

City of Berkeley
 Ordinance #44694 N.S.
 LANDMARK APPLICATION

1. Street Address: 2510 San Pablo Ave (consisting of 2500, 2504, 2506, 2508, 2510, 2512 San Pablo Ave and 1094, 1096 and 1098 Dwight Way)

County: Alameda

Zip: 94702

2. Assessor's Parcel Number: 054-1780-4-2
 Block and Lot: Block 1780 and Lot 4-2,
 Tract: Ranchos of Vicente and Domingo Peralta (Plot 60), Subdivisions of the Lands of T. and E. Hardwick (Bk6 pg 157)

Dimensions: Irregular-shaped lot 38.50 x 89 x 96.50 (Dwight Way) x 151.80 (San Pablo Avenue) x 135.05 x 62.80

Cross Streets: southwest corner of Dwight Way and San Pablo Avenue

3. Is the property on the State Historic Resource Inventory?
 Form# No. Property found to be significant through Section 106 process of the National Historic Preservation Act (NHPA) and associated Historic Resource Evaluation for the Proposed Blake Apartments Project at 2527 San Pablo Avenue by Evans & De Shazo, Inc. (EDS).

Is the property on the Berkeley Urban Conservation Survey?
 Form# 15763 (no information on the form)

4. Application for Landmark Includes:
- a. Building: Garden: Other Features:
 - b. Landscape or Open Space: Natural Designed Other
 - c. Historic Site
 - d. District:
 - e. Other: Entire Property

5. Historic Name: Union Investment Company Building No. 1
 Commonly Known Name: Cafe Trieste Building (previously long-standing tenant)

6. Date Of Construction:
- a. Factual: 1912
 - b. Approximate:
- Source; HRE citation is 1907. Building permit citation 1911

7. Architect: Unknown

8. Builder: Unknown

9. Style: Commercial storefront building with elements of Classical Revival architectural design.

10. Original Owners: First Owner: Union Investment Company (per 1911 Building Permit) followed by Davidson, J.H. and Davidson B in the 1930's per building permits
Original Use: Various Commercial Tenants

11. Present Owners: Harold Brandel and Phillip D Wood [Residents & Owners of 2510 San Pablo Ave, Berkeley, CA 94702](#)

12. Present Use: Commercial - various

- 1094 Dwight Way - Anchalee Thai Cuisine
- 2500 San Pablo Ave - Caffe Chiave - Cafe
- 2504 - Good Vibrations - Adult Toys Store, Health and Wellness
- 2506 Lhasa Karnak - Herb Company
- 2508 Page Street Cowork Space for Writers (aka Litcamp)
- 2510-12 Vacant – most recently Longbranch Saloon

Current Zoning: C-W, West Berkeley Commercial

Adjacent Property Zoning: C-W, West Berkeley Commercial

13. Present Condition of Property

Exterior: Excellent Good Fair Poor

Interior: Excellent Good Fair Poor (Various depending on tenant)

Grounds: Excellent Good Fair Poor (N/A)

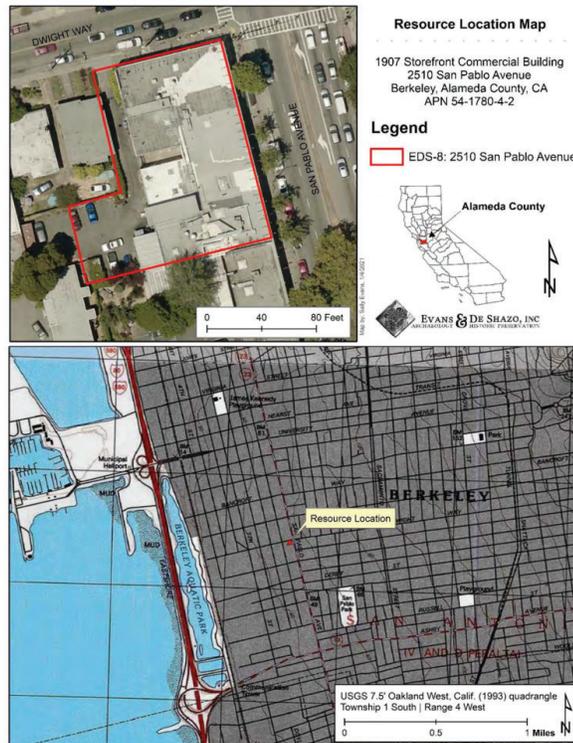
Has the property's exterior been altered? Not significantly. There are some additions to the rear of the property

14. Description: Union Investment Company Building #1 (2500-2512 San Pablo Avenue and 1094, 1096 and 1098 Dwight Way) is located on the west side of San Pablo Avenue at Dwight Way and is, "an excellent example of Storefront Commercial Architecture and Classical Revival architectural style during Berkeley's commercial development in the early decades of the 20th century. The extant building was constructed in 1907 (11) and retains many of its character-defining features, including: A formal symmetrical storefront, glazed and wood-framed front recessed entries, wood-framed single and double-doors flanked by display windows set on knee walls and topped with fixed and hopper transom wood windows. Character definition

elements of Classical Revival design includes the brick masonry, which is laid out in a running bond pattern, a stone masonry beltcourse, a dentil, frieze boards with decorative triglyph, molded cornices, and pilasters, horizontal massing; symmetrical façade; classical architectural forms and arrangements.” (from page 5 of 7 2510 San Pablo Avenue HRE) An assessment of integrity found that the 1907 storefront commercial building retains all seven aspects of integrity, which is detailed within the associated Historic Resource Evaluation “HRE” report.¹

(page 6 of 7) “The building is in fair condition and retains integrity of design, materials and workmanship.” All the storefronts are present, with most occupied and some more recently closed. These include Caffe Chiave (formerly Cafe Trieste) since 2004, Good Vibrations, an adult toy and wellness store, since 2014 Lhasa Karnak, a Berkeley based Herb Company that originally opened on Earth Day 1970 and has been in several Berkeley locations since, The non-profit Page Street Cowork Space for Writers (aka Litcamp) and the recently closed Longbranch Saloon Restaurant, named after the historic Berkeley music club of the same name which was located in the same building at 2500 and 2504 San Pablo Ave from 1971-1976.

*Map Name: USGS 7.5' Oakland West Quadrangle *Scale: 1:24,000 *Date of map: 1993



¹ 1 Stacey De Shazo, Historic Resource Evaluation for the Proposed Blake Apartments Project at 2527 San Pablo Avenue, Berkeley, Alameda County, California, Evans & De Shazo, Inc., 2021.



Photo showing the series of storefronts along the east elevation facing north



Photo showing the series of storefronts along the north elevation facing south



East elevation (primary facade) of the 1907 storefront commercial building, facing northwest.



