

CITY OF BERKELEY DOWNTOWN SURVEY AND CONTEXTS

JANUARY 2007

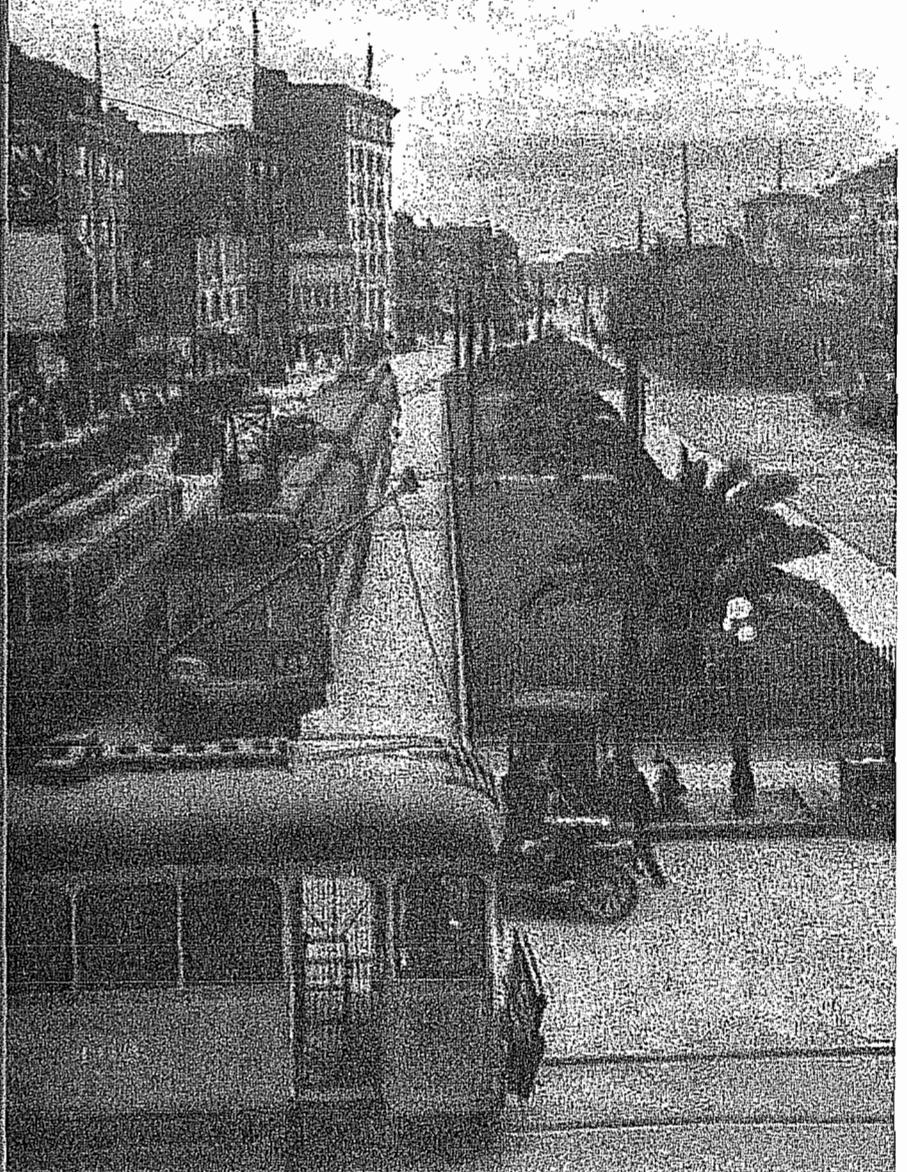


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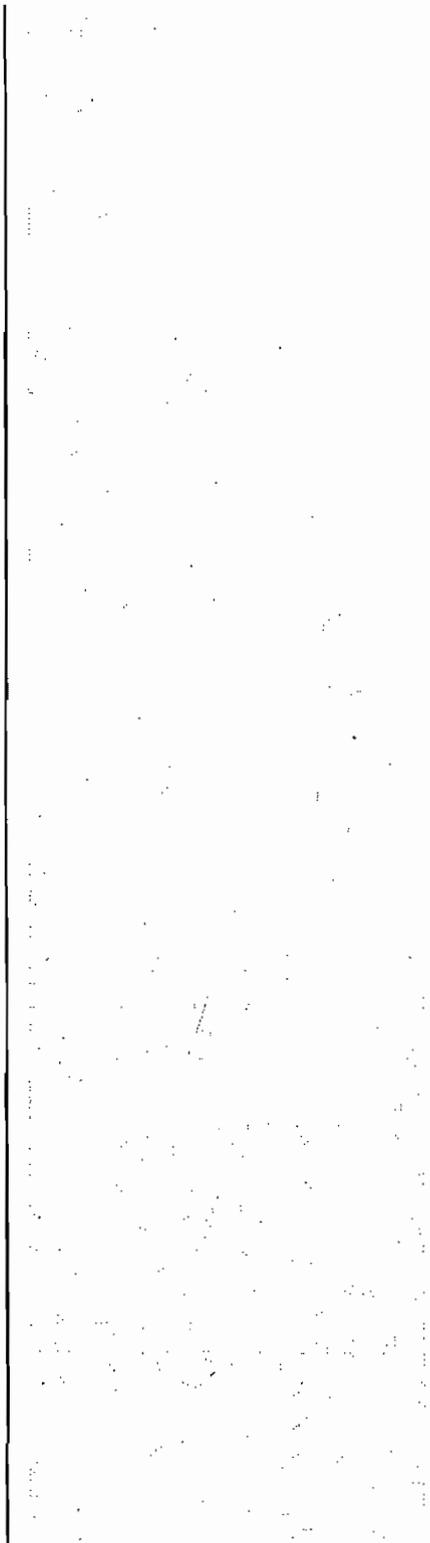
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Introduction

The Downtown Berkeley Historic Resource Survey provides a foundation for informed planning decisions for Berkeley's Downtown Area Plan (DAP), and will become a component of its environmental analysis. The survey considered all properties and structures within the planning area, and to provide context, also included those properties "across the street" from the Plan Area.

Located within Alameda County, California, the development of the City of Berkeley was heavily influenced by East Bay transportation routes and the establishment of the University of California, Berkeley. The principal commercial center for Berkeley began to take shape in 1876 when Francis Kittredge Shattuck and J. L. Barker, persuaded the stockholders of the Central Pacific Railroad (later Southern Pacific) to run a spur line through Shattuck's property. Rail access provided the impetus for new commercial growth in what became Downtown Berkeley. Further, the relocation of the University to lands just east of downtown in 1873 also provided opportunity for commercial growth to support the University community. When the Town of Berkeley was incorporated in 1878, Shattuck Avenue was already established as the city's "Main Street." By the 1890s a fully operational rail line with steam trains ran along Shattuck Avenue terminating at what is now Berkeley Square and Shattuck Square. Additional commercial centers established during Berkeley's early history were West Berkeley (Ocean View), North Berkeley (Berryman's) and the Telegraph area, south of the University of California campus. Others which came a bit later were the Elmwood area along College near Ashby, San Pablo Avenue, South Berkeley (formerly the Lorin District) and Thousand Oaks along Solano Avenue.

The 1906 Earthquake resulted in an influx of new residents to Berkeley, and businesses in the downtown quickly began to accommodate the expanded population. Downtown Berkeley became a bustling business, commercial, and light industrial center in the 1920s and continued to grow and expand into the 1940s. As with many commercial downtowns in California, post-World War II suburban expansion resulted in the creation of new residential and commercial areas away from the historic commercial core.

Today, Berkeley's commercial downtown is eclectic, with numerous businesses, government agencies, and educational institutions reflective of Berkeley's wealth of ethnic diversity established after World War II. Close proximity to the University of California,

Berkeley campus and access to public transportation has enabled Berkeley to expand, grow and thrive. Throughout the downtown there is a mix of older commercial buildings, post-war development and more recent modern additions to the commercial core. The historic resources present in downtown reflect a wide range of themes and historic contexts including: residential and commercial development; civic, government and educational institutions; transportation; recreation; and cultural groups.

There are many resources that relate to the identified historic contexts associated with Downtown Berkeley. Within the survey area there are XXX resources currently listed on the National Register. In addition, there are XXX resources listed on the California Register, as National Register-listed resources are automatically entered into the California Register (California Code of Regulations Title 14, Chapter 11.5, Section 4851.3). There are XXX resources designated as Berkeley Landmarks and xxx resources designated as Berkeley Structures of Merit. There is one historic district is present: the Downtown Berkeley Civic Center District (local and National Register designated). There are XXX number of resources that are on the State Historic Resources Inventory. (This data will be completed upon final completion of the matrix).

Subcommittee and Community Participation

A Council-appointed subcommittee provided guidance to the survey effort and the types of mapped analysis that might inform the Downtown Area Plan Advisory Committee's (DAPAC's) policy discussions. ARG and City staff worked closely with subcommittee members and interested citizens to include and verify available information to the extent made possible by available resources.

The Subcommittee includes members of both DAPAC and the Landmarks Preservation Commission (LPC). The LPC/DAPAC Subcommittee members are:

LPC: Robert Johnson; Lesley Emmington Jones; Jill Korte; and Steven Winkel.

DAPAC: Wendy Alfsen; Lisa Stephens; Carole Kennerly; and Raudel Wilson.

Public meetings of this Subcommittee were held on: September 13, 2006; October 25, 2006; November 29, 2006; December 18, 2006; and xxxx. (final dates to be added later)

ARG provided a general overview of the survey's purpose and process to the entire DAPAC on July 15, 2006 and provided an overview of the survey's results on January 17, 2007.

Agendas for these meetings are located in Appendix XXX of this document.

Methodology

The methodology for the project has been developed in collaboration with the City of Berkeley Planning Department and the Subcommittee. Generally, the project has followed the recommended methodology outlined in *The Secretary of the Interior's Standards for Preservation Planning and Developing Historic Contexts*. In addition, *National Register Bulletin 24: Guidelines for Local Surveys: a Basis for Preservation Planning* was consulted while developing the methodology.

Reconnaissance Survey

For this project, ARG conducted a reconnaissance-level survey only. At the request of the LPC-DAPAC Subcommittee, efforts were directed toward the creation of a reconnaissance survey list incorporating a more extensive set of attributes and conditions than had initially been conceived. Historic Context Statements were also developed to guide future more intensive level surveys of downtown and to assist in resource evaluation. At the request of the Subcommittee, no State of California Department of Parks and Recreation (DPR) forms were completed for this project. As a result, no determinations of individual significance or eligibility have been made with regard to any of the resources in the survey area. It is expected that the reconnaissance survey, joined with the policy guidance of the DAPAC, will help focus such detailed efforts in the future.

ARG staff members conducted the fieldwork for the reconnaissance survey during August 2006. This included walking the entire survey area. Generally, the survey team focused on buildings and resources that appeared to be 45 years in age or older. The survey team carried Sanborn maps of Berkeley to compare with present-day streetscape configurations. Color photographs were taken of most buildings and sites within the survey area. Some structures were not visible from the public-right of way, and the survey team did not walk onto private property to view these structures. Nick Perry, a student at

the University of California, Berkeley and an intern with the City of Berkeley Planning Department, assisted the ARG survey team in the reconnaissance fieldwork efforts.

A matrix of information including parcel number, address, zoning, number of stories, age of construction, previous historic designation or survey information, preliminary integrity, and other survey information was developed as the primary work product for the reconnaissance survey. The matrix and matrix attribute explanation sheet are located in Appendix XXX of this report.

Mapping

The information developed for the Reconnaissance matrix was integrated into the City of Berkeley's GIS system, and a number of maps have been developed and are attached. These maps offer insights regarding the distribution of historic structures, their general condition, and how the ARG's survey corresponds with previous survey efforts. These maps include:

Building Age (pre-1901; 1901-1940; 1941-1960; and post-1961);

Preliminary Building Integrity (High/Good; Fair; and Poor);

Buildings Registered / Documented Previously; and

Pre-1941 Buildings Only (with ARG Preliminary Integrity and those Registered/Documented Previously).

The maps are located in Appendix XXX of this report.

Context Statement

A Context Statement was formulated during the course of this project identifying such historical themes relevant to Downtown Berkeley as commercial development, residential development, transportation, education, government and others. Research methods with regard to contexts and individual properties are discussed below.

Criteria Consulted

Generally as the survey team was undertaking the reconnaissance survey, the criteria of the National Register, the California Register and the City of Berkeley Landmarks Preservation Ordinance were consulted. However, as this survey is only a reconnaissance-level survey, no formal determinations of eligibility under any of these

criteria have been made.

Integrity

To be eligible for both the National and California Register, a resource must not only be historically or architecturally significant, it must also retain integrity or the ability to convey its significance. Integrity is grounded in an understanding of a property's physical features and how they relate to its significance. Integrity involves seven aspects: location, design, setting, materials, workmanship, feeling, and association. These aspects closely relate to the resource's significance and must be primarily intact for National or California Register eligibility. Resources that have lost a great deal of their integrity are generally not eligible for either the California or National Registers.

For the purposes of the reconnaissance survey ARG gave four general preliminary integrity evaluations based on field investigation only. They are: high, good, fair, and poor.

High – Retains excellent integrity and almost all aspects of integrity.

Good – Retains most aspects of integrity.

Fair – Alterations or loss of fabric have somewhat impaired the overall integrity.

Poor - Alterations or loss of fabric have impaired the resource's ability to convey its significance.

Historical Research

For the purposes of this project, the collections of the Berkeley Public Library; the University of California, Berkeley various campus libraries and collections; the San Francisco Public Library; the California Historical Society; the Berkeley Architectural Heritage Association; the Berkeley Historical Society; and a number of online research collections were consulted. Additionally, the survey team reviewed the Berkeley Local Landmark Designation Reports for many of the downtown landmarks as in many cases these provided contextual information on the downtown. A complete bibliography follows the Context Statement.

Detailed maps of the survey area were especially helpful to the survey team. The Sanborn Map Company produced maps of municipalities for fire insurance purposes from the 1860s through American involvement in World War II with some mapping continuing to the present. Sanborn maps have become valuable

resources for researching and documenting historic properties. These maps show building footprints, street names, building addresses, information about construction techniques, number of stories, and other important information about historic buildings. Several Sanborn maps exist for Berkeley including the years 1894, 1911, 1929, and 1950. Digital copies of these maps were obtained from the Los Angeles Public Library online data base collections. Further, the actual hard copy of the 1950 map is housed in the Berkeley Public Library and was consulted when the digital copy was unclear.

City Directories for Berkeley were also used at the Public Library. Classified advertisements and business listings in these directories provided valuable information for the development of the context information.

Previous Surveys Consulted

There have been numerous historic resource survey efforts that have encompassed parts of Downtown Berkeley. For every property the matrix notes any assignment within a previous survey. While there is general agreement across previous surveys, many inconsistencies exist, and this was one reason why updated survey work was imperative to the present DAP effort. Previous surveys consulted by the survey team included: (verify survey names, coordinate with matrix when finished):

- State Historic Resources Inventory (1978)
- 1987 Berkeley Architectural Heritage Association (BAHA) Survey
- 1990 Downtown Plan with BAHA Contributing and Significant buildings identified.
- 1990 Downtown Plan and EIR
- State Historic Preservation Office Cultural Heritage Resource Information System Historic Property Data File for Alameda County, City of Berkeley – printed by State on June 16, 2006
- City of Berkeley Staff Survey - Preliminary staff survey in early efforts for the 2006 Downtown Plan revision
- AC Transit Survey (2006) - AC Transit environmental

review for the Rapid Transit project

Preliminary Reconnaissance Survey Findings

Preliminary Individual Resource Evaluations

This survey effort has been a reconnaissance-level survey only. As a result, no determinations of individual significance or eligibility have been made with regard to any of the resources in the survey area. The survey does include a preliminary assessment of integrity, and the matrix identifies resources that ARG recommends for further documentation and evaluation using the State of California DPR survey forms.

A Need for Further Survey Efforts

More intensive survey efforts should be undertaken to gain a more detailed understanding of some of the potential individual historic resources and historic districts present in Downtown Berkeley. The criteria of the National and California Registers and the City of Berkeley Landmarks Preservation Ordinance should be applied during intensive documentation using the State of California DPR survey forms.

Clusters of Historic Resources

Based on the reconnaissance survey, the survey team has identified several clusters of historic resources or distinct streetscapes that might suggest special recognition within DAP policies. For example, with additional future evaluation, some of clusters might qualify as potential historic districts at the local, state, or federal levels. It should be noted that it is unlikely that the entire Downtown Area Plan boundaries would be considered a single historic district. Instead, several sub-areas of Downtown may qualify as historic districts upon further evaluation. Other policies are also available for assuring that new interventions are sympathetic near historic resource clustered, including but not limited to design, zoning, use, and height recommendations. (Consideration of other policies is beyond the scope of this historic survey, which is focused solely on evaluating the existing stock of buildings.) Some apparent clusters of resources are discussed below.

- The Civic Center is already designated as a historic district under the City of Berkeley's Landmarks Preservation Ordinance. It is also a National Register-listed historic

district. It is recommended that both of these designations be updated to expand the boundaries to include the 1959 John Hudspeth designed Alameda County Court House as a contributor. While this building was constructed at a later date than the majority of the historic district contributors and is constructed in a different style of architecture, it was constructed in the heart of Berkeley's Civic Center, and it shares the government and civic historic context for which the district is significant.

