck Ave., Berkeley
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Significance (cont. from p.2)

Historic Context

The historic context of 2700-2724 Shattuck is the 20th Century automotive industry.

While production of the combustion engine vehicle began essentially at the turn of the 20th century, its commercial applicability remained relatively small through the early decades. By the 1920s, with the prosperity of the post-World War I years, the automobile began its rise as a requisite household machine. Thus, the increasing need for places to drive it, park it, fix it and buy it.

Initially, American auto sales establishments, then referred to as auto agencies, were architecturally modest, even neighborly. This phenomenon now seems surprising, given the explosive growth, use and promotion of autos over the course of subsequent decades, Berkeley included and where, by the 1950s, land uses along Shattuck Avenue, from south of downtown to the Adeline cut-off, housed a saturation of automotive uses. This stretch of avenue will also be remembered as a stretch of the Key Route streetcar system, which would have passed amidst – in fact passed by – a growing automotive presence along its very route. By 1950, the last of these streetcars had passed by. Even today, such subsequent decades do not require imagination to conjure, as shadows of this saturation of mid-century automotive uses are present along this stretch of Shattuck Avenue.

Both of the subject utilitarian auto sales and service buildings were part of the mix of 20th century automotive uses situated along the Shattuck Ave. corridor south of downtown, several of which remain standing if no longer in use, their automotive use having ended in this gradually urbanizing locale. Another such former architecturally designed automotive building was the Ford and Studebaker dealership at 2600-2620 Shattuck. Constructed in 1923 to the design of architect James W. Plachek, that building was partially retained when the use of the property was converted to housing c2010. While of architectural interest, thus the retention of its architectural fronts, the original 2600-2620 building was and is not identified historic or potentially historic.

As noted, this block at the very southern end of downtown Berkeley was, except for a house, vacant before it was first developed along with the expansion of auto uses along Shattuck. Still, the block's western two-thirds remained largely vacant until the recreational venue, Berkeley Iceland, was developed in 1939. Contextually, that building, despite fronting on Milvia so essentially fronting a different neighborhood – beyond the Shattuck automotive zone – dominates the existing block.

Associated Persons

An historical association between the aforementioned, former auto dealership building at 2600-20 Shattuck and 2700-24 Shattuck is the original and early property owners, as both properties were in tracts mapped for Francis K. and Rosa Shattuck and, upon the latter's passing, both overall properties entrusted to their nephew, John W. Havens (1860-1929), the son of Henry Heman Havens and Elizabeth H. Shattuck, the sister of F. K. Shattuck. The 1926 part of the 2700 Shattuck building was built for John Havens, Sr. and the American Trust Co., the later 2724 Shattuck and additions to both buildings for Weston Havens.

Weston Havens (c1903-2001) succeeded his father with the management of the family's investments and as a philanthropist (the Weston Havens Foundation, which provides awards for medical or other scientific research, was founded in 2005 from the Havens estate). Weston Havens is also known for the seminal modernist home he had built for himself in the Berkeley hills (Weston Havens House, 1941, Harwell Hamilton Harris, architect). (cont. on p.7)

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Significance (cont. from p.6)

Architects

The architect of the 1926 automotive building at 2700 Shattuck, James W. Plachek, opened his first Berkeley office in 1912 and where he maintained his practice until his passing in 1948. Plachek – like his contemporary Walter Ratcliff, Jr., whose career closely paralleled Plachek – was relatively prolific in Berkeley and where he is well represented today, given that eighteen of Plachek's surviving projects have been designated City of Berkeley landmarks. Unlike his contemporaries, all of his formally recognized work is commercial or institutional, as he produced only a handful of residences and which were stylistically rather pedestrian. Were his early, mostly small and eclectic commercial and residential projects alone his legacy, then his stature as a notable local architect would not be what it is today. But beginning in 1930, Plachek produced several buildings of distinction and importance, then and now, as if he had been practicing architecture up to that point yet found his voice with the introduction of a more modern vocabulary. His seminal projects were the Moderne-style 1930 Berkeley Public Library building on Shattuck at Kittredge; the 1938 Federal Land Bank building (presently the Berkeley City Hall Annex) on Milvia between Center and Allston, and another Moderne style building, the 1948 State Farm building on Center Street, directly across from the side of his Federal Land Bank project. This trio of relatively large scale and progressive institutional works (the latter two additionally contribute to the National Register listed Berkeley Civic Center Historic District) punctuated Plachek's career and establish him as an architect of importance to the history of the City of Berkeley.

James Plachek is, locally, an architect of historical importance, as he made important architectural contributions to Berkeley, to the extent that relatively many of his surviving works have been designated City of Berkeley Landmarks and/or are listed on the National Register of Historic Places.