Entryway at corner of San Pablo and Dwight Way



1.Tile entryway detail 2510 SPA



2.View looking North along SPA



3. Brick masonry detail SPA



Corner of Dwight and San Pablo Ave



San Pablo Ave frontage looking South

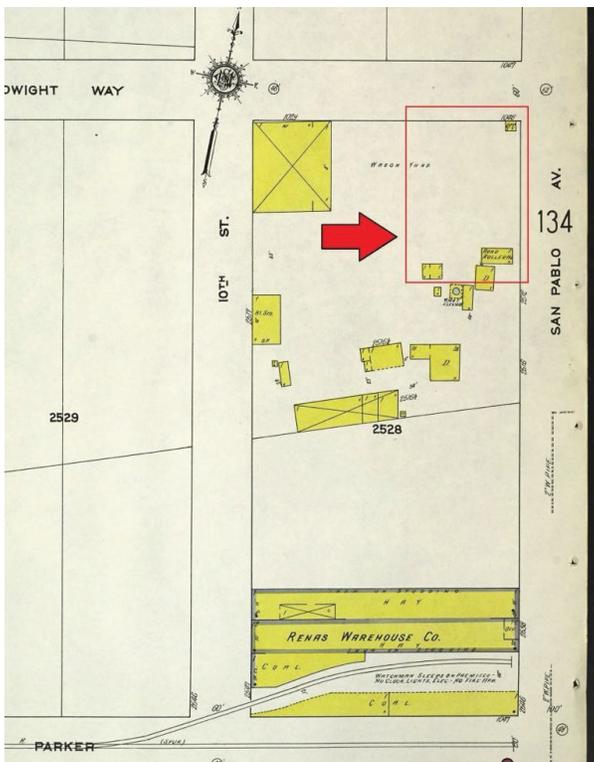


2506 San Pablo Ave



2504 San Pablo Ave

This Sanborn maps provides more history of the building and its block.





1931 aerial photograph showing 1907 building. Current lot in red outline (U.C. Santa Barbara).



Contemporary View - August 2024, credit: Charles Enchill



Rear of 2500 San Pablo Ave looking south from Dwight Way. Credit: Susan Orbuch August 2024

The earliest building permit is dated on October 25, 1912. The Owner was the Union Investment Company of 1132 Valencia Street, San Francisco, which according to subsequent

building permit applications for the building, relocated its offices five blocks to the north at 2016 San Pablo Avenue by March, 1915.

Application for Building Permit.

CLASS A-B AND C BUILDING

Application is hereby made to the Department of Buildings and Inspections of the City of Berkeley for permission to

Build a one story..... room class C building

on the off of San Pablo street and 152 feet..... of 152 ft. 152 ft. street.

Being Lot No. Block Tract

According to plans and Specifications herewith submitted. All provisions of the Building Law will be complied with in the erection, of said building whether specified herein or not.

Estimated net cost of building \$ 5,000..... Extreme height of building: 18 6/12 ft.

Size of Lot: 15.2 by 8.2 feet. Size of proposed building: 15.2 ft. by 8.2 ft.

Building to be occupied as office..... by (No.) families.

	WALLS			PIERS OR COLUMNS		JOISTS		GIRDERS			
	MATERIAL	THICKNESS	SPACING	MATERIAL	SIZE	MATERIAL	SIZE	LONGEST SPAN	MATERIAL	SIZE	LONGEST SPAN
1st story	Concrete	17"									
2nd story	Brick	13"		Brick	26"	Wood	2x8	7ft	Iron	12"	18ft
3rd story											
4th story											
5th story											
6th story											
7th story											
8th story											

Light shaft wall covering to be of.....

Roof covered with asphaltum gravel Pitch 6 inches in 6 feet

Chimneys of brick lined with terracotta any patent flues? yes

Gas grade lines to be patent chimney or brick? above

Any flush water or chutes? above Any elevator (freight or passenger)? none

Core brachets will be used.

Name of Owner of Ground UNION INVESTMENT CO Res. Address 1132 VALENCIA STREET, S.F. CAL.

Name of Owner of Building UNION INVESTMENT COMPANY Res. Address 1132 VALENCIA STREET, S.F. CAL.

Name of Lessee of Building..... Res. Address

Name of Architect or Designer..... Bus. Address

Name of Builder UNION INVESTMENT COMPANY Bus. Address 1132 VALENCIA ST. S.F. CAL.

We hereby agree to save, indemnify and keep harmless the City of Berkeley against all liabilities, judgments, costs and expenses which may in any wise accrue against said City in consequence of the granting of this permit, or from the use or occupancy of any sidewalk, street or sub-sidewalk space by virtue thereof, and will in all things strictly comply with the conditions of this permit and Ordinances of the City of Berkeley.

UNION INVESTMENT COMPANY.
[Signature]
 Signature of Owner, Architect or Builder.

Address

This Permit expires one year from date unless sooner revoked by the City Council.

Date Oct 10 1912 Permit No. 2409

Berkeley, Cal. West Berkeley

Building Permit Application for the Union Investment Company Bldg #1, BAHA

APPLICATION FOR BUILDING PERMIT
FRAME BUILDING

Application is hereby made to the Department of Buildings and Inspections of the City of Berkeley for permission to build a one story 2 room frame brick building on the west side of San Pablo Avenue 150 feet into of Dwight Way street.

Being Lot No. _____ Block _____ Tract _____

According to plans and Specifications herewith submitted. All provisions of the Building Law will be complied with in the erection of said building whether specified here or not.

Estimated entire cost of Building \$ 900.

Building to be occupied as Office by (No.) _____ families

Size of Lot 60 by 40 feet.

Size of proposed building 60 ft. by 40 ft. Extreme height of building 16 ft.

Height in clear of eaves _____ ft. in. Height in clear of first story 12 ft. in.

Height in clear of second story _____ ft. in. Height in clear of third story _____ ft. in.

Foundation to be of (material) concrete (Thickness) 12 inches, greatest height of foundation 36 inches.

Width of footings _____ inches.

Main sills 3 x 6 Main sills 3 x 6 Girders 12" I-beam Posts _____

Size of underpinning _____ inches _____ inches O. C. Size of studs in first story 2 x 6 inches 16 inches O. C.

Size of studs in second story _____ inches _____ inches O. C. Size of studs in third story _____ inches _____ inches O. C.

This building shall be five feet from any other building.

Exterior wall covering to be of brick Light shaft wall covering to be of _____

All outside walls covered with shingles or plaster will be close boarded.

First floor joists 2 x 10 inches 16 inches on centers. Longest span between supports 7 ft.

Second floor joists _____ inches _____ inches on centers. Longest span between supports _____ ft.

Third floor joists _____ inches _____ inches on centers. Longest span between supports _____ ft.

Colling joists 2 x 6 inches 16 inches on centers. Longest span between supports _____ ft.

Rafter 2 x 6 inches 24 inches on centers. Longest span between supports _____ ft.

Roof covered with gypsum sheathing strip or lat? flax Pitch _____

Studs in bracing partitions will be same as outside walls of each story.