• The Shattuck Avenue Commercial Corridor runs along Shattuck Avenue from about Durant to University Avenue (maybe as far as Hearst Avenue) and includes a cluster of historic commercial buildings that share historic contexts, themes, physical attributes, and characteristics. This cluster of historic buildings includes some commercial buildings that face intersecting streets just off Shattuck Avenue including Bancroft Way, Kittredge Street, Allston Way, Center Street, and Addison Street. With further study, the potential historic district may also include several blocks along University Avenue to form an overall L- or T-shape depending on the potential district boundary.

• Residential areas on the periphery of the Downtown Area Plan are generally part of larger residential neighborhoods. The Downtown Area Plan boundaries overlap these residential areas but do not encompass them fully. Further study of these entire residential neighborhoods should be undertaken at some point to determine the relevant contexts, boundaries and historical associations.

• The cluster of historic commercial resources around what was once the Dwight Station area (Shattuck Avenue at Dwight Way) should be further studied to determine if a potential historic district is present in this part of the Downtown Area Plan survey area.

Introduction to Context Statements

Cultural resources surveys cannot be fully complete without linking resources to their associated historic contexts. The establishment of historic contexts is vital to targeting survey work effectively. In order to be able to make significance evaluations for resources within Downtown Berkeley, several historic contexts were identified and developed into a context statement.

Historic contexts are broad patterns of historical development in a community or a region that may be represented by historical resources and can be identified through consideration of the history of individual properties or groupings of properties within the surrounding area. The establishment of these contexts provides the foundation for decision making concerning the planning, identification, evaluation, restoration, registration, and treatment of historic properties, based upon comparative significance. Historic contexts can be developed for all types of resources including, but not limited to, buildings, structures, objects, sites, and historic districts. The methodology for developing historic contexts does not vary greatly with different resource types, and they may relate to any of the four National or California Register criteria, as well as any established local criteria of evaluation.

At the core of historic contexts is the premise that resources, properties, or occurrences in history do not occur in a vacuum but rather are a part of larger trends or patterns. The discussion outlines the historic contexts for the survey area so that at a future date the historic resources within Berkeley's downtown can be fully evaluated.

The following contexts were developed:

- Community Planning & Development;
- Commerce;
- Commercial Architecture;
- Civic Development & Architecture;
- Residential Development & Architecture;
- Transportation;
- Light Industry;
- Cultural & Social;
- Ethnic Groups & Heritage;
- Education;
- Health & Medicine; and
- Entertainment, Recreation & Performing Arts.

CONTEXT: Community Planning & Development

In 1852 Francis Kittredge (F.K.) Shattuck, his brother-in-law George Blake, James Leonard, and William Hillegass acquired one square mile of East Bay land, spanning from Strawberry Creek on the north, Russell Street on the south, College Avenue on the east, and Grove Street (now Martin Luther King, Jr. Way) on the west.¹ The portion of land that would eventually become Downtown Berkeley was divided between two of the partners; Shattuck was allotted the strip between Martin Luther King, Jr. Way and Shattuck Avenue, and Blake received the strip between Shattuck Avenue and Ellsworth. Despite this early real estate activity, the area, hampered by a lack of transportation, did not develop as a town for over a decade. The first community in the area was at Ocean View, not Shattuck's land and the current downtown. By the mid 1860s the community on the San Francisco Bay shoreline consisted of a small industrial town reliant on water transportation.²

East Berkeley developed in connection with the inception and growth of the University of California, Berkeley. In 1864 trustees of the College of California created the College Homestead Association, a real estate venture, with the purpose of financing the school. Two years later the association named the new town Berkeley, filed a survey plat map, and began selling lots. In order to be eligible for land grants under the Morrill Act of 1862, the California legislature voted to build a college of Agriculture, Mining, and Mechanical Arts. The College of California offered their land and buildings for the new college with the condition that the school would include liberal arts in its curriculum. In 1866 the offer was accepted, and the University of California established.³ The western frontage was much smaller than it is today; it was roughly five city blocks. A horsecar line was established along Choate Street (now Telegraph Avenue), and residences and businesses were constructed near the line, south of campus. Early campus buildings were constructed near the Telegraph Avenue entrance to the University with the area directly abutting the downtown left undeveloped.⁴

Development along Shattuck Avenue was hastened by improvements in transportation. With encouragement from F.K. Shattuck, in 1876 the Central Pacific (later the Southern Pacific) Railroad extended a spur line from Oakland along Adeline Street and Shattuck Avenue terminating at Stanford Square (now Shattuck Square and Berkeley Square). Shattuck Avenue was designed to be exceptionally wide in order to accommodate the train tracks, station, and roadway for carriages and carts. Passengers could disembark at four



Image 1: "Auction Sale of Berkeley Real Estate" map, 1878 (source: Woodward & Taggart, real estate auctioneers).

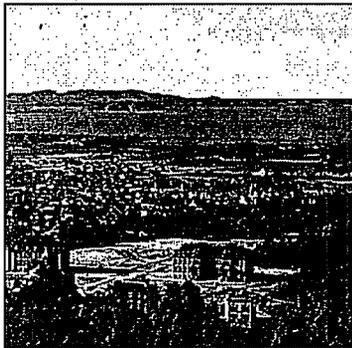


Image 2: Panorama showing wooded area between campus and downtown, 1905 (source: Online Archive of California).

Berkeley stops: Lorin, Newbury, Dwight, and Downtown Berkeley. Commercial developments quickly grew around the stops.⁵ Train service in Downtown Berkeley was supplemented by horsecar lines. One horsecar route ran along University Avenue connecting Ocean View, Downtown Berkeley, and the University. A second ran east/west past the Dwight Way train stop. A small commercial strip developed at the intersection. The Dwight Way commercial area and station were promoted by James Loring Barker, a Berkeley landowner. Barker predicted the area would become the center of town.⁶

The Town of Berkeley was incorporated in 1878, joining the communities of Ocean View and the campus community of east Berkeley. By that time Shattuck Avenue was already established as the major commercial street boasting a railroad station, hotel, shops, social hall, and F.K. Shattuck's house. An 1878 real estate map of the area showed the layout of the downtown. The street grid was very similar to its current configuration—a rough grid bisected by and adjusted to the Shattuck Avenue rail line. Although regular and orthogonal, the block sizes varied. One large area between Center Street, Bancroft Way, Shattuck Avenue, and Martin Luther King, Jr. Way, most likely the area around F.K. Shattuck's house, was unplatted.⁷

The 1894 Sanborn Fire Insurance Map shows that by that year commercial uses were concentrated on Shattuck Avenue between University Avenue and Center Street with more businesses at the corner of Center Street. Although a few commercial buildings wrapped the corner of Shattuck Avenue and University Avenue, the buildings on University Avenue were mainly residences interspersed with undeveloped lots. At the southern edge of downtown, Strawberry Creek was still above ground and ran from the University grounds down Allston Way, creating a natural barrier. South of Allston Way the study area was almost entirely residential, with the exception of the small commercial area focused at Shattuck Avenue and Dwight Way. University Avenue, another horsecar route, was also residential. The only commercial buildings were located at its intersection with Shattuck Avenue. Although University Avenue terminated at the University grounds, at this time, the campus buildings were focused at the south end of campus at Sather Gate, and the buildings bordering the west end of the campus were primarily residential. As late as 1900, the west edge of the campus remained undeveloped and wooded with only one road and footpath leading to the downtown. The road and path did not correspond to Downtown Berkeley's grid.⁸ As the downtown

grew in the late nineteenth century, pressure mounted to remove the unsightly Southern Pacific freight yards from Shattuck Square. In 1903 the yards were relocated to south Berkeley, and the square was eventually used as a park. The train station in Berkeley Square remained.

Early on the morning of 18 April 1906, the San Francisco Bay Area was rocked by a strong earthquake. Many buildings in San Francisco were damaged, and many more were destroyed by the subsequent fire. Residents of the city took refuge in nearby cities like Berkeley. As San Francisco rebuilt, its residents returned, but it has been estimated that about 20,000 San Franciscans remained in Berkeley and became permanent residents.⁹ The 1906 influx resulted in corresponding construction boom to house the earthquake refugees.

The 1911 Sanborn Map shows that commercial development remained focused on Shattuck Avenue but had extended in both directions. By this time Center Street had grown into a prime commercial street, especially for real estate offices. Although the freight yards had been removed, Shattuck Square still interrupted Addison Street. As a result, the block between University Avenue and Addison Street east of Shattuck Avenue was noticeably less developed than the surrounding area. Although the downtown was primarily commercial with residential around the periphery, some light industrial businesses were scattered throughout the downtown area including: the Golden Sheaf Bakery at 2069 Addison Street, the Berkeley Press at 2117 Addison Street, and the Creamery at 2106 Allston Way. University Avenue remained primarily residential, but the commercial strip at University Avenue and Shattuck Avenues had expanded. A printing press and the Peoples Water Company Pump House were also located within this commercial area.¹⁰

As the city's commercial areas developed and the population grew, so did the need and desire for public buildings. At the time urban design and public architecture throughout the United States were strongly influenced by the City Beautiful Movement. The movement advocated the beautification of cities through grand, classically inspired public buildings, harmony of size and height, formally designed plans and landscapes, and imposing civic centers. In 1909 Berkeley's Beaux Arts City Hall designed by John Bakewell and Arthur Brown, Jr. was completed. It was hoped that the building would serve as the focal point of a civic center in keeping with City Beautiful principles. In 1914 planners Lewis P. Hobart and Charles H. Cheney designed a formal plan with City Hall at the head of a civic square surrounded by impressive public buildings. The city

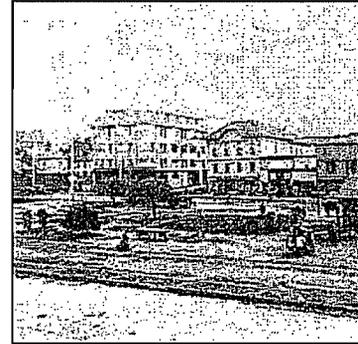


Image 3: Shattuck Square near Addison Street (source: Berkeley Public Library).



Image 4: 1920 Zoning Map illustrating districts (source: "City of Berkeley Zone Map, Ordinance No. 666").

did not own the land to complete the plan, but the idea of public buildings surrounding a central square guided the development of the Civic Center for the next several decades until the square was completed in 1941.¹¹ The location of City Hall, and eventually the Civic Center, further encouraged the development of Center Street as a prime commercial street connecting city government and the University.

Development throughout the city was influenced by the 1920 passage of a comprehensive zoning measure that divided Berkeley into land-use districts.¹² Seven classes of districts were created, and the downtown area included five, which can be summarized as: residential, retail enterprises, health care functions (hospitals, sanitariums, etc.) public buildings (including schools), and wholesale commercial/ auto-related services.

A number of important architects also contributed to the planning and development of Downtown Berkeley through the design of buildings constructed in this area of town. These significant architects include, but are not limited to, John Galen Howard, William Wharff, Walter Ratcliff, and James W. Plachek.

The 1920s were a period of dramatic growth for Downtown Berkeley, and the size and scale of the buildings changed. In 1927 the twelve-story Chamber of Commerce Building designed by noted architect Walter H. Ratcliff, Jr. was completed. At the time it was the tallest building in the city (except for the University's Sather Tower). In 1923 a notorious business deal led to the development of Shattuck Square (the former freight yards) from a park to a commercial block.¹³ As part of the development, Addison Street was extended through the square.¹⁴

According to Steve Finacom, U.C. Berkeley historian, major changes also took place on the U.C. Berkeley campus in the 1920s. The University undertook two actions that expanded the campus edge considerably. The first was the acquisition of the "Oxford Tract" after the 1923 Fire. The purchase of this extremely long block northwest of the campus and just one block east of Shattuck Avenue, and its subsequent use for agricultural experimental land and facilities, ensured that the Downtown would not significantly grow northeast from its original core.¹⁵

Similarly, the ASUC / UC purchase of the "Southwest Athletic Project" properties in the late 1920s and early 1930s extended the campus border from just south of Strawberry Creek on Oxford Street

all the way to Bancroft Way. Three city blocks (roughly bordered by Dana Street, Allston Way, Bancroft Way, and Oxford Street/Fulton Street) were purchased in this era and cleared and merged to form the site for the current track stadium and baseball field. In private ownership, this area had been dense with residential and private institutional buildings--early photos show it as one of the most built-up districts of East Berkeley. If this had remained privately owned land and part of the City street grid, it's conceivable that during the mid-twentieth century the downtown would have crept around the southwestern corner of the campus and extended up to meet the Telegraph commercial district, which then went as far north as Sather Gate. Instead, the development of the track stadium as a fairly handsome, but impenetrable, "wall" along the eastern edge of Downtown, helped ensure that the downtown would basically feature a roughly two-block-wide, linear commercial corridor along Shattuck Avenue.¹⁶

The 1929 Sanborn Map shows several changes in the development patterns of the city. In the previous decades Shattuck Avenue north of University Avenue was residential in character with few commercial buildings. By 1929, on this stretch of Shattuck Avenue, commercial buildings and offices had replaced residences. Further south, around Center Street and Martin Luther King, Jr. Way, the Berkeley Veterans Memorial Building (1928), City Hall (1909), and Berkeley High School (1900) had been constructed, creating the beginnings of a civic center. However, the city had not purchased all the land for the central square, and the result was an unusual juxtaposition of grand public buildings surrounding a lumberyard, auto repair shop, single-family residences, and apartment buildings. In the years between the 1911 and 1929 Sanborn maps, the character of University Avenue within the downtown had changed dramatically. In 1920 University Avenue between Oxford Street and Martin Luther King, Jr. Way (then Grove Street) was zoned a Class-II District, which included retail business, trades, professions, stores, as well as residences.¹⁷ By 1929 the street had shifted from residential uses to commercial uses. In many cases single-family houses had been demolished and replaced with commercial structures, and in others, commercial buildings were constructed in front of residences.¹⁸

After the 1929 stock market crash and ensuing Great Depression, commercial and industrial construction in Downtown Berkeley slowed.¹⁹ In contrast, building in the public sector was active, some as a result of relief programs. Three Berkeley High buildings were designed and/or built as Works Progress Administration (WPA)

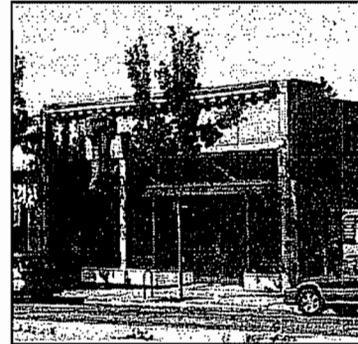


Image 5: 1920 Shattuck Avenue north of University Avenue (source: Nick Perry for ARG, August 2006).

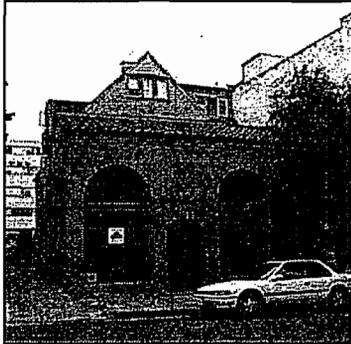


Image 6: 2124 Kittredge Street was a residence converted to commercial use in the 1920s (source: Nick Perry for ARG, August 2006).

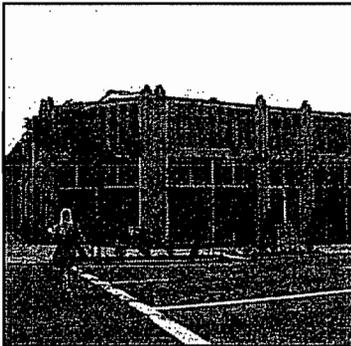


Image 7: 2140 Durant Way was an early automobile showroom (source: Nick Perry for ARG, August 2006).

projects.²⁰ A new Berkeley Public Library was completed in 1930.²¹ Murals in Berkeley's Post Office were painted in 1936 and 1937 for the Treasury Relief Art Project.²² The U.C. Press at 2120 Oxford Street was built with University and WPA funds.²³ The United Artists Theater was built as a locally funded Depression employment and amusement measure.²⁴

After nearly half a century, the University finally began to develop its western edge of campus. Around 1928 the University created the current horseshoe-shaped drive connecting to University Avenue and Center Street.²⁵ By 1934 Edwards Stadium and Goldman Field had been constructed at the southwest corner of the campus.²⁶

The Depression caused a change in the character of the downtown residential areas. In the previous decade, the downtown had become a less popular place for single-family residences. During the Depression many families saw a decrease in income and could no longer afford their houses. The result of these two factors was that many of the large single-family residences in the downtown area were modified to become rooming houses or flats. On some streets, such as University Avenue and Kittredge Street, which had transitioned from residential to commercial, storefronts were added on first floor of residences.

World War II production brought the City of Berkeley and the country out of economic stagnation. In the East Bay shipyards in Richmond and Oakland drew numerous workers who, due to housing shortages, often settled in nearby cities including Berkeley. After the war, construction in the downtown resumed. Many of the war workers chose to remain, increasing the population and changing the demographics of the city.

One of the most visible changes of the 1950s was the intensification of car culture. As early as the 1920s, gas stations and auto repair shops were located in the downtown area. However, by the 1940s and 1950s, car-related commerce was ubiquitous in the built environment. Shattuck Avenue around Dwight Way was the location of new car lots and showrooms. Parking lots dotted the cityscape, and gas stations and new building forms like drive-in restaurants were constructed. Many of these car-oriented buildings were setback from the street, interrupting the street wall and the pedestrian orientation of the downtown. Similarly, in 1950 on University Avenue within the downtown, there were gas stations, used car lots, auto repair shop, parking lots, and autobody shops intermixed with commercial buildings.²⁷ New transit options such as the recently completed Bay Bridge enticed people to commute by auto. As a

result, the Key Route System declined, and the Southern Pacific stopped commuter service to Berkeley's downtown in 1941.²⁸

In the post-war years, the University of California became a preeminent nuclear research facility drawing professors, students, researchers, and technicians to the area. In addition, the G.I. Bill increased enrollment. The growth stressed the campus infrastructure and residential rental market. The University expanded into the blocks surrounding the campus. The University had purchased property along the west side of Oxford Street as early as 1914 (and perhaps earlier) but its "westward expansion" was slow and fitful. Some downtown properties the University bought but sold back into private ownership. Much of the property that the University currently owns in downtown was purchased prior to World War II, and prior to the era of "UC expansion" in the 1950s/60s.²⁹

Large apartment buildings were constructed between single-family residences, and houses were subdivided into apartments and flats.³⁰ Berkeley, the City, and the University, were the face of nationwide labor and civil rights activism in the mid and late 1960s. However, these important cultural shifts did not result in significant changes to the built environment of downtown.