No designers or builders of 2724 Shattuck or of subsequent additions have been identified.

Evaluation

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

Criterion 1 – The invention and ascendance of the auto during the twentieth century is a pattern of events of enormous cultural and historical importance. Automotive invention re-shaped, over the course of one century, the American geography and economy, and had a dramatic effect on the lifestyles of most Americans. Based on the concentration of scholarship about and connoisseurship over the automobile, the history of the auto is, first and foremost, about the vehicles and their inventors. It is also about the network of roadways that have shaped the American landscape, and about individual structures such as bridges and tunnels that were engineered to specifically convey motorized vehicles. Socially, an important aspect of the history of the auto is the resulting freedom of movement, and how this freedom also shaped communities and enabled travel. And it is about the economic and environmental impacts associated with automotive use and dominance, including the effects of auto and gas expenditures, as well as the effects of their ubiquitous use, most exactly in the form of suburban growth.

In these historical contexts, auto related structures and properties have, of course, been recognized for their historical significance. Some on the basis of their unique contributions or designs, such as the factories by Albert Kahn for the Ford Motor Co.; others as collections of auto related uses, in the form of distinctive "auto rows;" and yet others as structures and buildings of individual engineering or architectural merit, some by important designers.

However, the abundant commercial establishments required to purvey and maintain the auto, as a whole, do not contribute to the important historical events herein encapsulated as "the auto." (cont. on p.8)

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Significance (cont. from p.7)

In the absence of directly and individually associated important events or persons or as notable works of engineering or architecture, the plethora of standard businesses and buildings associated with the auto – inclusive of the subject buildings – do not share in the historically significant events surrounding the auto. As no specific events of importance have been found to be associated with the 2700-2724 Shattuck Avenue building, which has served commercial automotive enterprises since 1926, 2700-2724 Shattuck is not eligible for listing on the CR under *CR criterion 1*.

Criterion 2 – The individuals directly associated with development of the subject buildings were John W. Havens and John W. Havens, Jr. (Weston Havens), who were closely associated with this property as its developers and long-time owners.

John W. Havens was the son of Henry Heman Havens and Elizabeth H. Shattuck, the sister of F. K. Shattuck. In news accounts, John W. Havens was identified as the developer of the original 2700 Shattuck building, though no other original permits, drawings or documentation have been found. John W. Havens did not occupy this building, so the auto sales and service building at 2700 Shattuck was an investment property. As noted, Weston Havens succeeded his father with the management of the family's investments. Weston Havens is also known for the seminal modernist home he had built for himself in the Berkeley hills (Weston Havens House, 1941, Harwell Hamilton Harris, architect).

John W. Havens had the good fortune - quite literally - to have been born to a sister of the childless F. K. Shattuck. Shattuck was a speculator during a period of exuberant speculation, especially in California. He speculatively yet wisely ventured into city building, in no small part upon his own land claims, two of which were centered at two primary crossroads of Berkeley - Shattuck Ave. at Center St., and Shattuck Ave. at Adeline St. The former became the central blocks of the city, including parts of its civic center. The latter - bordered by Shattuck at the east, Grove/MLK at the west, Russell to the south, and Dwight to the north - became, c1900, an area of service industries (such as livery, feed and laundry businesses) and warehousing along Shattuck, with residential properties in the interior blocks. Eventually, this area became one of large-scale mixed commerce (such as automotive, appliances, furnishings, warehousing), and recreation (ball fields, a bowling alley and skating rink), while retaining residential uses at the interior.

Despite their fortunate association to F. K. Shattuck, the Havens' do not emerge as persons of historical importance with respect to the subject property. An important architectural event associated with the Havens' is the Weston Havens House, yet this important modern house is circumstantial relative to the subject property and building.

2700-2724 Shattuck Ave. is therefore not eligible for the CR under *CR criterion 2*.

Criterion 3 – The basic and heavily altered buildings at 270-2724 Shattuck Ave. lack distinctive design and construction character and characteristics of its type, period or region, and there are no distinctive methods of construction.

While the building was designed by an architect of unequivocal historic importance to the City of Berkeley, James W. Plachek, it is also unarguable that the extant building has no surviving design characteristics of an original work of Plachek and is, therefore, not a representative example of his work.

Further, the buildings do not embody any artistic intent or artistry. Therefore, 2700-2724 Shattuck Ave. have no identifiable design or construction significance under *CR criterion 3*. (cont. on p.9)

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Significance (cont. from p.8)

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 – The subject building at 2700-2724 Shattuck Ave. in Berkeley lacks potential historical significance per the California Register criteria.