Chimneys of brick any patent lines? _____ lined with Terra Cotta any patent lines? _____

Gas grate flues to be patent chimney or brick? _____

Any dumb waiters or chutes? _____ Any elevator (freight or passenger) _____

Concrete brackets will be solid.

Name of Owner of Ground Union Investment Co Residence Address 2516 San Pablo Ave

Name of Owner of Building do Residence Address do

Name of Lessee of Building _____ Residence Address _____

Name of Architect or Designer do Residence Address do

Name of Holder do Residence Address do

I hereby agree to save, indemnify and keep harmless the City of Berkeley against all liabilities, judgments, costs and expenses which may in any way accrue against said City in consequence of the granting of this permit, or from the use or occupancy of any sidewalk, street or sub-sidewalk space by virtue thereof, and will in all things strictly comply with the conditions of this permit and Ordinances of the City of Berkeley.

Union Investment Company
M. W. ...
Signature of Owner, Architect or Builder.

Address 2516 San Pablo Ave.

NOTE: This Permit expires one year from date unless sooner revoked by the City Council.

Date JAN 19 1910 Permit No. 4375

Berkeley Print _____ City of Berkeley _____

Subsequent Building Permit Application for Corner of San Pablo Ave and Dwight Way issued to Union Investment Company- BAHA

WRITE IN INK

APPLICATION FOR BUILDING PERMIT FRAME BUILDING

Application is hereby made to the Department of Buildings and Inspections of the City of Berkeley for permission to build a ONE story ONE room frame Trick Building on the West side of San Patricio street 210 feet South of Dwight Way street.

Block _____ Tract _____

According to plans and Specifications herewith submitted. All provisions of the Building Law will be complied with in the erection of said building whether specified herein or not.

Estimated entire cost of Building \$ 850

Building to be occupied as store by (No.) _____ families

Size of Lot 60 by 40 feet

Class of proposed building 60 ft. by 40 ft. Extreme height of building _____ ft.

Height in clear of cellar _____ ft. _____ in. Height in clear of first story 12 ft. _____ in.

Height in clear of second story _____ ft. _____ in. Height in clear of third story _____ ft. _____ in.

Foundation to be of (material) Concrete (Thickness) 12 inches, greatest height of foundation 24 inches

Width of footings _____ inches.

Main sills 3 x 6 Main sills 3 x 6 Girders 12" x 2" beam Post on piers 24" x 24" If piers are used, give size 24" x 24" by _____ ft. on centers.

Size of underpinning _____ X _____ inches _____ inches O. C. Size of studs in first story 2 x 6 inches 16 inches O. C.

Size of studs in second story _____ X _____ inches _____ inches O. C. Size of studs in third story _____ X _____ inches _____ inches O. C.

This building will be five feet from any other building.

Exterior wall covering to be of Brick Light shaft wall covering to be of _____

All outside walls covered with shingles or plaster will be close boarded.

First floor joists _____ X _____ inches _____ inches on centers. Longest span between supports _____ ft.

Second floor joists _____ X _____ inches _____ inches on centers. Longest span between supports _____ ft.

Third floor joists _____ X _____ inches _____ inches on centers. Longest span between supports _____ ft.

Ceiling joists 2 x 6 inches 16 inches on centers. Longest span between supports 20 ft.

Rafters 2 x 6 inches 16 inches on centers. Longest span between supports 20 ft.

Roof covered with Frame Steep or flat? flat Pitch _____

Steps in bearing partitions will be same as outside walls of each story.

Chimneys of Terminated lined with Terra cotta any patent floor?

Gas grate flues to be patent chimney or brick?

Any dumb waiters or chutes? _____ Any elevator (freight or passenger) _____

Cove brackets to be solid.

Name of Owner of Ground Union Investment Co Residence Address 2516 San Patricio Ave.

Name of Owner of Building do Residence Address do

Name of Lessee of Building _____ Residence Address _____

Name of Architect or Designer do Residence Address do

Name of Builder do Residence Address do

We hereby agree to save, indemnify and keep harmless the City of Berkeley against all liabilities, judgments, costs and expenses which may in any wise accrue against said City in consequence of the granting of this permit, or from the use or occupancy of any sidewalk, street or sub-sidewalk space by virtue thereof, and will in all things strictly comply with the conditions of this permit and Ordinances of the City of Berkeley.

Union Investment Co
Signature of Owner, Architect or Builder.
Address 2516 San Patricio Ave.

March 19 1915
This Permit expires one year from date unless sooner recalled by the City Council. do me please
Permit No. 4325

Back to Front West Berkeley

MAY 19 1915

Another Building Permit issued to Union Investment Company on March 19, 1915 - BAHA (Note that this permit references the earlier application number 4325 shown above)

WRITE IN INK

APPLICATION FOR BUILDING PERMIT FRAME BUILDING

Application is hereby made to the Department of Buildings and Inspections of the City of Berkeley for permission to build a one story one room frame Building on the West side of San Pablo street 110 feet South of Brightway street.

Being Lot No. _____ Block _____ Tract _____

According to plans and specifications herewith submitted. All provisions of the Building Law will be complied with in the erection of said building whether specified herein or not.

Estimated entire cost of Building \$ 150

Building to be occupied as stable by (No.) _____ families

Size of Lot _____ by _____ feet.

Size of proposed building 20 ft. by 40 ft. Extreme height of building 14 ft.

Height in clear of eaves _____ ft. in. Height in clear of first story _____ ft. in.

Height in clear of second story _____ ft. in. Height in clear of third story _____ ft. in.

Foundation to be of (material) concrete (Thickness) 6 inches, greatest height of foundation 12 inches.

Width of footings _____ inches.

Main sills 2 x 6 Main sills _____ X _____ Girders _____ X _____ Post on piers _____ X _____ If piers are used, give size _____ by _____ ft. on centers.

Size of underpinning _____ X _____ inches _____ inches O. C. Size of studs in first story 2 x 4 inches _____ inches O. C.

Size of studs: second story _____ X _____ inches _____ inches O. C. Size of studs in third story _____ X _____ inches _____ inches O. C.

This building will be five feet from any other building.

Exterior wall covering to be of rough lumber Light shut wall covering to be of _____

All outside walls covered with shingles or plaster will be close boarded.

First floor joists _____ X _____ inches _____ inches on centers. Longest span between supports _____ ft.

Second floor joists _____ X _____ inches _____ inches on centers. Longest span between supports _____ ft.

Third floor joists _____ X _____ inches _____ inches on centers. Longest span between supports _____ ft.

Ceiling joists 2 x 6 inches 24 inches on centers. Longest span between supports _____ ft.

Battens _____ X _____ inches _____ inches on centers. Longest span between supports _____ ft.

Roof covered with asph/flat asph/flat Pitch _____

Studs in bearing partitions will be same as outside walls of each story.

Chimneys of _____ lined with _____ any patent flues? _____

Gas grate flues to be patent chimney or brick? _____

Any dumb waiter or chutes? _____ Any elevator (freight or passenger) _____

Cases brackets will be used.