Although Berkeley was not subject to the large-scale demolition typical of 1960s and 1970s redevelopment in many other U.S. cities, some buildings of downtown were razed to make way for new construction. In the years between 1969-1971, two skyscrapers designed by John Galen Howard at Shattuck Avenue and Center Street were demolished. The thirteen-story Great Western Building replaced one.³¹

Ninety-six years after mass transit arrived in Downtown Berkeley in the form of Southern Pacific trains, Bay Area Rapid Transit (BART) opened its doors in September 1972. The high-speed trains connected major commercial centers, like Berkeley, and suburbs throughout the region. The system was the result of region-wide transit planning begun in late 1950.³² Berkeleyans originally approved a combination of aerial and subway lines through the city but later came to oppose the plan in favor of a subway line. The issue was resolved when 83% of Berkeley residents voted to tax themselves in order to pay for BART to run underground.³³ Following the completion of the system, Shattuck Avenue was renovated with benches, resting areas, trees, and large parking bays. The Downtown Berkeley BART station reinforced Shattuck Avenue as the city's commercial core.

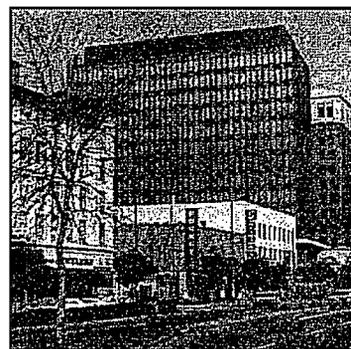


Image 8: Great Western Building, 1978 (source: Berkeley Public Library).

Extant Resources Associated with the Community Planning & Development Context

Most of Berkeley's historic commercial, industrial, and residential buildings are reflective of the city's patterns of development. For example, the shops and office buildings on Shattuck Avenue are illustrative of that street's role as the commercial core of the city. Similarly the single-family residences are typical of the residential areas built up primarily between 1890 and 1920. The buildings that comprise the Civic Center relate the gradual development of Civic Center Park as the center of public buildings in the downtown. Even the existing street pattern communicates the original grid, adjusted to accommodate trains and other traffic along Shattuck Avenue. Because of the broad nature of this context, extant associated resources will be provided as part of more specific contexts such as Commercial Architecture. Examples of extant resources are provided in the Commercial Architecture section of this report.

Important Persons

A number of important persons are associated with this context including, but not limited to:

F.K. Shattuck
John Galen Howard
William Wharff
Walter Ratcliff
James W. Plachek

Endnotes: Community Planning and Development

- ¹ Susan Dinkelspiel Cerny. *Berkeley Landmarks* (Berkeley, CA: Berkeley Architectural Heritage Association, 1994) 64.
- ² Works Progress Administration. Federal Writers' Project. *Guide to 1930s California: the WPA Guide to California* (1938) 6.
- ³ *A History of Berkeley: An Exhibit Commemorating the Centennial of the City of Berkeley* (Berkeley, CA: Berkeley Art Center, 1978) 12.
- ⁴ Shattuck Avenue, Berkeley, Street Scape, 1878-1978." [Berkeley, CA: Berkeley Architectural Heritage Association, 1978]
- ⁵ Cerny, 102.
- ⁶ Ibid.
- ⁷ "Auction Sale of Berkeley Real Estate . . ." Map. Woodward & Taggart, real estate auctioneers, 1878.
- ⁸ Raymond, William G. "Map of Berkeley: Oakland Township, Alameda County, California." Map. San Francisco, CA: Britton & Rey, 1900
- ⁹ Ibid.
- ¹⁰ Sanborn Map Company. *Insurance Maps of Berkeley, 1911.*
- ¹¹ "City Beautiful": A 1914 Vision of the Civic Center." *The Independent and Gazette*, 26 September 1979—3.
- ¹² *A History of Berkeley*, 32.
- ¹³ Berkeley Architectural Heritage Association, 48 Shattuck Square DPR form.
- ¹⁴ Berkeley Architectural Heritage Association, Terminal Place DPR form.
- ¹⁵ Correspondence with Steve Finacom 15 November 2006.
- ¹⁶ Ibid.
- ¹⁷ "City of Berkeley Zone Map." Map. [Berkeley, CA?: s.n.], 1920.
- ¹⁸ Sanborn Map, 1929.
- ¹⁹ Ibid.
- ²⁰ Cerny, 172.
- ²¹ Ibid., 92.
- ²² Ibid., 91.
- ²³ Berkeley Architectural Heritage Association, U.C. Press DPR form.
- ²⁴ Berkeley Architectural Heritage Association, 2274 Shattuck Avenue DPR form.
- ²⁵ "Street Index Map of Oakland: Albany, Berkeley, Emeryville, Piedmont, Alameda, San Leandro, California." Map. Alameda Co., CA: Oakland Title Insurance and Guaranty Company, 1927 and 1929 Sanborn Map.
- ²⁶ "Map of the City of Berkeley, Alameda County, California." Map. [Berkeley?, s.n.], 1934.
- ²⁷ Sanborn Map, 1950.
- ²⁸ *A History of Berkeley*, 32.
- ²⁹ Correspondence with Steve Finacom 15 November 2006.
- ³⁰ Sanborn Map Company. *Insurance Maps of Berkeley, 1950.*
- ³¹ Cerny, 67.
- ³² Ibid, 1.
- ³³ *Looking Back at Berkeley: A Pictorial History of a Diverse City*, 51.

COMMUNITY PLANNING & DEVELOPMENT

CONTEXT: Commerce

The earliest commercial district in east Berkeley formed along the Telegraph Avenue horsecar line in the early 1870s. However, once the Central Pacific extended its steam train line along Shattuck Avenue in 1876, that street quickly became Berkeley's commercial center with the train station at Berkeley Square the focus. A second stop at Dwight Way created another, smaller, commercial center. By 1878, the year the Town of Berkeley incorporated, Shattuck Avenue could boast a railroad station, hotel, handful of shops, social hall, and F.K. Shattuck's residence.¹

By 1894 Berkeley's downtown commercial area had grown significantly. The Sanborn map from that year shows commercial uses were concentrated on Shattuck Avenue with dense development between University Avenue and Center Street. The businesses stretched south to Allston Way. Additional businesses wrapped the corner of Shattuck Avenue and extended eastward on Center Street. The second commercial district at Shattuck Avenue and Dwight Way remained small and was separated from downtown by residential development.²

Commercial buildings were generally one- and two- stories with small rectangular footprints. The majority of buildings directly abutted neighboring structures. The businesses housed within met Berkeley residents' general needs and sold merchandise such as: harnesses, carpets, paint, stationary, produce, groceries, fruit, meat, baked goods, drugs, and cigars. In addition, barbers, cobblers, and blacksmiths offered their services. South of downtown, in the Dwight Way commercial area, the types of shops and businesses were similar: barbers, bakeries, drugs, dry goods, and a billiard hall.³

In 1903 the Key System, a line of electric trains connecting Bay Area cities, extended its line to Downtown Berkeley via Shattuck Avenue, reinforcing the street's position as the city's commercial center.⁴ In 1905 to promote Berkeley's commercial interests, a Chamber of Commerce was founded.⁵ One year later, Berkeley's downtown received an unexpected and tragic boost. The San Francisco earthquake of 18 April 1906 shook the entire Bay Area, but the subsequent devastating fire was limited to San Francisco. As a result, many people and businesses moved, some temporarily and others permanently, to communities such as Berkeley. Writer Warren Cheney in a December 1906 article in *Sunset Magazine* described the transformation the San Francisco earthquake and fire had on commercial enterprises in Berkeley:

COMMERCE

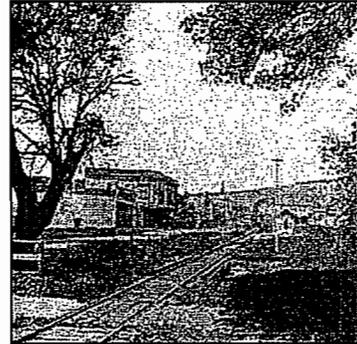


Image 9: Berkeley Station looking north, ca. 1888 (source: Berkeley Public Library).



Image 10: Dwight Way and Shattuck Avenue, ca. 1880 (source: Berkeley Public Library).



Image 11: Center Street at Shattuck Avenue, no date (source: Berkeley Public Library).

It will give everyone who was familiar with commercial San Francisco a queer and creepy feeling down his spine to drive along the streets of commercial Berkeley and contemplate the business signs. He will find Tillman & Bendel, the California Furniture Company, Tatum & Bowle, the California Power Works, the Yosemite Engraving Company, the Van Emon Elevator Works, the Sperry Flour Company, and a host of others which before the fire were the milestones in the San Francisco commercial roads.⁶

Five years later, the 1911 Sanborn map showed that the general patterns of commercial development established in the late nineteenth century were primarily the same in the early twentieth century. Businesses remained focused on Shattuck Avenue but had extended further south. With minor interruptions commercial buildings stretched from University Avenue to Bancroft Way with a second group around Dwight Way. Shattuck Avenue north of University Avenue had previously been residential, but by 1911 had become increasingly commercial in character. Center Street had grown into a prime commercial street and was lined with shops and offices.⁷

Downtown commercial buildings in the early twentieth century were more substantial than those of the late nineteenth century. Between 1901 and 1916 many of the small nineteenth century wood-frame commercial buildings were replaced with larger-scale masonry buildings. In contrast to the small buildings shown on the 1894 Sanborn map, those on the 1911 map had much larger footprints. Rather than single shops in individual buildings, larger commercial blocks with multiple ground-floor shops were more common. In addition, although two-story commercial buildings were still the norm, buildings with three to six stories had been constructed including the six-story Berkeley National Bank building at 2129 Shattuck Avenue, the five-story Studio building at 2045 Shattuck Avenue, and the five-story 1st National Bank building at 2134 Shattuck Avenue. On the 1911 Sanborn map many commercial spaces were listed only as shops without specifying the types of goods sold. However, identified businesses included: restaurants, creameries, meat shops, banks, drugstores, hardware stores, and laundries.⁸

Sanborn maps showed that the most noticeable change between 1911

and 1929 was the growth in the number of commercial enterprises. By 1929 the downtown commercial district focused at Shattuck Avenue and Center Street, and the smaller commercial district focused at Dwight Way and Shattuck Avenue had grown together to create one continuous commercial strip. From University Avenue to Dwight Way, Shattuck Avenue was devoted almost entirely to shops, offices, hotels, and restaurants. In addition, Shattuck Avenue from University Avenue north to Hearst Avenue was almost entirely commercial. The character of University Avenue east of Martin Luther King, Jr. Way had also changed; residences had been replaced with shops. Shattuck Square, the former Southern Pacific freight yards, was built out with commercial buildings in 1923.⁹

Berkeley's downtown offered residents and visitors a variety of services and products including: drugs, restaurants, baked goods, photography shops/studios, hardware, billiards, banks, paints and wallpaper, laundries, electrical shops, bicycle repair, and pool halls. The growing popularity of the automobile was also evident in repair shops, auto sales, vulcanizing shops, and garages.¹⁰

Additional types of commercial enterprises in Downtown Berkeley included hotels, department stores and furniture stores. The corner of Shattuck Avenue and Allston Way was selected as the site of the Shattuck Hotel in 1907. The hotel opened on December 15th, 1910 and was immediately recognized as the finest hotel in Berkeley.

S. H. Kress & Company five-and-dime store built a prominent Berkeley location on Shattuck Avenue in 1932. The Kress Company was founded in 1896 and was in business until 1981. Many California cities have extant Kress stores; these stores often are of a high architectural quality, including the Berkeley store. Roos Brothers Department Store was a San Francisco-based department store with a branch in Berkeley at Shattuck Square. The Roos Company merged with Robert Atkins Men's Clothier and became Roos/Atkins, a chain of upscale men's clothing stores. The chain expanded after World War II but declined in the 1980s; closing all locations by the early 1990s. Additionally, Hinks Department Store in Berkeley, located behind the Shattuck Hotel, was a downtown fixture from the 1920s until it went out of business in the 1980s. Breuners and Stone Pierce were two prominent furniture stores in downtown.

Although twenty-one years had passed between the 1929 and 1950 Sanborn maps, the pattern of commercial development during this period remained fairly consistent. The greatest change was the

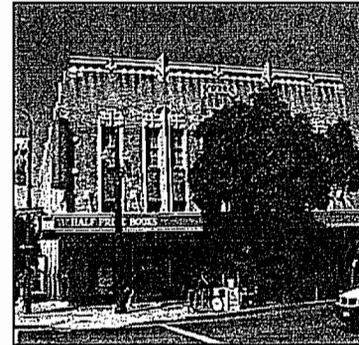


Image 12: Kress Store on Shattuck Avenue (source: Nick Perry for ARG, August 2006).



Image 13: Early postcard of the Shattuck Hotel (source: www.shattuckhotelplaza.com).

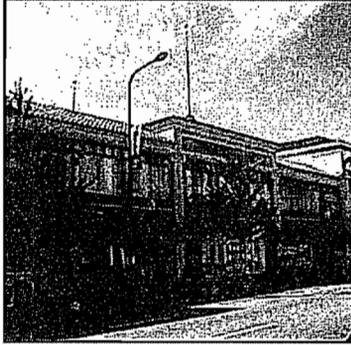


Image 14: Roos Brothers Department Store, Shattuck Square (source: Nick Perry for ARG, August 2006).

increase of automotive-related businesses throughout the downtown area including: gas stations, garages, repair shops, new car sales, used car sales, parking lots, auto body shops, and tire services. Surprisingly there was a concentration on Oxford Street, the downtown street facing the University; on the five blocks between Hearst Avenue and Allston Way, there were five gas station/ auto repair shops, one auto sales showroom, and one parking lot. The only other commercial enterprises on this stretch of Oxford Street were located in the commercial block at 2150 Oxford Street. A second cluster of automotive-related businesses was located at the south end of the downtown area around Shattuck Avenue and Dwight Way bordering Berkeley's auto row to the south.¹¹

Social and cultural upheaval marked Berkeley in the late 1960s. Despite these changes, the types of downtown businesses has remained fairly constant since the 1950s. In 1974 downtown retailers in order of popularity were: eating and drinking establishments; furniture/ home furnishings; apparel and accessory shops; automotive dealers/ gas stations; food stores; general merchandise; and building materials/hardware. Most businesses were small enterprises 76% of retail establishments had fewer than 5 employees. Only about 4% had more than 26 employees.¹²

Extant Resources Associated with the Commerce Context

Most of Berkeley's historic commercial buildings are illustrative of the city's commercial development. For example, the shops and office buildings on Shattuck Avenue represent that street's role as the commercial core of the city. Similarly the single-family residences are typical of the residential areas built up primarily between 1890 and 1920. Because of the broad nature of this context, examples of development will be provided as part of more specific contexts such as Commercial Architecture, Transportation, Entertainment, etc.

Important Persons

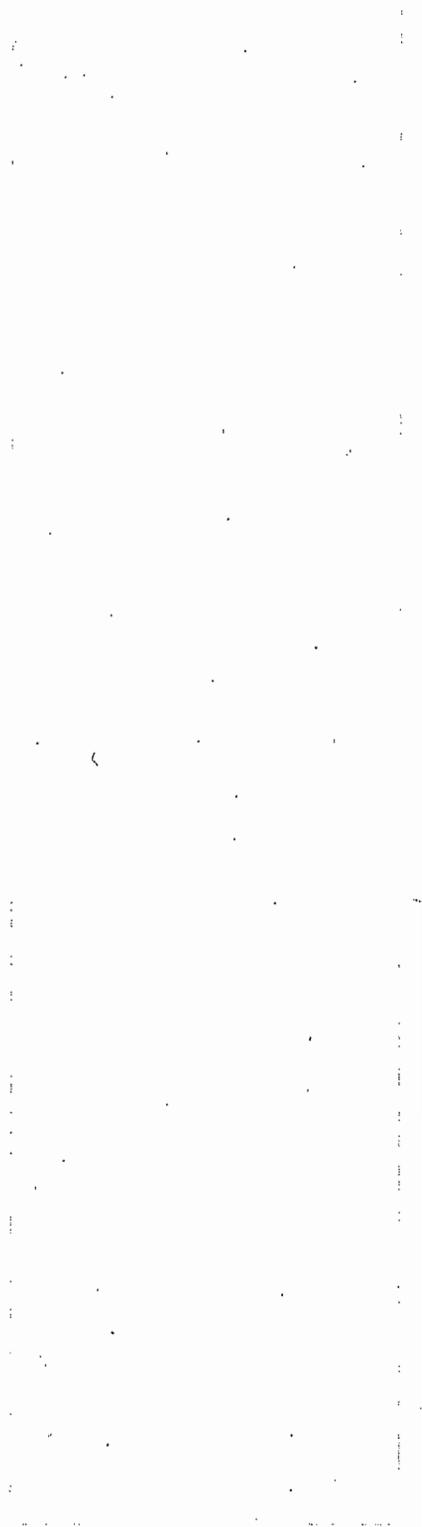
A number of important persons are associated with this context including, but not limited to:

G. Paul Bishop
Lester Hink

Endnotes: Commerce

- ¹ Susan Dinkelspiel Cerny, *Berkeley Landmarks* (Berkeley, CA: Berkeley Architectural Heritage Association, 1994) 64.
- ² Sanborn Map Company. *Insurance Maps of Berkeley, 1894*.
- ³ Ibid.
- ⁴ Karen Jorgensen-Esmaili, coordinator, *The History of Berkeley's Downtown* (Berkeley, CA: Berkeley Historical Society, 1983) 2.
- ⁵ Works Progress Administration, Federal Writers' Project, *Guide to 1930s California: the WPA Guide to California* (1938) 86.
- ⁶ Ibid.
- ⁷ Sanborn Map Company, *1911*.
- ⁸ Ibid.
- ⁹ Sanborn Map Company, *1929*.
- ¹⁰ Ibid.
- ¹¹ Ibid., *1950*.
- ¹² "Downtown Community Profile." Manuscript, Berkeley Planning Department, Master Plan Revision Program (November, 1974) 9.

COMMERCE



CONTEXT: Commercial Architecture and Engineering**BUILDING TYPES**

The bulk of construction in Berkeley's downtown occurred between the late 1870s, when the construction of the area commenced, to the 1930s when the number of buildings constructed diminished due to the Great Depression and other economic pressures. Many of the buildings from the nineteenth century were one- or two-story wood structures with small footprints. These were replaced with more substantial masonry buildings in the early twentieth century. In addition, in 1910 the Shattuck Hotel, the city's first reinforced concrete building, was constructed.¹ Although there are a wide variety of commercial building types, by far, the most common in Berkeley have been the one- and two-part commercial blocks. These very versatile types were built out of a variety of materials in a range of styles.

Two-Part Commercial Block

Throughout the nation from the 1850s through the 1950s, the two-part commercial block was the most common building type used for small- and moderate-sized commercial buildings. The type was characterized by horizontal architectural features dividing the building into two sections between the first and upper floors. The separation was often highlighted by an intermediate cornice. The distinction between the two sections often marked a change in use; the street level frequently housed public spaces such as retail stores, hotel lobbies, or restaurants. The upper floors were usually more private in nature and commonly included offices, hotel rooms, or meeting halls. In Berkeley's downtown, two-part commercial blocks were generally two to four stories. In the early twentieth century, Neoclassical style buildings became very popular in the downtown. In addition to Classical ornamentation, these buildings had a Classical form, which consisted of the two-part commercial blocks with the addition of a prominent classical cornice or separately articulated top floor, creating a three-part vertical block representative of the parts of a classical column: base, shaft, and capital.

By the late nineteenth century, plate glass was more affordable, and storefront areas were usually filled with wide expanses of show windows.² As new businesses moved in, or existing businesses sought to improve or change their image, the storefronts were remodeled. Typical ground floor alterations to storefronts included



Image 29: Shattuck Hotel (source: *Looking Back at Berkeley: A Pictorial History*).

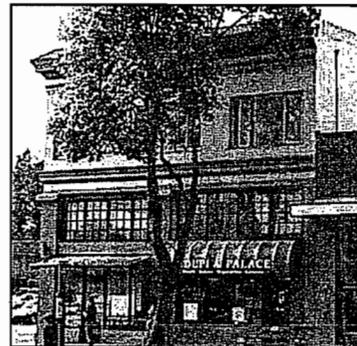


Image 30: 1901 University Avenue is an example of a two-part commercial block in Downtown Berkeley (source: Nick Perry for ARG, August 2006).



Image 31: 2112 Addison Street is an example of a two-part commercial block in Downtown Berkeley (source: Nick Perry for ARG, August 2006).



Image 32: 2300 Shattuck Avenue is an example of a two-part commercial block in Downtown Berkeley (source: Nick Perry for ARG, August 2006).

everything from additional awnings or signage, to new siding (false stone masonry or stucco over the original fabric), to reconfiguration of windows such as covering the mezzanine lites.

In the 1910s movie theaters opened throughout the country. The building form copied the legitimate theaters of past decades and often employed the two-part commercial block including retail or office space in addition to movie theater functions, such as at 2036 University, the UC Theatre.³ As motion pictures became a more established industry, the theater function became more prominent in the ornamentation of the building's facade, often with elaborate projecting signs and marquees. The theaters were ornamented in a variety of styles, but by the 1930s Art Deco and Period Revival styles were the most popular. At this time designs were often more elaborate than earlier theaters and incorporated the entire facade.⁴

Examples of a Two-Part Commercial Block in Downtown Berkeley include:

- 2112 Addison Street
- 2105 Bancroft Way
- 2150 Oxford Street
- 2300 Shattuck Avenue
- 1901 University Avenue

One-Part Commercial Block

The one-part commercial block was similar in form and ornamentation to the street level section of the two-part commercial block and was essentially a subset of this type.⁵ The type developed in the mid-nineteenth century and became common in towns and cities throughout the country. The type was distinct from the one-story freestanding shop with pitched roof, which was common in towns in the eighteenth and early nineteenth centuries. The one-part commercial block buildings had simple box forms with flat roofs, storefronts, and ornament along the cornices. These smaller versions of the two-part block could house the needed functions and generate income but were relatively inexpensive to build. Most of these structures were used as retail stores and were often replaced with more substantial multi-story structures as the market grew.⁶ Some, like the Corder Building at 2300 Shattuck Avenue, were built as one-story commercial buildings; and upper floors were added at a later date. Typically, these buildings were long and rectangular in plan with the narrow side facing the street. Grouped units, or rows of units, were also common, such as 2136 University Avenue.

Glazed storefronts usually dominated the façade, and the wall surface above was used for signage. This configuration generally limited ornamentation to the cornice or parapet. The styles used for ornamentation were similar to those of the two-part commercial block.

Examples of a One-Part Commercial Block in Downtown Berkeley include:

- 1920 Shattuck Avenue
- 1979 Shattuck Avenue
- 1909 University Avenue
- 2111 University Avenue
- 2145 University Avenue

COMMERCIAL ARCHITECTURAL STYLES

Victorian-Era Styles 1885-1905

Styles of the Victorian era include, among others, Gothic, Queen Anne, and Eastlake. Although each had its unique characteristics, Victorian commercial buildings were united by the profusion of ornament made possible by machine-made architectural features and the easy transportation of mass-produced items along the new transcontinental rail lines. Victorian styles allowed builders and architects great freedom in combining architectural features and materials to achieve picturesque and intricate designs. In Berkeley Victorian styles were popular from 1885 to 1905. Victorian commercial buildings often share the following common characteristics:

- asymmetrical facades;
- accentuated cornices;
- variety of materials, textures, and colors;
- carved, lathe-turned, and scroll-cut woodwork;
- towers or turrets;
- bay windows; and
- stringcourses or intermediate cornices between each floor.

Examples of Victorian-Era commercial buildings in Downtown Berkeley include:

- 2053 Berkeley Way
- 2100 Shattuck Avenue

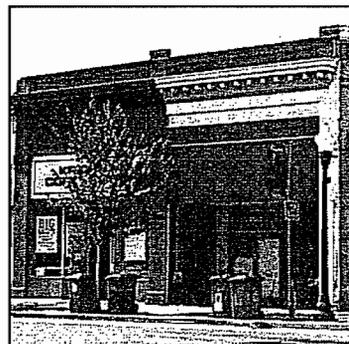


Image 33: 2111 University Avenue is an example of a one-part commercial block in Downtown Berkeley (source: Nick Perry for ARG, August 2006).

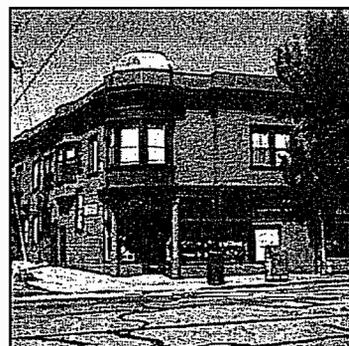


Image 34: 1938 Shattuck Avenue is an example of a Victorian Era commercial building in Downtown Berkeley (source: Nick Perry for ARG, August 2006).

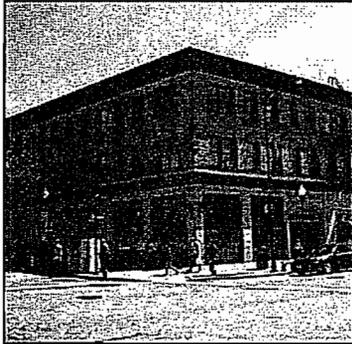


Image 35: 2151 Shattuck Avenue is an example of a Classical Revival commercial building in Downtown Berkeley (source: Nick Perry for ARG, August 2006).

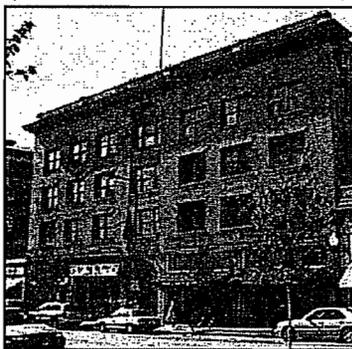


Image 36: 2127 University Avenue is an example of a Classical Revival commercial building in Downtown Berkeley (source: Nick Perry for ARG, August 2006).

Classical Revival/ Beaux-Arts Classicism 1890-1930

The Classical Revival style was popular in Downtown Berkeley from the 1890s through the 1920s. The style reinterpreted Classical Greek, Roman, and Renaissance architecture and was used primarily for grand public buildings and substantial commercial buildings. Classical Revival style buildings often utilized order, symmetry, and Classical ornament and were built with a variety of materials including wood, brick, and stone.

Beaux-Arts Classicism was a more elaborate and detailed incarnation of Classical Revival. The Ecole de Beaux Arts in Paris was the preeminent school of architecture in the late nineteenth century. Many American architects trained at the school, and many others were taught by Beaux-Arts trained professors at American Universities. The Ecole promoted the Classical Renaissance tradition for city planning, building form, and ornament. The 1893 Chicago World's Fair and its famous White City popularized the style and the proliferation of the City Beautiful movement. In Downtown Berkeley between 1901 and 1916, many of the nineteenth century Victorian-era buildings were replaced with larger Classic Revival styled masonry buildings, reflective of the city's growth and new architectural trends. The style was also used for some of Berkeley's civic buildings. Classical Revival style buildings are often characterized by:

- symmetrical hierarchical façade composition;
- flat roof with balustraded parapet;
- raised basement level, often rusticated by emphasizing masonry joints, exposing mortar, and using rough-hewn stone;
- use of Classical Greek or Roman orders and detailing;
- classical ordering of windows ranging from larger on the first floor to smaller above;
- round arch or segmental arch openings;
- keystone lintels over arched doors and windows;
- articulated entrances;
- metal or cast cornice;
- classical moldings, dentil courses, modillions and consoles; and
- columns and pilasters with classical capitals.

Examples of Classical Revival and Beaux Arts style commercial buildings in Downtown Berkeley include:

- 2140 Shattuck Avenue (Chamber of Commerce)
- 2151 Shattuck Avenue
- 2225 Shattuck Avenue
- 2231 Shattuck Avenue
- 2127 University Avenue

Spanish Revival Traditions:

Mission/ Mediterranean/ Spanish Colonial 1900-1930

The California Mission, Mediterranean Revival, and Spanish Colonial styles blend the architecture of Mediterranean, Italian, Spanish, and Moorish traditions with the architecture of early California settlement. In general these revival styles sought to convey the feelings and associations of early California Spanish settlement, specifically Spanish and Mexican forms. The Mission Revival was popularized by the California Building at the 1893 World's Columbian Exposition in Chicago, and the Spanish Colonial Revival was employed at the 1915 San Diego's Panama-California Exposition.

Although often identified with Southern California, the styles were also frequently used in Northern California. They suited the warm California climate and became a favorite building idiom in the 1920s. Though the designs drew on non-American sources, this revival style is an American creation. Character-defining features include:

- red clay tile roofs;
- curvilinear gables;
- smooth-stucco exterior walls (usually painted white);
- arched openings;
- balconies and balconets;
- wrought-iron ornament;
- terra-cotta ornament; and
- colorful tile work.

Examples of Spanish Revival commercial buildings in Downtown Berkeley include:

- 2124 Center Street
- 1952 Oxford Street
- 2200 Shattuck Avenue (Shattuck Hotel)



Image 37: 2277 Shattuck Avenue is an example of a Spanish Revival building in Downtown Berkeley (source: Nick Perry for ARG, August 2006).

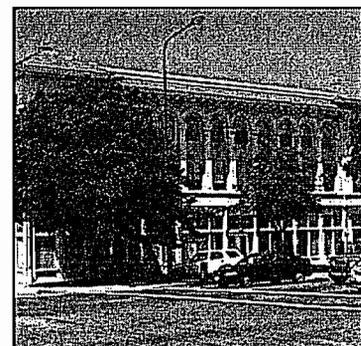


Image 38: 2482 Shattuck Avenue is an example of a Spanish Revival building in Downtown Berkeley (source: Nick Perry for ARG, August 2006).

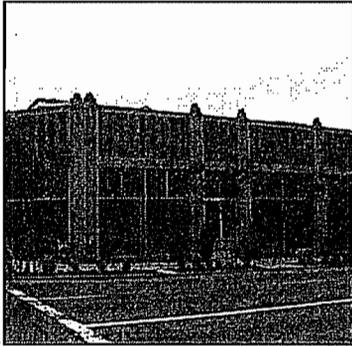


Image 39: 2140 Durant Avenue is an example of an Art Deco commercial building in Downtown Berkeley (source: Nick Perry for ARG, August 2006).



Image 40: 2113 Kittredge Avenue is an example of an Art Deco commercial building in Downtown Berkeley (source: Nick Perry for ARG, August 2006).

- 2277 Shattuck Avenue
- 2323 Shattuck Avenue
- 2484 Shattuck Avenue

Art Deco 1925-1945

The typical ornamentation of commercial blocks in Berkeley changed again between the two world wars. Styles such as Art Deco and Art Moderne, which were inspired by European modernism, became popular. Art Deco derived from the 1925 *Exposition Internationale des Arts Decoratifs and Industriels Modernes* in Paris. The style was used for exterior and interior ornamentation and product design and utilized geometric forms, stylized ornament, and an overall vertical emphasis. Art Deco buildings usually had flat roofs surrounded by parapets, often with crenellation-like molding extending past the roofline. Additional architectural detail was focused on door and window surrounds and was generally composed of contrasting materials such as terra-cotta, glass block, and various metal panels and grills. The style was popularized in Berkeley, and the United States as a whole, by Depression-era relief projects, such as those completed by the Works Progress Administration (WPA). In Berkeley the style was applied to commercial buildings in the 1920s, 1930s, and even early 1940s. Typical character-defining features of Art Deco buildings are:

- overall vertical emphasis;
- angular geometric forms and lines;
- polychromatic decorative glass, glazed brick, or tile;
- chevron molding;
- decorative geometric panels and grills;
- stylized floral and animal patterns;
- decorative parapet;
- decorative cornice;
- ornamentation at windows and doors; and
- low-relief ornamentation.

Examples of Art Deco commercial buildings in Downtown Berkeley include:

- 2140 Durant Avenue (Howard Automobile Company)
- 2113 Kittredge (California Theater)
- 2036 Shattuck Avenue
- 2274 Shattuck Avenue (United Artists Theater)

Streamline Moderne 1930-1940

The Streamline Moderne (also called Art Moderne) style was influenced by the simplicity of the International style and industrial design aesthetics. Curved walls, trims, and railing; smooth wall surfaces; and horizontal bands suggested motion and speed. The style was not as popular as Art Deco in Berkeley. Design features of Streamline Moderne buildings often include:

- asymmetrical façade;
- smooth surfaces such as stucco or masonry;
- rounded corners;
- flat roofs;
- glass block;
- metal sash windows;
- horizontal bands suggesting speed and motion; and
- nautical references such as “porthole” windows and metal railings.

Examples of Streamline Moderne commercial buildings include:

- 116 Shattuck Square
- 2201 Shattuck Avenue
- 2414 Shattuck Avenue

Architects & Designers

Numerous significant architects and designers have designed structures in Downtown Berkeley including, but not limited to:

- Walter H. Ratcliff;
- James W. Plachek;
- William Wharff;
- John Galen Howard;
- James R. Miller & Timothy Pflueger;
- Henry Gutterson and William Corlet; and
- Clinton Day.

Extant Resources Related to Commercial Architecture Context:

Many resources related to commercial architectural design remain in Downtown Berkeley. Representative examples are discussed in the preceding pages with each style.



Image 41: 116 Shattuck Square is an example of a Streamline Moderne commercial building in Downtown Berkeley (source: Nick Perry for ARG, August 2006).

COMMERCIAL ARCHITECTURE

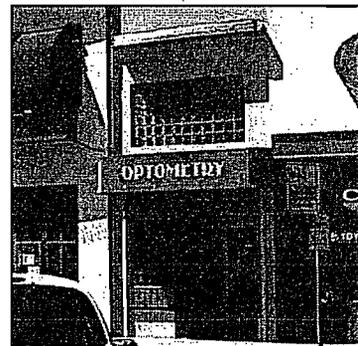


Image 42: 2414 Shattuck Avenue is an example of Streamline Moderne commercial building in Downtown Berkeley (source: Nick Perry for ARG, August 2006).

Endnotes: Commercial Architecture and Engineering

¹ The Berkeley Architectural Heritage Association. *Historic Survey of Downtown*. [Berkeley, CA: Berkeley Architectural Heritage Association, 1987) Shattuck Hotel DPR form.