Name of Owner of Ground Union Investment Co Residence Address _____

Name of Owner of Building do Residence Address _____

Name of Lessee of Building _____ Residence Address _____

Name of Architect or Designer do Residence Address _____

Name of Builder do Residence Address _____

I hereby agree to save, indemnify and keep harmless the City of Berkeley against all liabilities, judgments, costs and expenses which may in any wise accrue against said City in consequence of the granting of this permit, or from the use or occupancy of any streets, streets or sidewalk spaces by virtue thereof, and will in all things strictly comply with the conditions of this permit and Ordinances of the City of Berkeley.

W. H. [Signature]
 Signature of Owner, Architect or Builder.

Address 2516 San Pablo Ave

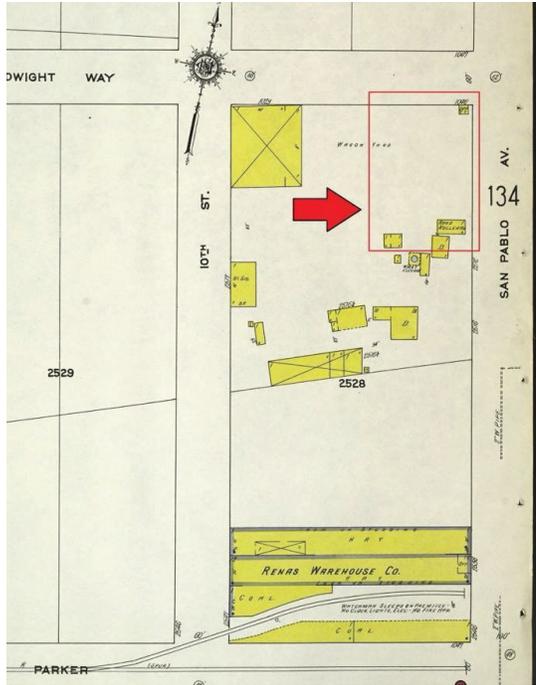
NOTE: This Permit expires one year from date unless sooner revoked by the City Council.

Date JUN 20 1911 Permit No. 21992

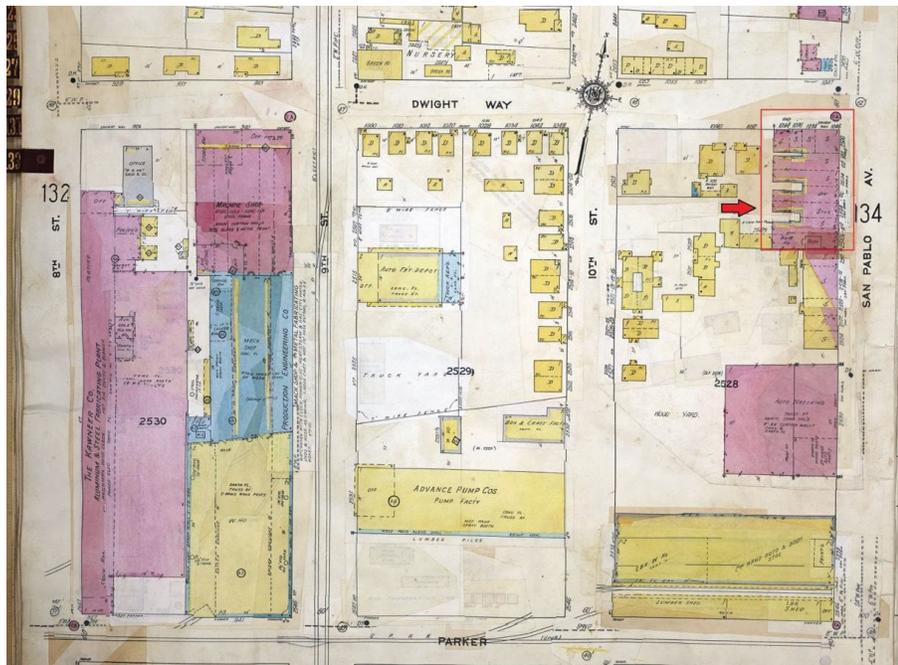
Berkeley, Calif. West Berkeley

Another early building permit (June 20 1911[*]) issued to Union Investment Co, listing the owner's address as 2516 San Pablo Ave.
 *Exact year illegible, but issued between 1910-1919 - BAHA

Sanborn Maps provide more history of the building and its block.



1911 Sanborn Map for 2500 block San Pablo Ave



1950 Sanborn Fire Insurance Map 2500 Block of San Pablo Avenue and Dwight Way

Photographs of the San Pablo Area over time are provided below for context.



Figure 8. ca. 1910 photo of San Pablo Avenue, facing northeast (courtesy of UC Berkeley, Bancroft Library).



Figure 11. ca. 1925 photograph of the Key System and Berkeley sign at San Pablo Avenue and University Avenue (courtesy of Berkeley Public Library).

Features to be Preserved

The significant features to be preserved are the following, as described below:

1. The primary façade (east elevation) on San Pablo Avenue, and a secondary primary façade (north elevation) on Dwight Way constructed of brick masonry laid out in a running bond pattern.
2. Nine storefronts, six of which, include a canted corner storefront along the primary façade on San Pablo Avenue (2500, 2504, 2506, 2508, 2510, and 2512), and three storefronts along the secondary primary façade on Dwight Way (1094, 1096, and 1098) along with pilasters separating each of the storefronts.
3. Glazed and wood-framed front recessed entries and wood-framed, single and double-doors flanked by display windows set on knee walls and topped with fixed and hopper transom wood windows included in each of the nine storefronts.
4. Knee walls that are clad in tile and two that are clad in brick included in seven of the storefronts.
5. A stone masonry beltcourse, dentil, frieze boards with decorative triglyph, and molded cornices located above the transom windows along each storefront.
6. The parapet wall above the storefronts along the north and west elevations clad in brick with decorative masonry elements.
7. The eight storefronts that are symmetrical and retain a majority of their original materials and design shall be preserved and the canted storefront that appears to have changed in the sidelights that flank the wood and glazed single-entry door, which are currently glazed sidelights framed in aluminum frames should be preserved and restored to the extent possible.
8. Rear elevation partially visible from Dwight Way along the northwest corner of the building consists of a brick wall.

15. History

History Section Text Source: Landmark Application for the nearby Borg Building at 2136-2154 San Pablo Avenue, Berkeley, CA 94702

The Ohlone Period

Before the arrival of Europeans, the Native Americans living in today's Berkeley and the East Bay were part of a larger group that lived for thousands of years from the San Francisco Bay to Monterey. The Spanish referred to them as Costanoan or 'Indians of the coast' and they were later termed Ohlone, the name accepted by most today. Made up of distinct groups, they had similar languages and cultures. Physical evidence of their presence in Berkeley remains in shellmounds and burial sites that range from the coast to the hills.

European arrival brought disease and displacement, with much of the population pulled into the local Missions by the early 1800s. Despite the many hardships and being labelled extinct, descendants remain throughout the San Francisco Bay Area, active in preserving their name, culture, and history.

Rancho San Antonio

According to M.W. Wood's History of Alameda County, California, the Rancho San Antonio, a nearly 45-thousand-acre Spanish land grant, was made to Luis María Peralta by Spanish governor Pablo Vicente de Sol on August 16, 1820. Peralta had served forty years in the Spanish military. The grant included present-day Albany, Berkeley, Oakland, and northern San Leandro. In 1842, he divided the land among his four sons. One of them, Domingo, would receive all of what is present-day Albany and Berkeley and a small portion of northern Oakland. He built an adobe house in 1841 at the present-day site of 1304 Albina and it is a California point of historic interest.

According to the Peralta Family History at <http://www.peraltahacienda.org>, annexation of California by the United States in 1848 and the Gold Rush of 1849 brought significant change. While the Peraltas and their fellow Californios were promised recognition and protection of their property rights, squatters on the land and theft of cattle became a problem as new settlers arrived from around the world. A further burden came with the 1851 U.S. Federal Land, which required the Californios to prove their land titles in court, requiring much time and expense.

In 1852-1853, Domingo started selling parcels of his land, mostly to pay off debts. The parcels were defined on a map surveyed by Julius Kellersberger, hired to survey the northern part of Rancho San Antonio. Surveyed in 1853, the map covers Albany, Berkeley, Emeryville, and part of Oakland. This view of the parcels shows the site of the building in the upper center of No. 62.

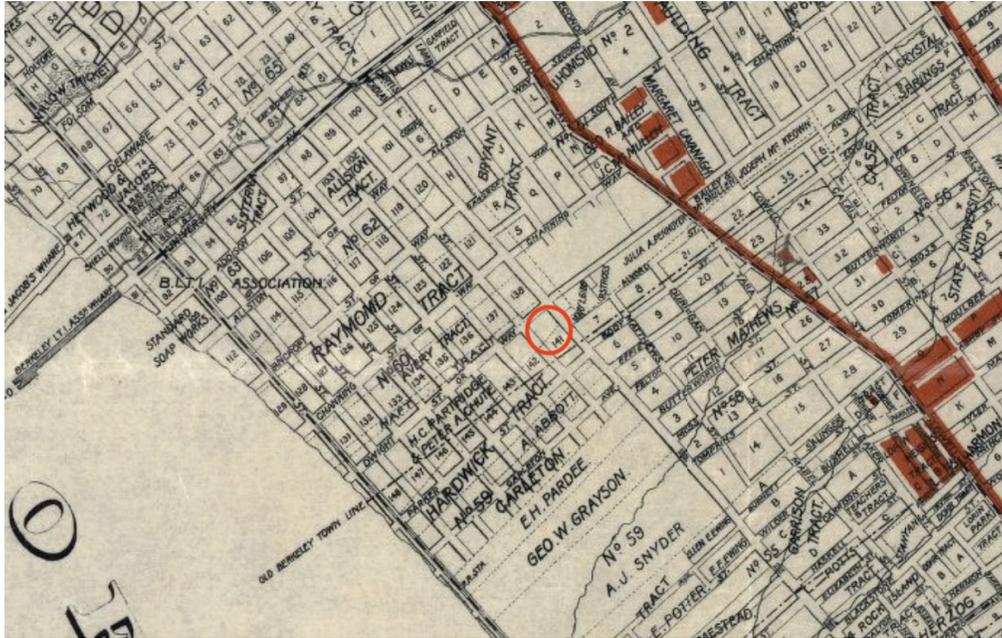


Map of the Ranchos of Vicente & Domingo Peralta. Containing 16970.68 Acres. Surveyed by Julius Kellersberger, 1853. Courtesy of Barry Lawrence Ruderman Antique Maps, Inc. <http://www.raremaps.com>

Ocean View

In 1850, early settlement included James Jacobs with his boat landing and Captain William Bowen's Inn. There soon followed Everding and Rammelsburg's Mill and Heywood's lumber yard. Residents moved in, primarily foreign-born immigrants and second-generation Americans. Growth was not dramatic until the 1873 establishment of the new campus of the University of California.

In 1874, the area was part of the Berkeley Land and Town Improvement Association. This was organized by neighborhood leaders to facilitate the further development of Ocean View, with wharf and ferry services and industrial growth. This development, along with the University, led to new factories and a ten-fold increase in population. For a comprehensive history of Ocean View, see *Victorian Berkeley: The Community of Ocean View*, Karen Jorgensen-Esmail and The Berkeley Historical Society, 1981.



Map of Oakland and vicinity, Showing Real Estate & Electric Railways, Dingee, William J., 1891.

With the joining of the two distinct communities as Berkeley in 1878, further growth followed, but the differences remained, and today's common label of West Berkeley was already established. By the 1890s, the Borg Building site was in the Allston Tract, Block 141. In 1915, West Berkeley was filling in, but with room to grow.

Some Longtime and Significant Tenants:

Earliest Occupants/Usage:

The first known occupants of the two fronts at 2510 – 2512 San Pablo Avenue was the “Swedish Bakery” that occupied these two storefronts from ca. 1922 to 1963 (Figure 23 and Figure 24). It was owned and operated by Jonas L Norlund and Gus Rydstrom ca. 1922-1963, under the business name of “Norlund & Rydstrom.” The 1923 U.S. City Directory for Berkeley notes that Jonas and Gus both worked at the bakery during this time. Gus and Jonas were both born in Sweden. Jonas lived with his wife Anna at 2007 Dwight Way. It is unknown where Gus lived. The Norlund family continued to own and operate the bakery with Gus Rydstrom until 1963.



Figure 23. A 1923 advertisement for the Swedish Bakery in the “Vestkusten,” a Bay Area Swedish “newspapers”(courtesy of the California Digital Newspaper Collection).