² Richard Longstreth, *The Buildings of Main Street: A Guide to American Commercial Architecture*. (Washington, D.C.: The Preservation Press, National Trust for Historic Preservation, 1987) 24, 31.

³ *Ibid.*, 31.

⁴ *Ibid.*, 51.

⁵ *Ibid.*, 54, 55.

CONTEXT: Civic Development & Architecture**Introduction**

Berkeley's Civic Center was an idea that took over four decades to realize, from the construction of the Old Town Hall in 1909 to the completion of Berkeley High School's Community Theater in 1950. The history of the area is a chronicle of the growth of the city, national and international political events, and architectural and planning trends over forty years. The city's purchase of the land and the pace of the construction of buildings were affected by the two world wars, the Great Depression, and local politics and economics. The style chosen for the buildings and Civic Center plan reflected important architectural movements, from the Beaux Arts Classicism of the Old Town Hall, to the City Beautiful Movement inspired Civic Center plan, to the Classic Moderne and Art Deco structures of the Depression and World War II eras.

The Civic Center is important as the site of the city's government, but the area also includes federal and regional government buildings as well as private institutions. The Berkeley Civic Center District was listed on the National Register in 1998 as well as the local register. In addition, many of the buildings have been individually recognized as City Landmarks.

Original Town Hall

In the early years, when Berkeley was a small but growing town, the board of trustees met in one of Francis K. Shattuck's stores on Shattuck Avenue near Addison Street.¹ The California Legislature granted the Town of Berkeley a municipal charter in 1878. In 1884 the City started planning for a new Town hall, and, in order to satisfy both east and west Berkeley communities, a city hall was constructed at Sacramento Street and University Avenue. The Town's Charter was adopted at this location in 1895.

In 1899 after ten years at the Sacramento Street and University Avenue site, east Berkeley was successful in lobbying to have the Town Hall relocated to the east side of the city and its current location. Only five years later, in 1904, that building was destroyed by fire.² The board of trustees formed a temporary town hall in rooms formerly occupied by the library at the northwest corner of Shattuck Avenue and Allston Way.³ In 1900 Berkeleyans approved a bond to build a new public high school at its present site, and the cornerstone was laid 23 February 1901. (This building was

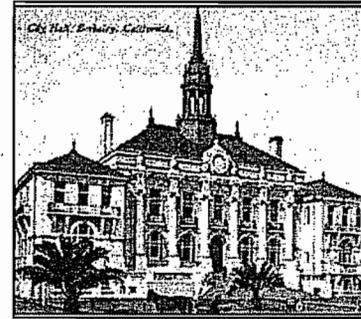


Image 43: Berkeley's second City Hall constructed in 1909.



Image 44: A current view of the 1909 City Hall Building (source: Nick Perry for ARG, August 2006).



Image 45: A view of some of the Beaux Arts details of the 1909 City Hall Building (source: Nick Perry for ARG, August 2006).

demolished in 1934.)⁴ On 12 November 1906 a bond issues was passed for funding the construction of a new town hall.⁵

A New Town Hall

As Berkeley's commercial areas developed and the population grew, so did the need and desire for public buildings. At the time urban design and public architecture throughout the United States were strongly influenced by the City Beautiful Movement. The movement was started in reaction to the nation's dirty, crowded, and disorganized urban centers and was centered on the belief that aesthetically pleasing and more architecturally uniform cities would create more healthful and productive communities. The movement advocated the beautification of cities through the construction of grand, Classical public buildings and imposing civic centers, and formally designed urban plans and landscapes. The movement was inspired by the White City at Chicago's Columbian Exposition of 1893. The White City's design relied on the planning and architectural principles espoused by the Ecole des Beaux Arts, the preeminent architectural school of the day located in Paris. Through uniform heights and building materials, Classical architectural elements, symmetrical facades, and axial plans, the buildings of the White City were unified as a harmonious whole.

In 1898 the University of California held an international competition sponsored by Phoebe A. Hearst to redesign its campus plan and buildings. Emile Bénard, a Parisian, won the competition with a Classical and axial design for the campus. John Galen Howard was commissioned with carrying out Bénard's plan. Both Bénard and Howard were trained at the Ecole des Beaux Arts in Classical architecture and planning principles. It is not surprising that when the City decided to build a new town hall, it followed the lead of the University and selected Beaux Arts trained architects John Bakewell and Arthur Brown, Jr. The building was completed in 1909, and it was hoped that the building would serve as the anchor of a Civic Center.⁶ John Bakewell and Arthur Brown, Jr. both graduated from the University of California in the 1890s and then went on to study at the Ecole. The Berkeley Town Hall was one of the first projects of their new partnership. The firm's design for the building was based on the Town Hall at Tours, France designed in 1901 by Arthur Brown's professor at the Ecole, Victor Laloux.⁷ Bakewell and Brown's other projects included the San Francisco City Hall and San Francisco Opera House. The same year the Town Hall was completed, Berkeley was designated a city rather than a town.

YMCA

By 1910, the year after the City Hall was completed, \$175,00 had been raised by public subscription for a Young Men's Christian Association building. The building was designed by Benjamin G. McDougall and was constructed at the northeast corner of Milvia Street and Allston Way at the southeast corner of the future Civic Center.⁸ The Berkeley YMCA chapter had been founded in 1903 by Rosa Shattuck, wife of Francis Kittredge Shattuck,⁹ Like the City Hall, the YMCA was designed with Classical ornamentation and a symmetrical façade.

The 1911 Sanborn map showed that despite the developing plans for a grand civic center, aside from the new City Hall and YMCA, the area was sparsely developed. At the site of the future park, there was an apartment building, "merchants" building, and garage. Center Street was still dominated by the F.W. Foss Lumber Company, hardly the public function or building type the City Beautiful planners envisioned. In addition, the high school did not yet occupy the full width of the block between Grove and Milvia Streets; the 1901 building shared the block with several residences and Bay Cities Telephone Company.

Post Office

The Post Office was the next of the Civic Center buildings to be constructed. The building was authorized in 1910 but not completed until 1915. Oscar Wenderoth from the Treasury Department Supervising Architect's Office designed the building as an adaptation of Brunelleschi's Foundling Hospital in Florence in the Renaissance Revival style. The Classical building was designed in keeping with City Beautiful ideals, intended to "educate and develop the public tastes and eventually elevate it to a higher plane."¹⁰ Several decades later in 1936 and 1937, Suzanne Scheuer painted a mural in the interior of the building as part of the Treasury Relief Project, a Depression-era program.¹¹

The Civic Center Concept

Daniel Burnham, the Director of Works for the Columbian Exposition, was commissioned to design a plan for San Francisco's Civic Center just before the 1906 Earthquake and Fire.¹² In 1914 and 1915 Berkeley City officials commissioned master plans for their city's Civic Center. Planners Lewis P. Hobart and Charles H. Cheney designed a formal plan in 1914 with City Hall at the head of

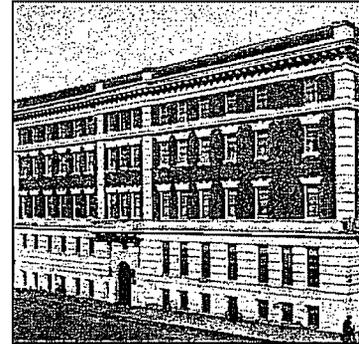


Image 46: A historic view of the YWCA building in Berkeley's Civic Center.

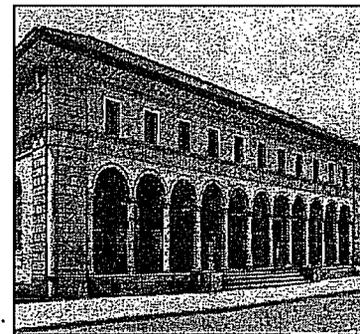


Image 47: A historic view of Berkeley's Post Office.

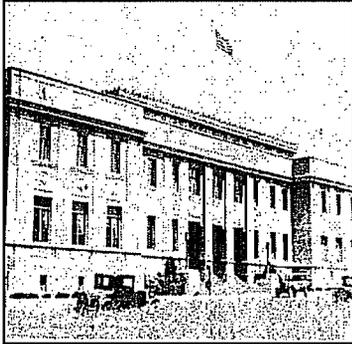


Image 48: A historic view of Berkeley's Veterans Building.

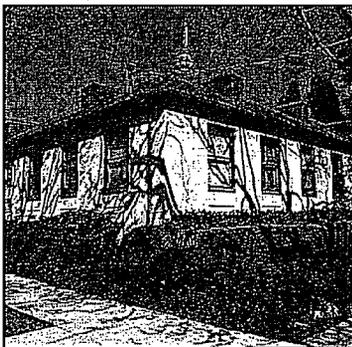


Image 49: The Old City Hall Annex at 1835 Allston Way by James Plachek of 1925.

a civic square surrounded by impressive public buildings. Plans for a Berkeley Civic Center were also developed for the 1915 "Report on a City Plan for Oakland and Berkeley" prepared by city planner Werner Hegemann. Hegemann's plans called for an elaborate park covering an entire block surrounded by a uniform and stylistically unified set of civic buildings. The city did not own the land to complete either of the plans, but the idea of public buildings surrounding a central square guided the development of the Civic Center for the next several decades until the square was completed in 1941.¹³ In keeping with City Beautiful Movement principles, the plans were intended to transform the disjointed area into a well-organized and aesthetically appealing group of harmonious civic building surrounding a central park.¹⁴ It was hoped that a new Civic Center would link downtown with City Hall.¹⁵

Veterans Memorial

World War I proved to be one of the first in a line of setbacks that temporarily halted the further development of the Civic Center. Appropriately, the first building to be constructed in the area after the end of World War I was the Veterans Memorial Building. Funding for the structure was made possible by a law passed by the State Legislature that allowed counties to include a certain portion in their tax rate for construction and maintenance of war veterans memorial buildings. The City of Berkeley bought the land for the new structure in August 1926, and the building was dedicated in 1928. The building was designed in the Classic Moderne style by Alameda County Architect Henry H. Meyers, his daughter Mildred Meyers, and George R. Kinkhardt. Meyers designed ten veterans buildings during his tenure.¹⁶

City Hall Annex

The City Hall Annex was designed by James W. Plachek and built in 1925 east of City Hall. Although functionally part of the Civic Center, it is not visible from Civic Center Park.

Berkeley High School

The next building to be constructed as part of the Civic Center complex was the Berkeley High School Academic Building designed by William C. Hays, built in 1920. In 1937 the community planned to expand the high school to include science and math laboratories and a performing arts facility. Berkeley residents had a long tradition of amateur theatrical performances, but lacked a facility for the

performing arts. The decision was made to merge the two needs, and make the school a community center.¹⁷ Four buildings were constructed or remodeled in the Art Deco style: the Shop Building, the Science Building, the Little Theater (Florence Schwimley Little Theater), and the Berkeley High School Community Theater. The buildings were designed by regional architects Henry H. Gutterson and William Corlett, Senior. Jacques Schnier and Robert Howard carved bas-relief sculpture into the exterior walls.¹⁸

Stylistically, the buildings of the High School departed from the Classicism of the City Hall, YMCA, and Veterans Memorial buildings. However, the High School buildings were compatible with the existing buildings in several ways. The new school buildings were on axis with the Veterans Memorial Building across what would become the park. The High School buildings were three separate structures but together formed an overall symmetrical composition on axis with the Veterans Memorial Building. The High School buildings were reinforced concrete construction covered in cream-colored stucco similar to the other buildings. By December 1941, the almost circular steel frame of the theater was nearly complete when the U.S. entered World War II. Construction halted leaving the frame unfinished, earning the structure the nickname the birdcage. Construction did not resume until 1949. The Berkeley High Community Theater was finally dedicated 5 June 1950, twelve years after architects were hired to complete plan.¹⁹

Hall of Justice

The Hall of Justice (more commonly known as the police station) was also designed by James W. Plachek and was completed in 1939.

Civic Center Park

Sanborn maps indicated that in 1929 the City had not purchased all the land for the central square, and the result was an unusual juxtaposition of grand public buildings surrounding a lumberyard, auto repair shop, single-family residences, and apartment buildings. City parks were seen as essential for cities and towns by advocates such as U.C. Berkeley Professor John Gregg. As President of the Park Commission in 1918 Gregg stated:

Leading writers and other authorities of modern municipal development are united in the opinion that no town or city can be considered properly equipped without adequate parking facilities. All agree that

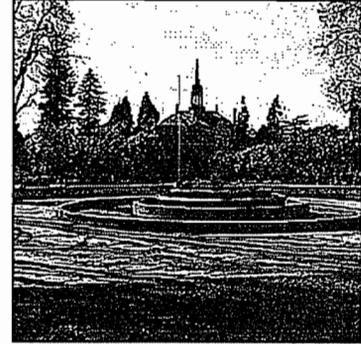


Image 50: Civic Center Park.

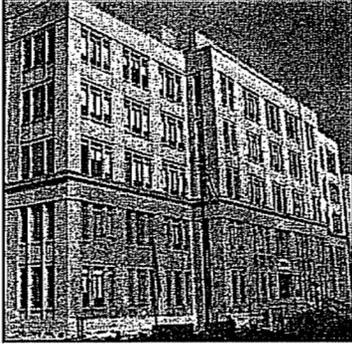


Image 51: The Federal Land Bank at 2180 Milvia Street is a component of the Civic Center (source: Nick Perry for ARG, August 2006).

parks not only add to the beauty of a community and to the pleasure of living in it, but are exceedingly important factors in developing the health, morality, intelligence and business prosperity of its citizens.²⁰

Although it was one of the last elements of the Civic Center to be developed, the Civic Center Park was an essential and, literally, a central component of the Civic Center Plan. A central open space was mentioned in both Hegemann and Hobart and Cheney plans in the 1910s but was not realized until 1940. That year bonds for \$125,000 were finally allotted for the park. The project attracted notable local designers; architects Henry Gutterson, Bernard Maybeck, and Julia Morgan and Landscape Design Professor John Gregg were involved. Civic leaders and local organizations all contributed to the project through the donation of funds, a flagpole, benches, trees, and playground equipment. The park was one of the last park projects undertaken by the Works Progress Administration (WPA), which assisted with construction.²¹ In 1942 the park was finally completed. Appropriate for a nation at war, the park was dedicated Memorial Day 1942, with patriotic pageantry and ceremonies. The Civic Center Park included features such as: a Civic Center fountain, a fountain terrace, Christmas Tree Terrace, large open lawn area, shuffle board court, playground, and flag pole.

Federal Land Bank

The University of California, Berkeley was established as a land grant college and as a result was a center for agricultural education and research programs in the state. The Federal Land Bank was established in Berkeley in 1917 and was one of twelve regional locations in the United States. The institution first occupied a building at 2223 Fulton Street. Berkeley's role as an agricultural center intensified during the Great Depression. One of Roosevelt's "New Deal" programs included facilities at universities, such as University of California, Berkeley, to educate farmers on more efficient farming methods. The Agricultural Adjustment Act of 1933 required the Farm Administration to refinance farm mortgages through the Federal Land Banks in order to help farmers "reestablish themselves."²² It was not surprising that Berkeley, with its history of agricultural education and New Deal farm programs, was chosen as the location of the Federal Land Bank regional headquarters.

The City sold the land it owned at the eastern end of the block between Center Street and Allston Way on Milvia Street to the bank

and then used the funds to purchase the remainder of the block for the Civic Center Park.²³ James W. Plachek, the architect of Berkeley Public Library and City Hall Addition, was commissioned to design the Federal Land Bank building. The bank was designed in the WPA Moderne style with strong Art Deco elements and was completed in 1938. Interestingly, although the east elevation (facing Milvia Street) is the primary facade, the west elevation (facing the park) has often been considered more striking and architecturally interesting because of its twin stair/elevator towers with zig-zag design. Like the other buildings of the Civic Center area, the bank building was symmetrical and covered with a light-colored cement wash. The bank completed the east/west axis of the Civic Center plan in line with the Old Town Hall. The building became Berkeley's new City Hall in 1977 and is now called the Martin Luther King Jr. Civic Center Building.²⁴

State Farm Building

The State Farm Insurance Company often built its offices in close proximity to the Federal Land Banks, their largest client. Not surprisingly, in Berkeley they chose to build their offices on Center Street across from the Federal Land Bank. The company selected James W. Plachek, the architect of the Federal Land Bank. The building was completed in 1948. Like the other buildings of the Civic Center, the building was symmetrical with Classically influenced details, although in a Moderne style.

Alameda County Courthouse

The Alameda County Court House was completed in 1959 at the northwest corner of the Civic Center. The governmental function of the building was in keeping with character of the area, but the architecture departed from the symmetrical buildings with Classically inspired elements. The building was designed by John Hudspeth in the International style with bands of windows and an asymmetrical entry. The building was not listed as a noncontributor to the Civic Center District because of its architectural style and because the building was not yet fifty years of age. However, the building appears to contribute to the district's significance as a political and social center and should be reevaluated as a district contributor when it reaches the fifty-year age mark.



Image 52: The State Farm Building at 1947 Center Street (source: Nick Perry for ARG, August 2006).

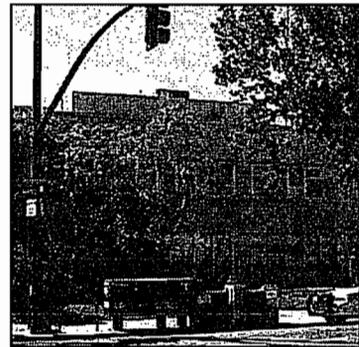


Image 53: The Alameda County Courthouse at 2120 Martin Luther King, Jr. Way (source: Nick Perry for ARG, August 2006).