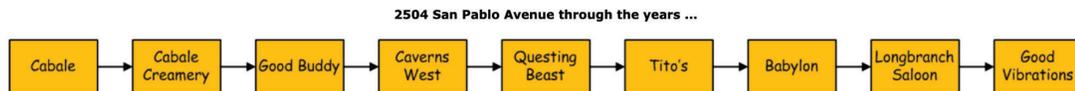
STORE	ADDRESS	DISTRICT
Mueller's Delicatessen	468 Castro St.	Castro
Linde's Market	15th & Noe Sts.	Eureka
24th & Church Delicatessen	3783 24th St.	Mission
Mangels Delicatessen	4001 24th St.	Mission
Pete Baker's Grocery	1400 Guerrero St.	Mission
Del Monte Delicatessen	1826 San Jose Ave.	Mission
Pioneer Market	3318 Mission St.	Mission
Geneva Delicatessen	919 Geneva Ave.	Mission
29th & Mission Delicatessen	3315 Mission St.	Mission
Prosperity Market	198 Geneva St.	Sunnyside
Glen Park Delicatessen	Diamond & Bosworth	Glen Park
Seabright Delicatessen	1715 Nareiga St.	Sunset
P. & G. Food Center	1928 Lawton St.	Sunset
Irving Market	828 Irving St.	Sunset
California Delicatessen	634 Clement St.	Richmond
Tip Top Delicatessen	5423 Geary Blvd.	Richmond
Haight Delicatessen	505 Haight St.	Haight
A-1 Delicatessen	1450 Haight St.	Haight
Stop-shop Delicatessen	1597 Haight St.	Haight
Hoffling's Grocery	709 Monterey Blvd.	Westwood
Tasti-Snack Delicatessen	40 West Portal	West Portal
Louie's Delicatessen	1026 Taraval St.	Parkside
16th Avenue Food Market	555 Taraval St.	Parkside
Alhambra Delicatessen	846 Geary St.	Down Town
Wunner's Delicatessen	2323 Chestnut St.	Marina
Budget Savings Market	6001 Mission St.	Daly City

Delicious products from the well known
SWEDISH BAKERY IN BERKELEY
 2510 - 12/San Pablo Ave. — Phone Berkeley 7-6040

Figure 24. 1953 (California Digital Newspaper Collection).

Significant History of Music Clubs at 2504 (and extending to 2500) San Pablo Ave

The Building has a long history of hosting music clubs including the San Pablo Ave Folk and Rock Music Clubs - Cabale, Cabale Creamery, Good Buddy, Caverns West, Questing Beast, Tito's, Babylon, and Long Branch Saloon.



Source: Questing Beast Research by Ross Hannan and Corry Arnold:

<http://www.chickenonaunicycle.com/Questing%20Beast%20History.htm>

The music history of 2504 San Pablo Avenue is meticulously researched and documented in a series of blogposts on Rock Archaeology 101 - Photos and Artifacts from Mostly Forgotten Bay Area Rock Venues of the 1960's and Early 70s - see

<http://rockarchaeology101.blogspot.com/2021/03/2504-san-pablo-avenue-berkeley-ca-long.html>

, <http://rockarchaeology101.blogspot.com/>,

<https://rockarchaeology101.blogspot.com/2024/07/2504-san-pablo-avenue-berkeley-ca-long.html>

<http://berkeleyfolk.blogspot.com/2009/08/cabale-creamery-2504-san-pablo-avenue.html>

<https://berkeleyfolk.blogspot.com/2012/11/babylon-2504-san-pablo-avenue-berkeley.html> and

<http://www.chickenonaunicycle.com/Questing%20Beast%20History.htm>

The below history and imagery is all excerpted from Rockarcheology blogs:

Back during World War 2, with the Oakland and Richmond shipyards full of workers on three shifts, San Pablo Avenue had been called "Music Row." There had been nightclubs and saloons all along the East Bay, as tired workers with their pockets full relaxed with some live music. Many musicians had relocated from the South or Soutwet to the West Coast, since that was where all the work was. Many other musicians had migrated for factory work, only to find playing music more lucrative (and probably more fun). Even into the 1970's, there wer still several nightclubs along the San Pablo Avenue corridor, a final hint of the booming war years.

2504 San Pablo Avenue itself was a seminal address in Berkeley '60's music history. It is a fact of zoning that use permits tend to persist, so a venue with a license to allow music will generally continue to offer music. It is far easier for a new proprietor to lease a building with an existing permit than lobby for a niew one, so clubs often change names, owners and musical styles, but not addresses. In the early 1960's, 2504 San Pablo had been the site of The Cable, later The Cable Creamery, an essential stop on the early 60s folk circuit. In 1965, it briefly become The Good Buddy and then Caverns West, and in November of that year it became the pre-psychedelic Question Beast. It was at the Questing Beast where local folksingers Joe McDonald and Barry Melton got some friends and "plugged in" to become Country Joe and The Fish."

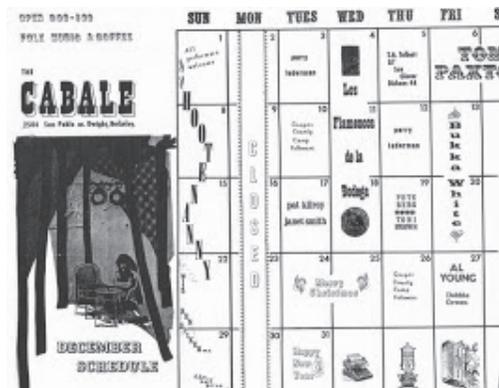
The Questing Beast had closed in May 1966 and 2504 became Tito's, which featured live music but was mostly a dance club. In late 1969, the club was re-named Babylon, and featured local bands playing original music. In 1971, a new owner Malcolm Williams doubled the capacity of the room from about 175 to 350 and renamed the club The Long Branch Saloon. The Long Branch featured original music, too, but it paid a little better with a correspondingly higher quality of performers

Cabale (Creamery) January 1963-April 1965

The Cabale, at 2504 San Pablo Avenue (at Dwight), was a folk club founded in late 1962 by Rolf Cahn and Debbie Green (two Cambridge, MA folkies), along with Howard Ziehm and Red Dog alum Chandler A. Laughlin III (later known as Travus T. Hipp). Cahn, a Jewish refugee from Nazi Germany, had served in the US Army during the war and also played and taught classical, flamenco, and folk guitar. Cahn had also founded the Blind Lemon in 1958 (at 2362 San Pablo), the first Berkeley coffee house to feature folk music.

Sandy Rothman, a Berkeley bluegrass musician from way back, recalled Berkeley's Cabale (in a reflection no longer accessible on the internet)

It was on San Pablo Avenue, a main north-south thoroughfare parallel to Telegraph on the opposite (west) side of town, at the southwest corner of Dwight Way and San Pablo. I don't recall how "Creamery" got attached to it -- maybe from the steamed milk that was in the cappuccinos and lattes? The name "Cabale" was taken from "Cabala," a medieval system of Jewish mysticism. (Other dictionary definitions are: "a traditional, esoteric, occult, or secret matter" and "an esoteric doctrine or mysterious art." Do any of those terms resonate with bluegrass, nearly a cult in itself?! Hahaha.)"

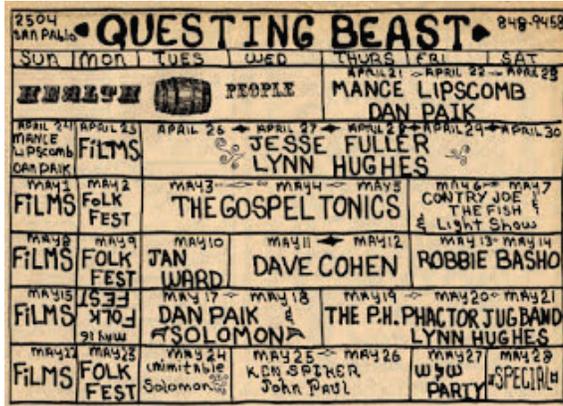


A calendar for Berkeley's Cabale, for December, 1963.