Berkeley's Civic Center was conceived in the 1910s as group of harmonious buildings designed around a public square, built as a means of fostering good citizenship and public-minded behavior. By 1950 the City realized a formal axially planned Civic Center with Classical buildings surrounding a central park. Although some of the building uses have shifted, the area has continuously served as the governmental heart of the city and as a site for social, political, and cultural gatherings such as holiday celebrations, festivals, musical events, a farmers market, and dramatic performances.

Extant Resources Relating to the Civic Center Context

The Civic Center is both a local and National Register Historic District with a number of contributing buildings including City Hall, the Veterans Building, The YMCA, the Post Office, and others. Many of these are strong examples of the Beaux Arts tradition of City Planning and Architecture.

Important Persons

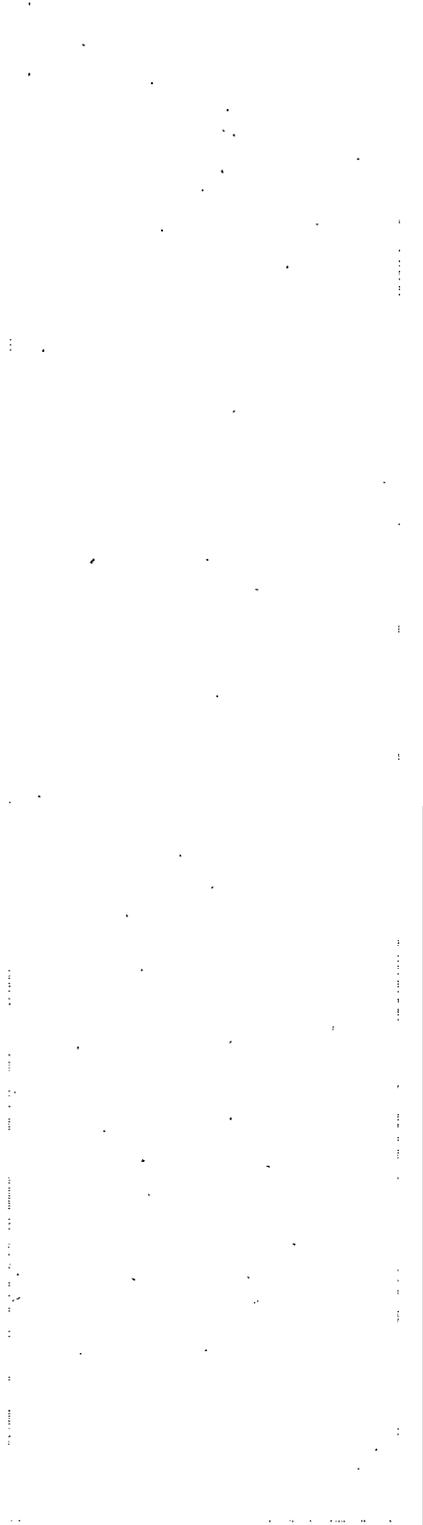
A number of important persons are associated with this context including, but not limited to:

John Bakewell
Arthur Brown, Jr.
Benjamin G. McDougall
Henry H. Meyers
Mildred Meyers
George R. Kinkhardt
William C. Hays
James W. Plachek
John Hudspeth

Endnotes: Civic Development & Architecture

- ¹ Mary Johnson, "The City of Berkeley: A History from the First American Settlers to the Present Date" (Manuscript on file at the History Room of the Central Berkeley Public Library), 15.
- ² George A. Pettitt, *A History of Berkeley* (Berkeley, CA: Alameda County Historical Society, [1976?]), 26.
- ³ Johnson, 16.
- ⁴ Susan Dinkelspiel Cerny, *Berkeley Landmarks* (Berkeley, CA: Berkeley Architectural Heritage Association, 1994) 72.
- ⁵ Johnson, 16.
- ⁶ *A History of Berkeley: An Exhibit Commemorating the Centennial of the City of Berkeley* (Berkeley, CA: Berkeley Art Center, 1978) 31.
- ⁷ Cerny, 68.
- ⁸ George A. Pettitt, *Berkeley: the Town and Gown of It* (Berkeley, CA: Howell-North Books, 1973) 145.
- ⁹ Cerny, 89.
- ¹⁰ Cerny, 91.
- ¹¹ Ibid.
- ¹² Susan Cerny, "Berkeley Civic Center District National Register Nomination" (2 March 1998) 8.4.
- ¹³ "'City Beautiful': A 1914 Vision of the Civic Center" (*The Independent and Gazette*, 26 September 1979) 3
- ¹⁴ Cerny, "Berkeley Civic Center District National Register Nomination," 8.4.
- ¹⁵ Cerny, *Berkeley Landmarks*, 69.
- ¹⁶ Ibid, 72.
- ¹⁷ Cerny, "Berkeley Civic Center District National Register Nomination," 8.6.
- ¹⁸ Cerny, *Berkeley Landmarks*, 70.
- ¹⁹ Cerny, "Berkeley Civic Center District National Register Nomination," 7.7.
- ²⁰ Steve Finacom, "Landmark Application Supplement Description, History, and Significance, Berkeley's Civic Center Park" (Draft for Commission, 27 August 1997) 17.
- ²¹ Cerny, "Berkeley Civic Center District National Register Nomination," 8.5.
- ²² Ibid..
- ²³ Ibid.
- ²⁴ Robert Bernhardt, *The Buildings of Berkeley* (Oakland, CA: Forest Hill Press, 1991), 86.

CIVIC DEVELOPMENT & ARCHITECTURE



CONTEXT: Residential Development and Architecture

Berkeley's downtown is bordered by several residential neighborhoods. The edges of several of these neighborhoods are included in the Downtown Plan boundaries. However, it is important to note that these areas are part of larger neighborhoods, the entirety of which were not evaluated as part of the Downtown Plan. Within the project boundaries, there are three main residential areas: one is located north of University Avenue and is focused on Hearst Avenue and Berkeley Way (the downtown north residential area); a second is the area south of the downtown west of Shattuck Avenue surrounding Haste Street and Milvia Street (the downtown southwest residential area); and finally, a third area south of the downtown east of Shattuck Avenue surrounding Fulton Street and Haste Street (the downtown southeast residential area). Residences are sprinkled elsewhere in the downtown area and around the Civic Center, but the following discussion addresses the three clusters of residences rather than individual structures.

Residential development in Downtown Berkeley is diverse, the result of over a century of growth. Residences range from Victorian single-family dwellings, to post-earthquake shingled boxes, to 1960s multi-story apartment blocks. The earliest residences in Berkeley consisted of scattered country houses constructed in the 1860s and 1870s, isolated from the surrounding communities by distance and poor roads. The situation completely changed in 1876 when the Central Pacific (later the Southern Pacific) Railroad extended a spur line from Oakland along Adeline Street and Shattuck Avenue terminating at Stanford Square (now Shattuck Square and Berkeley Square).¹ Berkeley's development as a town and residential area was almost instantaneous, and the Town of Berkeley was incorporated in 1878. That year a developer's map touted the convenience of travel from Berkeley's neighborhoods to San Francisco, ostensibly to promote Berkeley as a convenient place of residence for those working in the city: "Only three blocks from the Railroad Station, and within 45 minutes of San Francisco."² An 1888 map of the downtown showed that the area had been divided into numerous tracts of land; North of University Avenue there were the Hardy, College, Clapp, and Villa Lots tracts. From University Avenue south to Dwight Way, the project area included the edge of the large McGee tract, and parts of the B.L.T. Lassin and Barker Tracts.³

By the early 1890s most of the blocks in the downtown residential areas had been divided into various individual lots. Most were the standard rectangular, residential lots with the narrow side facing



Image 54: Allston Way, Berkeley, CA, 1888 (source: *Berkeley Public Library*).

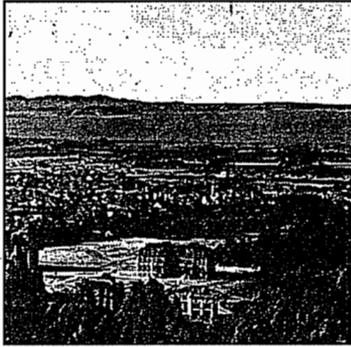


Image 55: Berkeley panorama, 1905
(source: *Berkeley Public Library*).

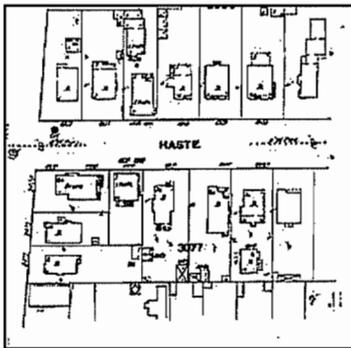


Image 56: 1911 Sanborn Map showing Haste Street between Milvia Street and Grove Street where multiple buildings were constructed with similar footprints (source: *Sanborn Map Company*).

the street. Interestingly, although lot sizes were standard within a single block, they varied between blocks.⁴ By the time of the 1894 Sanborn Map many of the residential lots had been built out, but a few remained undeveloped. Most residences were small to medium single-family dwellings from one to two stories. In contrast to land use patterns today, University Avenue was primarily residential with a small commercial section at the intersection of University and Shattuck Avenues.⁵

On 18 April 1906 the San Francisco Bay Area was rocked by a strong earthquake. Many buildings in San Francisco were damaged and many more in that city were destroyed by the subsequent fire. San Francisco residents took refuge in nearby cities like Berkeley. About 20,000 San Franciscans became permanent Berkeley residents. The 1906 influx resulted in a corresponding construction and housing boom. Not surprisingly, by the time of the 1911 Sanborn Map, most residential lots in the vicinity of the downtown were filled. Some lots had been further subdivided resulting in more dense residential development. For the first time apartments and buildings with multiple flats were constructed near the downtown mostly in the north residential section.⁶ There were other changes in residential construction in Berkeley. In the nineteenth century, residences within the project area all had unique footprints, but the 1911 map shows multiple properties with identical footprints suggesting they may have been built by a developer, based on the same design. In addition, setbacks (the distance from the façade of the residences and the street) were more standardized. Much of University Avenue remained residential.⁷

In 1920 a comprehensive zoning measure was passed dividing Berkeley into seven types of land-use districts.⁸ Class-I districts included single-family dwellings, churches, railroad stations, flats, apartments, tenements, lodgings, hotels, and dormitories. Most of the downtown area was not zoned residential with the exception of the three residential areas described above.⁹

Berkeley continued to grow in the 1920s and by the time of the 1929 Sanborn Map, the population increase was evident in higher density development. By 1929 in the downtown north residential area, some single-family residences had been replaced with two-story apartment buildings. The economic pressures of the Depression also caused a change in the density of the downtown residential areas. Throughout the country during the Depression, many families saw a decrease in income and could no longer afford their houses. The result of these two factors was that many of the large single-family residences

in Berkeley's downtown area were modified to become rooming houses or flats, accommodating multi-family occupancy. On some streets such as University Avenue and Kittredge Street, which had transitioned from residential to commercial, first floor storefronts were added in front of residences.¹⁰

In 1940 the 1920 zoning map was updated, but the districts within the downtown remained the same.¹¹ Although zoning had not changed, residential density had; by 1950 nearly every residential lot within the study area was filled. In addition, many new apartment buildings had been constructed. For example, in the downtown southeast residential area, there were five four-unit apartment buildings. Similarly, many single-family residences had been divided into multiple units. World War II-era worker housing had been constructed at 2145 Dwight Way and 2007 Milvia Street. In the 1960s density in the downtown residential areas further increased with the construction of large-scale multi-story apartment buildings.

Many talented contractors and craftsmen were employed to execute residential buildings in Berkeley. More research should be undertaken in the future to identify these individuals and link them to specific projects. Additionally, there were likely many residential developers working in Berkeley. Further research is also necessary with regard to these individuals and companies to determine their significance within the residential architectural context of Berkeley.

Residential Architectural Styles

Few single-family residences within the project area were architect designed.¹² Several apartment buildings were designed by architects, such as William Wharff and Walter H. Ratcliff, whose projects also included commercial and civic buildings in Berkeley.¹³ In the late nineteenth century, residential designs were often adapted from standard designs found in magazines or pattern books.¹⁴

Residential building types in Downtown Berkeley are diverse with large single-family residences, apartment buildings, small cottages, duplexes, and flats. Within each of these building types there are representative examples of most major residential architectural styles popular between 1880 and 1950. While the downtown has more Victorian era (Queen Anne, Stick, Eastlake, and Folk Victorian) and Classical Revival houses than any other styles, there are also a number of Shingle Style, Colonial Revival, and Spanish Revival-style houses. Regardless of style, most of the residential buildings within the neighborhood are of wood-frame construction.



Image 57: Berkeley Zoning Map from 1920 showing districts (source: "City Zoning Map of Berkeley").



Image 58: 2029 Durant Avenue is an example of an Italianate residence in Downtown Berkeley (source: Nick Perry for ARG, August 2006).



Image 59: 1940 Channing Way is an example of a Victorian residence in Downtown Berkeley (source: Nick Perry for ARG, August 2006).

Using McAlesters' *A Field Guide to American Houses* and *The Visual Dictionary of American Domestic Architecture* (see Bibliography) as tools, the survey team developed a discussion of the primary residential styles present within the project area. Representative examples of each style illustrate this discussion. These lists are not intended to be exhaustive. In California, and the west in general, architectural styles often appeared locally later than in the rest of the nation, particularly the eastern states.

Italianate 1820-1900

The Italianate style stemmed partially from the fanciful revival styles of the Picturesque Movement in England. It was common in the United States from 1850 through the 1890s. Usually constructed of wood, this style was an adaptation and sometimes an exaggeration of Italian Renaissance detailing. Tall, narrow windows that were commonly arched, many with elaborate window crowns, embellished the facades of these houses. Wooden quoins were frequently used to imitate masonry corner blocks. Many Italianate houses had a square cupola or tower. There are few examples of this style in the downtown area. Italianate residences often include:

- asymmetrical façade;
- low-pitch hipped roof;
- wide overhanging eaves;
- decorative brackets or consoles; and
- segmental window heads.

An example of an Italianate-style residence in Berkeley is:

- 2029 Durant Avenue

Victorian Era Styles

Queen Anne, Stick, Eastlake, and Folk Victorian

Victorian is an overview term, the validity of which is much debated. Deriving from the long reign of Great Britain's Queen Victoria (1837 to 1901), this "style" had several variations based on the architectural trends during this period. In America rapid industrialization during the period 1860 to 1910 brought drastic changes in house design and construction. Mass production of building components expanded as quickly as the railroad that transported the items across state lines. The low cost and easy availability of these decorative and structural components made their success inevitable. These developments in architecture labeled "The Victorian" can be seen in almost every

community in the United States. The following architectural derivatives of Victorian period architecture became popular.

Queen Anne 1880-1910

Within the survey area there are numerous Queen Anne style houses. This style was named and popularized by a group of English architects led by Richard Norman Shaw. One of the first American houses of this style was in Newport Rhode Island, in 1874. The expanding railroad system in the United States helped to popularize this style as pre-made architectural details were conveniently available from pattern books.

The identifying features consist of a steeply pitched roof of irregular shape, usually with a dominant front-facing gable, patterned shingles, and cutaway bay windows. These design details were used to avoid a smooth-walled appearance or give the building an asymmetrical appearance. A partial or full porch along the front facade wrapping around one or both sides of the house was common. Queen Anne houses often had very distinctive patterns of decoration, such as spindle work, lace-like brackets, Palladian windows, incised ornament, roof cresting, or decorative stone. Most Queen Anne-style residences were constructed as single-family dwellings.

Queen Anne residences often include:

- irregular plan;
- asymmetrical façade;
- complex roof forms with front-facing gable;
- variety of materials and textures;
- bay windows;
- turned or carved wood ornament;
- turrets or towers; and
- decorative shingle patterns.

Examples of Queen Anne-style residences in Downtown Berkeley include:

- 1920 Haste Street
- 1940 Channing Way
- 2430 Fulton Street
- 2415 Fulton Street
- 1934 Haste Street



Image 60: 2430 Fulton Street is an example of a Queen Anne residence in Downtown Berkeley (source: Nick Perry for ARG, August 2006).



Image 61: 2415 Fulton Street is an example of a Queen Anne residence in Downtown Berkeley (source: Nick Perry for ARG, August 2006).



Image 62: 1934 Haste Street is an example of a Queen Anne residence in Downtown Berkeley (source: Nick Perry for ARG, August 2006).



Image 63: 2409 Martin Luther King, Jr. Way is an example of a Stick residence in Downtown Berkeley (source: Nick Perry for ARG, August 2006).

Stick Style 1880-1910

Victorian-era pattern books frequently featured Stick Style houses. Many surviving houses of this type exist in Northern California where rapid growth and abundance of lumber favored wood-frame construction. These houses usually have a gabled roof with a steep pitch and cross gables. The gables commonly have decorative trusses at the apex, overhanging eaves, and exposed rafter ends. Wooden wall cladding such as shingles or boards, interrupted by patterns of horizontal, vertical, and diagonal boards or stick work, as it was called, were the defining elements of the style. There was often a raised wall surface for emphasis, and many porches included diagonal or curved braces. The Stick style developed different idioms in the variety of regions within the United States. Stick-style residences often include:

- cross gables;
- decorative trusses;
- exposed rafter ends;
- studs visible on the exterior; and
- corner braces with pendants.

Examples of Stick style-residences in Downtown Berkeley include:

- 2409 Martin Luther King, Jr. Way
- 2411 Martin Luther King, Jr. Way

Eastlake 1880-1900



Image 64: 2411 Martin Luther King Jr. Way is an example of a Stick residence in Downtown Berkeley (source: Nick Perry for ARG, August 2006).

Many Eastlake houses can also be classified as Stick or Queen Anne style. However, one particular ornament - the curved, highly ornate, cutout bracket - was highly popular and is the identifying element of the Eastlake style. Other identifiers include spindle-like supports for porches or roof overhangs often resembling table legs, and other decorative elements borrowed from furniture design including knob-like features and motifs consisting of circular cutouts or perforations.

The name derives from that of Charles Lock Eastlake, son of a painter, who was himself an English architect and furniture designer. His two publications *A History of the Gothic Revival* and *Hints on Household Taste* made him famous in Great Britain. The books offered designs for woodcuts intended for use in furniture design. Charles Eastlake was vehemently opposed to the application of his decorative ideas to architecture, even rejecting it publicly in print. However, the style became immensely popular in the United States,

especially in California and the West. Eastlake-style houses often include:

- asymmetrical façade;
- highly ornate cut out brackets;
- carved panels;
- ornate carved and turned bargeboards in gable ends;
- spindles in porch brackets and balusters; and
- turned balustrades.

An example of an Eastlake-style residence in Downtown Berkeley is:

- 2009 Berkeley Way

Folk Victorian or Victorian Vernacular 1860-1910

This style is basically a scaled down version of Queen Anne and Stick styles. Simple vernacular forms, often different in various regions of the country, made this style eclectic and difficult to define. Scaled down Victorian decorative elements are applied to simple vernacular houses in that region. The details can reflect the Queen Anne, Italianate, Stick, or Eastlake styles. In many cases, the ornament is applied to the porch or gable. The façade is usually symmetrical and cornice-line brackets are common. These add-on details were also made possible by an expanding railroad and mail ordering systems. Typical features of Victorian Vernacular residences include:

- symmetrical façade;
- spindle work on porches;
- flat jigsaw trim;
- pointed gables; and
- pointed arch windows.

An example of a Victorian Vernacular-style residence in Berkeley is:

- 1915 Addison Street

Shingle Style 1880-1920

This style emerged in New England during the 1880s. H. H. Richardson, a New England architect, and the Boston firm of McKim, Mead and White executed many houses emulating this tradition. Typically, the lower story of the house was constructed



Image 65: 2009 Berkeley Way is an example of an Eastlake residence in Downtown Berkeley (source: Nick Perry for ARG, August 2006).



Image 66: 1915 Addison Street is an example of a Victorian Vernacular residence in Downtown Berkeley (source: Nick Perry for ARG, August 2006).



Image 67: 2038 Bancroft Way is an example of a Shingle residence in Downtown Berkeley (source: Nick Perry for ARG, August 2006).



Image 68: 2127 Channing Way is an example of a Shingle residence in Downtown Berkeley (source: Nick Perry for ARG, August 2006).

of masonry or covered in horizontal wood siding, while generally, the upper stories were covered with painted or unpainted dark wood shingles.

Large houses with various rambling rooflines were typical of the Shingle style. Several heavy chimneys often accompanied the numerous shapes of the roofline. Other architectural features common to the Shingle style include eyelid dormers, Palladian windows, leaded glass windows, some sort of turret or tower, segmental bays, and large verandahs or porches. The style had an overall horizontal emphasis and was a departure from the busy colors and textures of the Queen Anne style. Perhaps the quintessential Shingle style house in the United States was the W. G. Low House in Bristol, Rhode Island completed in 1887 and designed by McKim, Mead and White.

One of the first architects to work with the style in California was San Francisco's Willis Polk. The style spread to Southern California and by 1888, James and Merritt Reid had designed and were supervising construction of the Hotel del Coronado near San Diego. This large resort hotel was one of the most extensive buildings of this style on the West Coast.

The Shingle style has a special significance in Berkeley; between 1895 and 1915 Berkeley developed a distinctive version of the Shingle style. The buildings were unpainted wood and were meant to express the philosophy of the Arts and Crafts Movement. Naturalist and Berkeley resident Charles Keeler published *The Simple Home*, in 1904. The Shingle style house was further advocated by the Hillside Club, an organization founded by the wives of noted architects, Bernard Maybeck, Almeric Coxhead, John Galen Howard, Oscar Maurer, Charles Keeler, and developer Frank M. Wilson to, "encourage artistic homes built of materials complementing the natural beauty of the Berkeley Hills."¹⁵ Although the style often reached its fullest expression in houses in the Berkeley Hills, its influence was also seen downtown. In the downtown residential neighborhoods, unpainted brown shingles were often applied to the American foursquare house type (also known as a Classic Box for its cube-like massing), and Classical ornament was often used. The house type became known as the "Berkeley Brown Shingle."¹⁶

In 1906 the San Francisco earthquake and fire caused many residents to flee that city, relocating in Berkeley. As a result, a major construction boom ensued in Berkeley, especially in

residential architecture. Because this construction boom coincided with the popularity of the brown Shingle-style house, the result was a large number of these residences in Berkeley. Typical features of Shingle-style residences in Downtown Berkeley include:

- horizontal massing (except Foursquare residence);
- unpainted shingle cladding;
- shallow eaves;
- leaded glass windows;
- towers;
- segmental bays;
- large verandahs or porches; and
- multi-lite sashes.

Examples of Shingle or "Berkeley Brown Shingle" style residences in Downtown Berkeley include:

- 2038 Bancroft Way
- 2127 Channing Way
- 2017 Durant Avenue
- 2236 Martin Luther King, Jr. Way
- 1930 Walnut Street

Classically-Inspired Colonial Revival 1895-1910

Classical Revival is a wide-ranging term encompassing Colonial Revival and Edwardian styles. The style drew its beginnings from an interest in the houses of early European settlers on the East Coast. The style sought to copy those forms developed in Virginia, Pennsylvania, New York, South Carolina, and other areas of early American settlement. Particular interest was paid to the houses of Virginia's Colonial Williamsburg. An overall emphasis was placed on the use of Classical elements. These buildings usually have an accentuated front door, with a decorative pediment, supported by pilasters. Commonly overhead fanlights or sidelights mark the entry design. These facades are almost always symmetrical with balanced windows and doors. The use of Palladian windows was also a frequent occurrence with this style. The Colonial Revival can also refer to the architecture of early Spanish and Mexican settlers in California (see Spanish Revival style). In Berkeley Classically-Inspired Colonial Revival elements were often applied to brown wood shingled houses (see Shingle style) or the American Foursquare, also known as the Classic Box. These houses have rectangular massing, and a square, hipped or pyramidal roof.¹⁷



Image 69: 2017 Durant Avenue is an example of a Shingle residence in Downtown Berkeley (source: Nick Perry for ARG, August 2006).

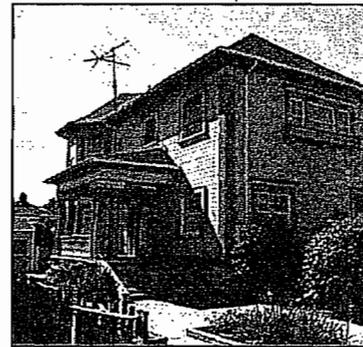


Image 70: 2236 Martin Luther King is an example of a Shingle residence in Downtown Berkeley (source: Nick Perry for ARG, August 2006).

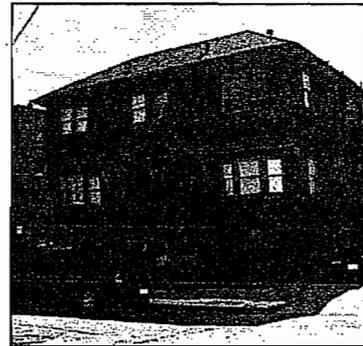


Image 71: 1930 Walnut Street is an example of a Shingle residence in Downtown Berkeley (source: Nick Perry for ARG, August 2006).

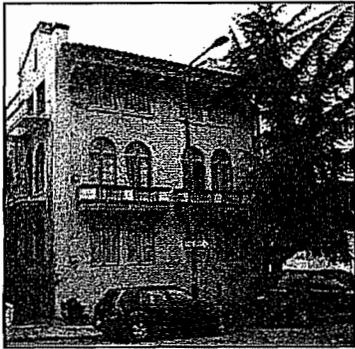


Image 72: 2126 Bancroft Way is an example of a Spanish Revival residence in Downtown Berkeley (source: Nick Perry for ARG, August 2006).

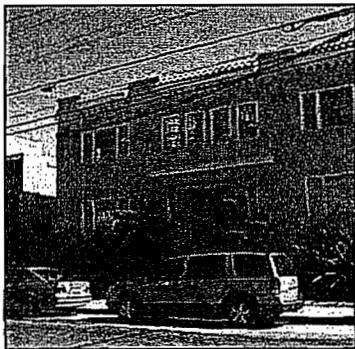


Image 73: 2000 Dwight Way (source: Nick Perry for ARG, August 2006).



Image 74: 2409 Milvia Street (source: Nick Perry for ARG, August 2006).

Typical features of these residences in Downtown Berkeley include:

- symmetrical facades;
- Ionic or Corinthian columns, engaged columns, and pilasters;
- entablatures;
- fanlights and sidelights at the entry;
- dentil ranges;
- modillions; and
- Palladian style windows.

Examples of Classically-Inspired Colonial Revival-style residences in Downtown Berkeley include:

- 1905 Berkeley Way
- 1907 Center Street
- 2035 Channing Way
- 2418 Fulton Street
- 2138 Kittredge Street

Spanish Revival Traditions:

Mission / Mediterranean / Spanish Colonial 1900-1930

The California Mission, Mediterranean Revival, and Spanish Colonial styles blend the architecture of the Mediterranean, Italian and Spanish traditions, with the architecture of the California Missions. The buildings of this style were intended to be copies of these early Spanish and Mexican forms. The style suited the warm California climate and became a favorite building idiom in the 1920s. Popularized by such Southern California architects as Wallace Neff and Reginald Johnson, the style basically had two centers, Pasadena and Santa Barbara, however the style was frequently used in Northern California, including Berkeley. Innumerable houses were built in California of this style and though the designs drew on non-American sources, this revival style is definitely an American creation. Typical features of Spanish Revival tradition residences include:

- red clay tile roofs;
- use of balconies and balconets;
- smooth-stuccoed exterior walls usually painted white;
- arched openings;
- colorful tile work; and
- exposed heavy beams.

Examples of Spanish Revival tradition residences in Downtown Berkeley include:

- 2126 Bancroft Way
- 1912 Berkeley Way
- 2000 Dwight Way
- 2030 Dwight Way
- 2409 Milvia Street

Craftsman 1890-1930

California architects and builders embraced the Arts and Crafts tradition that had taken hold of England, Europe, and much of the Eastern United States. Proponents of this tradition included such noted architectural personalities as the Boston firm of Cram & Goodhue, New England's H. H. Richardson and his development of the Shingle style, Philadelphia's Wilson Eyre, Chicago's Frank Lloyd Wright, New York State's Gustav Stickley, and on the West Coast, Pasadena's Greene brothers. In Berkeley Bernard Maybeck, Ernest Coxhead, and naturalist Charles Keeler promoted the style (see the Shingle style). The Craftsman tradition featured simple handcrafted materials. The movement embodied every aspect of residential design from furniture to the "bucolic setting" of one's yard to the art pottery and wallpaper that decorated house interiors. Popular literature, examples of which include, *The Craftsman*, *Ladies Home Journal*, *Bungalow Magazine* and *House Beautiful*, distributed the movement's ideals to the middle class. The Arts and Crafts had broad boundaries that were further defined by regional tastes and interests.

In California, the movement became ingrained in middle-class neighborhoods in the form of the bungalow. The bungalow is really a building type with some houses stylistically reflecting California's Mission tradition, others incorporated features of the Shingle style, while others employed Middle Eastern and Asian influences. California's warm climate made the bungalow even more popular. The California bungalow was usually a one-story, detached house. However, variations on this norm included bungalow courts (several houses or units around a courtyard) and houses with an inhabitable attic called an "upper room." Consistent features of the plans include an entrance directly into the living room with no parlor and a large kitchen. Many had sleeping porches, breakfast nooks, and inglenooks (or fireplace seats). Bungalows were usually constructed on small lots. Many two-story houses were designed with certain

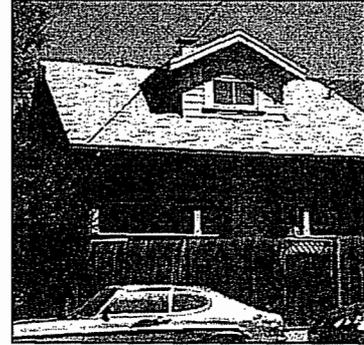


Image 75: 2131 Channing Way
(source: Nick Perry for ARG, August 2006).



Image 76: 2037 Hearst Avenue
(source: Nick Perry for ARG, August 2006).

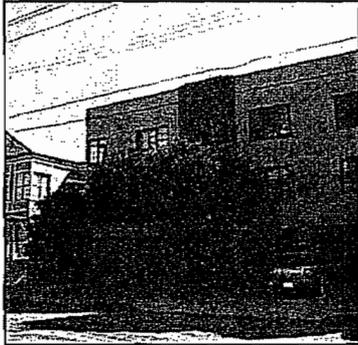


Image 77: 1915 Bonita Avenue
(source: Nick Perry for ARG, August 2006).

bungalow features, such as the large front porch and plan. Typical features of the Craftsman bungalow include:

- gabled roofs;
- dormer windows;
- wide porches;
- overhanging eaves;
- shingles or stucco cladding; and
- exposed rafters, purlins, and ridge beams.

Examples of Craftsman-style bungalows in Downtown Berkeley include:

- 2131 Channing Way
- 2037 Hearst Avenue

Art Deco 1920 to 1940

The Art Deco style is noted for its overall verticality, smooth wall surfaces (usually stucco) and use of zigzags, chevrons, and other stylized and geometric motifs. The Art Deco was an Americanization of the French Art Nouveau movement. The style was sometimes used for apartment buildings or flats, but very rarely for single-family residences. Typical features of Art Deco multi-family residences include:

- accentuated vertical elements;
- smooth wall surfaces;
- zigzag ornamentation (chevrons);
- stylized and geometric motifs;
- decorative parapets; and
- ornamental window and door surrounds.

An example of an Art Deco-style, multi-family residence in Berkeley is:

- 1915 Bonita Avenue

Extant Resources Relating to Residential Context

Berkeley's downtown residential neighborhoods include a rich variety of building types and styles. All are indicative of the economic and cultural forces at work at the time they were built. Queen Anne cottages reflect the period of residential construction that followed the arrival of the Southern Pacific railroad line and

the connection of Berkeley with surrounding cities. The numerous Berkeley Brown Shingle boxes are indicative of the popularity and importance of the Arts and Crafts Movement in Berkeley and the influx of San Francisco refugees after the 1906 earthquake. The post World War II expansion of University of California, Berkeley's student population resulted in the construction of large apartment building to house the students in the 1960s. Together, the buildings of the downtown neighborhoods represent over a century of growth and change. Representative examples are noted after each style discussion.

RESIDENTIAL DEVELOPMENT & ARCHITECTURE

Endnotes: Residential Development & Architecture

¹ George A. Pettitt, *A History of Berkeley* (Berkeley, CA: Alameda County Historical Society, [1976?]) 21.

² "Auction Sale of Berkeley Real Estate . . ." Map. (Woodward & Taggart, real estate auctioneers, 1878).

³ "Map of the City of Oakland: Berkeley, Oakland & Brooklyn Townships and Alameda." Map. (Oakland, CA: Gaskill and Vandercook, real estate agents, [1888]).

⁴ E.S. Moore, "Birdseye View of Berkeley, Cal. 1891." Map. (Irwin and Johnson, real estate agents, 1891).

⁵ Sanborn Map Company. *Insurance Maps of Berkeley, 1894.*

⁶ *Ibid.*, 1911.

⁷ *Ibid.*

⁸ *A History of Berkeley*, 32.

⁹ "City of Berkeley Zone Map." Map. ([Berkeley, CA?: s.n.], 1920).

¹⁰ Sanborn Map, 1929.

¹¹ "City of Berkeley Zone Map." Map. ([Berkeley, CA?: s.n.], Revised 1940).

¹² George A. Pettitt, *Berkeley: the Town and Gown of It* (Berkeley, CA: Howell-North Books, 1973) 173-174.

¹³ For more information on these architects, see the Commercial Development Context.

¹⁴ Pettitt, 174.

¹⁵ Cerny, Susan, "The Brown Shingle Home: A Distinctive Berkeley Feature." *Berkeley Daily Planet: Berkeley Observed, Looking Back, Seeing Ahead.* [Berkeley, CA: s.n., 2002].

¹⁶ Robert, Bernhardt. *The Buildings of Berkeley* (Berkeley, CA: Berkeley Architectural Heritage Association: Oakland, CA: Forest Hill Press, 1971) 47.

¹⁷ Susan Cerny, *Berkeley Daily Planet: Berkeley Observed, Looking Back, Seeing Ahead.* [Berkeley, CA: s.n., 2002].

CONTEXT: Transportation

Demand for transportation routes throughout the San Francisco Bay region began with the significant population growth in San Francisco and East Bay towns as a result of the 1849 Gold Rush. After the gold rush until about the 1870s, water transportation was the only direct means of linking the East Bay with San Francisco, and travel within East Bay towns was conducted by foot or on horse. The need for transportation facilities required adequate equipment and advances in modern transportation. In 1850 at its first session, California's Legislature passed acts to provide for the construction of ferries and railroads in San Francisco and the Bay Area.¹ This resulted in the development of ferry lines in the 1870s establishing modern transportation methods that linked San Francisco and urban development in the East Bay.