According to Rockarceology101, Jerry Garcia made many pilgrimages from his home in Palo Alto to The Cabale in Berkeley to see folk musicians just as the Kweskin Band, and the Kentucky Colonels, both thought to be inspirations for the Grateful Dead.

The Questing Beast November 19, 1965-May 9, 1966

In addition to getting their start at the Questing Beast, Country Joe and The Fish were the very last musical performances on May 6 and 7th, 1966.



A calendar for the Questing Beast in May, 1966. In fact, most of these gigs were never played, since the City of Berkeley pulled the club's cabaret license. The final musical performers were Country Joe and The Fish on May 7, 1966
 Source: Rockarcheology101.blogspot.cog

Tito's 1967-June 1969

Somewhere around early 1967, 2504 San Pablo Avenue re-opened as a place called Tito's. It sold beer and pizza, and it had music for dancing on weekends. Tito's didn't buy ads, nor list their bands in the local papers, so it seems to have just had bands playing dance music. Still, once in a while, a local band would print up their own flyer, so we have some traces of the club's existence (The Drongs, below, were a local Berkeley band).



Babylon July 1969-April 1971

In the Summer of 1969, Tito's became Babylon. Babylon featured original electric rock bands. [A colleague looked into the bookings from July 1969 through November 1970, and they were all local Berkeley bands.](#) The only name that stands out today is Purple Earthquake, a band of

former Berkeley High students who would evolve into the band Earth Quake. Earth Quake released several albums in the 1970s, and they would also rule the Long Branch for five years. By the Spring of 1971, the Babylon was owned by one Malcolm Williams. I don't know how long Williams had run or owned Babylon, but he decided to expand the club and rename it.



A flyer for Babylon, from March 13, 1970

The Long Branch May 28, 1971-November 1976

A May 23, 1971 article in the San Francisco *Chronicle* about Bay Area rock nightclubs had an interview with Malcolm Williams. Williams had hired some of the staff from the old Avalon Ballroom, and he was planning to upgrade Babylon by doubling its capacity, from about 175 to around 350. A bigger club meant better acts, not just local bands who probably lived nearby. Certainly, the Bay Area did not want for good local bands, but they were all trying to make a living.

●New Riders of the ole' Purple
Sage & High Country at Long
Branch Saloon (2500 San Pablo)
848-9696, \$2.00

Ad in the October 1, 1971 Berkeley Barb promotes the New Riders of the ole' Purple Sage and High Country at Long Branch Saloon (2500 [sic] San Pablo) \$2.00



The Long Branch, at 2504 San Pablo Avenue in Berkeley, sometime in the 1970s

Bands would build a following at the Long Branch, and the bands that headlined weekends at the Branch would play weeknights at the Keystone Berkeley, with a built-in audience. Although it's hard to be sure, I think the Long Branch crowd lived relatively near the club, and was in the just-over-21 bracket. The Long Branch was definitely a hard-rocking club, with loud bands and patrons who liked to dance, with less of the University overlay that was included in the Keystone Berkeley audience. The Keystone was right near campus, so its audience was broader but to some extent more snobby. The Long Branch was in West Berkeley, and less pretentious.

Some more well-known acts that performed at Long Branch include Elvin Bishop Group, New Riders of the Purple Sage (Jerry Garcia's vehicle for letting him play pedal steel guitar in a live band), Tower of Power, Commander Cody and His Lost Planet Airmen, and Eddie Money and the Rockets, and The Tubes.

The Long Branch lasted a little over five years and closed around November 1976. For many years, 2504 San Pablo Avenue was a store called Good Vibrations. It wasn't a music store, but it was scandalous enough to live up to the Cabale history (don't google it at work). Eventually,

as Berkeley got more and more wealthy, gentrification finally got all the way down to Dwight Way and San Pablo Avenue. The building was completely remodeled, and re-opened as a restaurant. The new address is 2512 San Pablo Avenue, but it's the same location. The first restaurant I am aware of was called Sea Salt, which opened about 2009 or so. Sea Salt closed, though, and a new restaurant opened on November 11, 2014.



*The Long Branch Saloon, at 2512 San Pablo Avenue, Berkeley, ca.
2019*

The name of the new restaurant? The Long Branch Saloon. It says "Upscale comfort food is served in a stylish setting with open rafters & butcher-block tables." Given the turnover in Berkeley's population, it's likely that the locals think the Long Branch is just a reference to Dodge City--which it is--and don't see the nod to a hard-rockin' past.

16. Significance:

From Chapter 3.24 of the Landmarks Preservation Ordinance:

3.24.110 A. Landmarks and historic districts. General criteria which the commission shall use when considering structures, sites and areas for landmark or historic district designation are:

1. Architectural merit:

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

2. Cultural value: Structures, sites and areas associated with the movement or evolution of religious, cultural, governmental, social and economic developments of the City;
3. Educational value: Structures worth preserving for their usefulness as an educational force;
4. Historic value: Preservation and enhancement of structures, sites and areas that embody and express the history of Berkeley/Alameda County/California/United States.
5. Any property which is listed on the National Register described in Section 470A of Title 16 of the United States Code.

Under both 3.24.110 A.1.b., and 3.24.110 A.1.c., the Union Investment Building #1 qualifies as “an excellent example of Storefront Commercial Architecture and Classical Revival architectural style during Berkeley’s commercial development in the early decades of the 20th century. The extant building was constructed in 1907 (11) and retains many of its character-defining features, including: A formal symmetrical storefront, glazed and wood-framed front recessed entries, wood-framed single and double-doors flanked by display windows set on knee walls and topped with fixed and hopper transom wood windows. Character definition elements of Classical Revival design includes the brick masonry, which is laid out in a running bond pattern, a stone masonry beltcourse, a dentil, frieze boards with decorative triglyph, molded cornices, and pilasters, horizontal massing; symmetrical façade; classical architectural forms and arrangements.” (from page 5 of 7 2510 San Pablo Avenue HRE) An assessment of integrity found that the 1907 storefront commercial building retains all seven aspects of integrity, which is detailed within the associated Historic Resource Evaluation report.

1 Stacey De Shazo, Historic Resource Evaluation for the Proposed Blake Apartments Project at 2527 San Pablo Avenue, Berkeley, Alameda County, California, Evans & De Shazo, Inc., 2021.

The Union Investment Building #1 exhibits several classical elements found in other Berkeley business districts and is one of a few intact examples left on an ever-changing San Pablo Avenue. In addition to this application, the Historical Resources Inventory Form (DPR Form DPR Form 523A (9/2013) prepared by Stacey De Shazo as part of the Historic Resource Evaluation for the Proposed Blake Apartments Project at 2527 San Pablo Avenue, Berkeley, Alameda County, California, Evans & De Shazo, Inc., 2021, indicates that the storefront commercial building appears eligible for individual listing on the NRHP under Criterion C.(Construction/Architecture): That embody the distinctive characteristics of a type, period, or method of construction, or that represent the work of a master, or that possess high artistic values, or that represent a significant and distinguishable entity whose components may lack individual distinction.

While the HRE author determined no other significance for the building, we also find the following:

Under 3.24.110 A.2, the Union Investment Company Building #1 also qualifies for its cultural value and under 3.24.110 A.4 for its historic value by extending and maintaining San Pablo Avenue's World War 2 roots as "Music Row", when it was home to nightclubs and saloons hosting Oakland and Richmond Shipyard workers into the 60's and 70's

Culturally and historically, 2504 San Pablo Ave was a seminal address in Berkeley '60's music history serving as the site of The Cabale and later The Cabale Creamery, which was an essential stop on the early 60s folk circuit. It continued as a music hotspot for folk, bluegrass, pre-psychedelic and rock music during the sixties and seventies in numerous incarnations including The Good Buddy, Caverns West, and The Questing Beast before becoming Tito's and finally the Long Branch Saloon.

While the building has seen updates over time, the overall appearance has changed little and it continues to serve as home to current "counterculture" tenants such as Good Vibrations, providing valuable service to residents of Berkeley and the East Bay.

Period of Significance: 1911 – Present, location of several significant tenants in succession.

Historic Value:

National State County _____ City Neighborhood

Architectural Value:

National State County _____ City Neighborhood

17. Is the property endangered? Yes, it is up for sale and the San Pablo corridor is experiencing rapid demolition of existing buildings and development of new multi-story mixed use development.

18. Photographs:

Date	Photographer	Repository
1993	Evans & De Shazo Inc.	HRE_DPR Form San Pablo 2510
2024	Charles Enchill	Personal Collection
2024	unknown	Loopnet.com
2024	Susan Orbuch	Personal Collection
1910	Unknown	UC Berkeley Bancroft Library
1925	Unknown	Berkeley Public Library
1970s	Unknown	Rockarcheology website
2019	Unkonwn	Rockarcheology website

19. Bibliography:

- Building Permit files, Berkeley Architectural Heritage Association (BAHA).
- Sanborn Maps, 1911, 1929 and 1950
- 2021-03-04_HRE_DPR Forms_San Pablo 2510.pdf
- Historic Resource Evaluation for the Proposed Blake Apartments Project at 2527 San Pablo Avenue, Berkeley, Alameda County, California Prepared for Jonathan Astmann, Senior Project Manager Satellite Affordable Housing Associates. Prepared By: Stacey De Shazo, M.A. Principal Architectural Historian stacey@evens-deshazo.com Evans & De Shazo Archaeology & Historic Preservation, January 28, 2021
- 1931 aerial photograph courtesy of U.C. Santa Barbara (fig 22)
- Portion of the 1911 Sanborn Fire Insurance Map (updated in 1950) showing the 1910 building (EDS-09) (figure 25 HRE for Proposed Blake Apartments cited above)
- Circa 1910 Photo of San Pablo Avenue (UC Berkeley, Bancroft Library) (figure 8 HRE for Proposed Blake Apartments cited above)
- 1925 photograph of the Key System and Berkeley sign at San Pablo Avenue and University Avenue (Berkeley Public Library) (sourced from HRE for Proposed Blake Apartments cited above)
- Map of the Ranchos of Vincente & Domingo Peralta. Containing 16970.68 Acres. Surveyed by Julius Kellersberger, 1853. Courtesy of Barry Lawrence
- Ruderman Antique Maps, Inc. <http://www.raremaps.com>
- Map of Oakland and vicinity, Showing Real Estate & Electric Railways, Dingee, William J., 1891.
- 1923 Swedish Bakery Advertisement in the “Vestkusten” – California Digital Newspaper Collection
- 1953 Swedish Bakery Advertisement (California Digital Newspaper Collection)
- 2504 San Pablo Avenue through the years flow chart – Questing Beast Research by Ross Hannan and Corry Arnold: <http://www.chickenonaunicycle.com/Questing%20Beast%20History.htm>
- Cabale Show Calendar December, 1963 – courtesy of Rockareology 101 <http://rockarchaeology101.blogspot.com/2021/03/2504-san-pablo-avenue-berkeley-ca-long.html>
- Questing Beast Calendar May 1966 <http://rockarchaeology101.blogspot.com/2021/03/2504-san-pablo-avenue-berkeley-ca-long.html>
- Drongos show flyer approx. 1967, <http://rockarchaeology101.blogspot.com/2021/03/2504-san-pablo-avenue-berkeley-ca-long.html>.
- Flyer from Babylon from March 13, 1970 <http://rockarchaeology101.blogspot.com/2021/03/2504-san-pablo-avenue-berkeley-ca-long.html>
- October 1, 1971 Berkeley Barb promotes the New Riders of the ole’ Purple Sage and High Country at Long Branch Saloon (2500 [sic] San Pablo) \$2.00

<http://rockarchaeology101.blogspot.com/2021/03/2504-san-pablo-avenue-berkeley-ca-long.html>

- 2504 San Pablo Avenue, Berkeley, CA: The Long Branch Saloon 1971 Performance List (and Building History – Long Branch I) – March 11, 2021.
<http://rockarchaeology101.blogspot.com/2021/03/2504-san-pablo-avenue-berkeley-ca-long.html>
- 2504 San Pablo Avenue, Berkeley CA: The Long Branch Saloon Saloon Performance History (Long Branch II) , Friday August 11, 2023
<https://rockarchaeology101.blogspot.com/2023/08/2504-san-pablo-avenue-berkeley-ca-long.html>
- 2504 San Pablo Avenue, Berkeley CA: The Long Branch Saloon Performance History October-December 1973 (Long Branch III) Friday, July 19, 2024
<https://rockarchaeology101.blogspot.com/2024/07/2504-san-pablo-avenue-berkeley-ca-long.html>
- The Questing Beast , 2504 San Pablo Avenue, Berkeley CA, researched and prepared by Ross Hannan and Corry Arnold – latest Update Sept 13, 2011
<http://www.chickenonaunicycle.com/Questing%20Beast%20History.htm> ou
- Tom Dalzell , Berkeley e-Plaque designation on San Pablo Avenue Folk Music Clubs,
<https://berkeleyplaques.org/e-plaque/san-pablo-avenue-folk-music-clubs/>
- City of Berkeley Ordinance #4694 N.S. Landmark Application for the Borg Building, 2136-2154 San Pablo Avenue, Berkeley, CA 94702 - (#LMSAP2020-0004) as appended to LPC Notice of Decision dated October 6, 2020

20. Recorder: Susan Orbuch/Charles Enchill
Organization: Landmark Preservation Commission

Date: 3 September, 2024