Berkeley recognized the importance of urban transportation early in its development. A series of horse car lines, steam-powered trains and ferry services were established all before Berkeley was incorporated in 1878. At this time, Berkeley had three business districts along San Pablo Avenue served by rail lines. Telegraph Avenue at Bancroft Way was served by a car line from Oakland. Additionally, Shattuck Avenue at Center Street was served by a steam line from Oakland. Shattuck Avenue has remained a hub of commercial development since the first steam-powered train ran along Shattuck Avenue in the mid-1870s, defining Downtown Berkeley by the rail lines servicing the community and the University of California, Berkeley. The evolution of transportation routes from horse car lines, to steam locomotive, followed by electric rail, and ultimately modern-day BART, have been the determining factors of commercial and residential growth in Berkeley.

Horse Car Line

In the 1850s and early 1860s Berkeley was a sparsely populated fairly rural town. However, growth associated with the College of California's move from Oakland to Berkeley in 1866 resulted in an increase in population and demand for better transportation.² A reliable transportation link was needed to assure the University's success and enable Berkeley to develop into an urban center. At the University's urging, led by former University President Henry Durant, Vice President Rev. Samuel H. Willey, and other leading citizens, the Berkeley Ferry and Railroad Company established a horse drawn transit line between Oakland and Berkeley along Choate (now Telegraph Avenue) in 1872.³ This first horse car line consisted

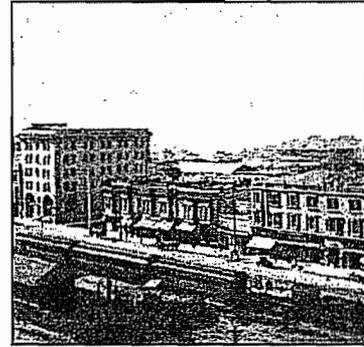


Image 78: Shattuck Avenue and Railroad Station, N/D (source: *Looking Back at Berkeley: A Pictorial History*).



Image 79: Horse car at Dwight Way Station, Shattuck Avenue and Dwight Way, N/D (source: *Looking Back at Berkeley: A Pictorial History*).

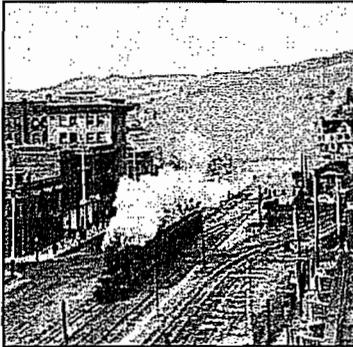


Image 80: S. P. Train heading south on Shattuck Avenue, 1906 (source: *Picturing Berkeley: A Postcard History*).

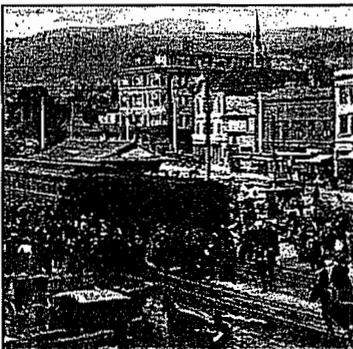


Image 81: View of Stanford Place Station in Downtown Berkeley, 1907 (source: *Picturing Berkeley: A Postcard History*).

of a coach drawn on rails by a single horse. Durant, joined by John B. Woolsey, established an additional franchise to extend this first line from Telegraph Avenue out Humboldt Street to Bancroft Way.⁴ This extension was completed just before the Berkeley campus became fully operational. An additional horse car line along University Avenue was built in 1891. The opening of these early horse car lines created the first commercial district in East Berkeley, along Telegraph between Bancroft Way and Allston Way, providing a direct link to the developing campus.

During this period, ferry service with Berkeley was initiated. Berkeley Land and Town Improvement Association arranged land sales, opened stores, built wharves and promoted ferry connection with San Francisco as early as 1873.⁵ By April 6, 1874, the Board of Supervisors of Alameda County granted the company a franchise for twenty years to build a wharf at the foot of University Avenue establishing a transportation route to San Francisco.⁶

Steam Streetcars

The first steps in modernizing transportation lines beyond the more traditional method of the horse car occurred in 1876, when the Berkeley Ferry and Railroad Company replaced horses with a steam dummy.⁷ For a short period of time the Berkeley Ferry and Railroad Company had control of almost all the transportation lines within Berkeley. However, the benefits of establishing a transportation route in growing Downtown Berkeley was soon identified as a successful business venture by local entrepreneurs.

Francis Kittredge (F. K.) Shattuck and James L. Barker bought a Central Pacific (later Southern Pacific) spur line, extending from Oakland, along Adeline Street terminating at Stanford Place, named after Leland Stanford, owner of the railroad (now Berkeley Square and Shattuck Square). Shattuck and Barker foresaw a steam train along Shattuck Avenue as a means of developing their commercial property within Berkeley and promoting Shattuck Avenue as Berkeley's main commercial street.⁸ By 1876, the Berkeley Branch Steam Line, founded by Shattuck and Stanford was nearing completion.⁹ The line quickly evolved into the top competitor to the Berkeley Ferry and Railroad Company.

To obtain the required land to accommodate multiple rail lines running north-south along Shattuck Avenue, necessary freight yards, and Stanford Place station, property owners on Shattuck Avenue were required to provide a right-of-way fee, including 20 acres of

land for yard stations and \$2,000 in cash.¹⁰ With Shattuck Avenue established as the principal transportation route of both the Berkeley Ferry and Railroad Company and the Berkeley Branch Steam Line, East Berkeley quickly developed into the center of commercial growth.

Competition between these providers resulted in a number of stations that serviced Berkeley. Subsequently, commercial centers developed around the train stations stretching the complete length of Shattuck Avenue. These stations and commercial centers included: Berkeley Station (Center Street and Shattuck Avenue); Dwight Station (Dwight Way and Shattuck Avenue); Newbury Station (Adeline Street and Ashby Avenue); Lorin Station (Adeline Street and Alcatraz Avenue); and the commercial center on Shattuck Avenue near Vine Street.¹¹ Until 1878 the end of the line was Shattuck Avenue and University Avenue, when transportation routes were extended to accommodate increased residential growth in Berkeley.

With commercial growth centered on East Berkeley, west Berkeley was cut off from economic and commercial development. Berkeley Land and Town Improvement Association passed a resolution on May 22, 1876, for a separate local steam line to connect West Berkeley with the ferry at the Oakland Mole (located near the present approach to the Bay Bridge) and from there to San Francisco.¹² The right of way was acquired by a subsidiary of the Central Pacific, the Northern Railway Company, with Charles Crocker as acting head. The line ran along Third Street between Berkeley's northern and southern borders.

Electric Streetcars

With the advent of electric streetcar service all previous methods of transportation in Berkeley were replaced, and development opportunities were extended to outlying areas earlier serviced by horse-drawn trolleys. The demand for more modern and efficient transportation methods was furthered by the influx of San Francisco refugees of the 1906 Earthquake contributing to Berkeley's growing population and residential development. The electric lines proved to be popular, reducing commute times and providing access to additional locations throughout Berkeley and the East Bay. The efficiency of electric streetcar lines linking Berkeley to other East Bay cities became a strong force in the development of the community's commercial centers.

The first electric streetcar line in Berkeley went into operation on



Image 82: Early electric streetcar, 1894 (source: *Looking Back at Berkeley: A Pictorial History*).

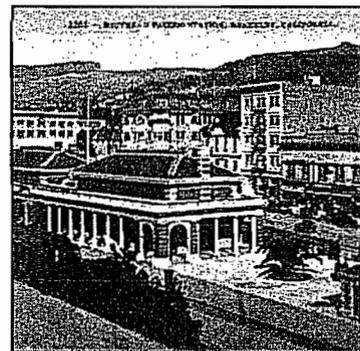


Image 83: Stanford Place station, Berkeley, CA, 1908 (source: *Looking Back at Berkeley: A Pictorial History*).

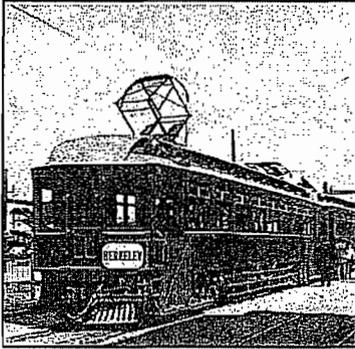


Image 84: Key Route electric train on Shattuck Avenue, c. 1907 (source: *Looking Back at Berkeley: A Pictorial History*).

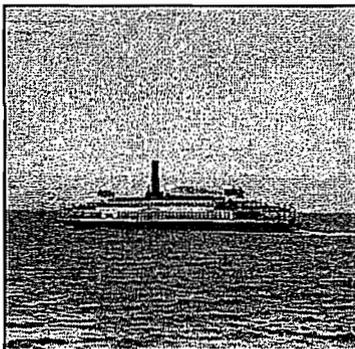


Image 85: Key Route Ferry, 1912 (source: Berkeley Public Library).

May 17, 1891.¹³ A horse car line along University Avenue was planned as early as 1874, with installation scheduled for 1884 with the completion of the Town Hall. However, construction on this line did not begin until 1891. The line ran north-south on Grove Street (now Martin Luther King, Jr. Way).¹⁴ In addition to the Grove Line, the first east-west streetcar line linking the city's residential and business districts was established, along Shattuck Avenue and University Avenue to the ferry slips. The University Avenue streetcar connected with the Southern Pacific steam rail on Third Street, linking it to San Francisco bound ferries.

The original North Oakland Telegraph Avenue horse car line was converted to an electric streetcar in 1893. An electric line was completed linking West Berkeley, Emeryville and Oakland in 1901; another was installed on University Avenue in 1902. However, the Key Route established in 1903, and the Southern Pacific established in 1911, were the two most important developments in the electric trolley lines connecting Berkeley to the greater Bay Area.

Key System and Southern Pacific

The major change to Berkeley's electric streetcar transportation came with the Key System Railway and Ferry (Key Route), so named as the configuration of trestle and ferry slips resembled a key extending into the Bay, connecting to San Francisco.¹⁵ The Key System began as the San Francisco, Oakland, and San Jose Railway (SFOSJR), incorporated in 1902, under the ownership of Francis Marion "Borax" Smith.¹⁶ The Key System, was a consolidation of several smaller streetcar lines under Smith's control, providing mass transit to cities throughout the East Bay, from 1903 until 1960 when the system was sold to AC Transit including: Oakland; Berkeley; Emeryville; Piedmont; San Leandro; Richmond; Albany; and El Cerrito.¹⁷

The first Key System cars left Shattuck Avenue and University Avenue for ferry connection on October 26, 1903.¹⁸ Electric cars, in groupings of eight or more, and painted bright orange to match the ferry, ran from Shattuck and University Avenues to the foot of Market in San Francisco. The trip to San Francisco took 38 minutes, with a 35-minute return trip.¹⁹ The line established Berkeley as a commuter suburb of San Francisco and Oakland. Improving mass transit enabled the subdivision and opening of new residential areas for development, including the Claremont District, (1906), and Northbrae (1908).²⁰ In 1908 the SFOSJR changed its name to the San Francisco, Oakland and San Jose Consolidated Railway and

established a feeder line in Berkeley on Dwight Way.²¹ One year later, a connection was completed on Ashby Avenue. These cross town lines strengthened communication between the eastern and western parts of the city. The Key System name was changed again in 1912, to the San Francisco-Oakland Railway.²²

The competition brought about with the success of the Key System spurred the Southern Pacific Railway to begin modernization efforts to move toward electric railways, constructing a system of street railway lines throughout the city, between the years 1909 and 1915. The Southern Pacific announced that it would cut commute times and implement a “flyer” with only a few stops between the Oakland pier and central Berkeley. In 1911, Southern Pacific spent one million dollars converting all steam trains to the electric “Red Car” line.²³ Steam trains were abandoned and the new “Red Cars” began to run along Shattuck Avenue, with new lines on Ellsworth and in North Berkeley, including the Ninth Street Loop.

A map of Berkeley from 1911 indicated the prevalence of the Key System and Southern Pacific transit routes. Both lines extended service through Shattuck Avenue’s commercial core. The Key System ran additional north-south lines on Grove (Martin Luther King, Jr. Way), and College Avenue, as well as a line, which ran the extent of the University’s border. In addition to the north-south lines, an east-west line ran along University Avenue from the campus to the ferry slips. Southern Pacific transportation lines extended north on Shattuck Avenue into residential districts with an additional north-south line on Telegraph.²⁴

A 1914 map indicated the increase in transportation service as well as the location of various Berkeley stations serviced by the Key System and the Southern Pacific. Many of stations were located along Shattuck Avenue: Shattuck Avenue and Dwight Way; Shattuck Avenue between Center Street and Addison Street (Stanford Place); Shattuck Avenue near Vine Street; and Shattuck Avenue and University Avenue. Additional stations serviced by the Key System were located along University Avenue. In 1914 the Key Route was the dominant transportation provider. Train service ran in a north-south direction along Shattuck Avenue and Sacramento Street. In addition, electric trolleys ran along Shattuck Avenue, and Telegraph, College and Grove Streets, with cross town lines along Dwight Way, University Avenue and along the edge of campus. Southern Pacific continued service along Shattuck Avenue, with additional north-south service along Ellsworth, California, and Ninth Streets, as well as the bay shore.²⁵



Image 86: 1911 Realty Union map shows the prevalence of transit routes (source: Berkeley Public Library).



Image 87: Key Route ferry slips, N/D
(source: *Berkeley Town and Gown*).



Image 88: View of Shattuck Avenue looking north, note the mix of streetcar lines and automobiles, c. 1940s
(source: www.berkeleyheritage.com).

Southern Pacific and the Key Route faced new competition in 1923. This year the Golden Gate Ferry Company re-established direct transportation to San Francisco from the foot of University Avenue. A ferry franchise was granted, and a concrete pier was built at the foot of University Avenue.²⁶ The competition resulted in bankruptcy for the Key System, and it was reorganized as the Key System Transit Company. In 1923 Stanford Place (a.k.a. Berkeley Square and Shattuck Square) was transformed from a small park or public square, that earlier formed the railroad terminus, into a commercial block.²⁷ On June 16, 1927 the Golden Gate Ferry began operation providing more direct connection with San Francisco. Automobile transportation started on the ferry in 1929. During the Depression the system was reorganized under a holding company and renamed the Railway Equipment & Realty Co. Finally, in 1938, the official name became the Key System.²⁸ Opening of the Bay Bridge in 1936 resulted in abandonment of ferry service by the Key System and the Southern Pacific Company in 1939.²⁹ The discontinued use of local streetcars in 1948, followed by commuter trains in 1958, indicated that the nature of transportation had shifted again and now focused on individual, rather than mass transit.

Automobiles and Parking

In the early part of the twentieth century, the automobile ascended to popularity and widespread use throughout American cities. By the 1920s and into the 1930s, cities across the nation were encountering an array of problems associated with the automobile including: traffic accidents; loss of street space to parking; and potentially fatal interactions between pedestrians, streetcars, and automobiles. In response municipal governments “pushed back curbs, widened streets, and installed an array of directional signs, lights, and traffic controls to help the more nimble and potentially lethal motor traffic intermingle safely with horses, wagons, darting pedestrians, and lumbering, unmaneuverable streetcars.”³⁰

By 1940 Berkeley’s population had increased to 85,000.³¹ As a result of World War II, Berkeley’s population further expanded with the influx of people working in East Bay factories supporting the war effort. After World War II a steady rise in population continued, as people returned or relocated to Berkeley from war time duties. The evolution of transportation in Downtown Berkeley responded to the increase in population and expanded use of the automobile. Shattuck Avenue as the commercial center of Berkeley remained the main thoroughfare. In 1948 the increased use of automobiles and buses

forced all Berkeley street railways out of business.³² The number of auto repair and body work facilities as well as parking facilities (public and private) located in Berkeley's downtown illustrate the significant automobile orientation of Downtown Berkeley. The 1950 Sanborn map indicated that a number of auto garages, dealerships and gas stations were located throughout Berkeley's downtown at the following locations:

Auto Garages

- 2121 Walnut Street at Berkeley Way;
- 2131 Walnut Street at Berkeley Way;
- the University of California Garage at the northwest corner of Berkeley Way and Oxford Street;
- 2001-2015 Addison Street;
- 2026-2039 Addison Street;
- 2039-45 Center Street;
- 2161 Allston Way;
- 2037 Durant Way; and
- 2036 Channing Way.

Auto Dealerships

- northwest corner of University Avenue and Milvia Street;
- 2009 University Avenue;
- 2170 University Avenue;
- 2109 Milvia Street;
- 2122 Durant Way;
- southwest corner of Durant Way and Fulton Street;
- northwest corner of Shattuck Avenue and Channing Way;
- 2475 Shattuck Avenue;
- mid-block, south side of Haste Street between Fulton Street and Shattuck Avenue; and
- northeast corner of Dwight Way and Fulton Street.

Gas Stations

- 2198 Hearst Avenue at Oxford Street;
- 2199 Berkeley Way at Oxford Street;
- 1980 University Avenue;
- 2167 University Avenue at Oxford Street;
- 2000 Oxford Street at University Avenue;
- northeast corner of Martin Luther King, Jr. Way and Addison Street;
- northwest corner of Addison Street and Milvia Street;



Image 89: An example of an Auto Garage depicted on the 1950 Sanborn map. The building has been altered but the site retains its auto use (source: Nick Perry for ARG, August 2006).

- southeast corner of Center Street and Milvia Street;
- northeast corner of Milvia Street;
- northwest corner of Milvia Street;
- southeast corner of Milvia Street and Kittredge Street;
- northwest corner of Kittredge Street and Fulton Street;
- southwest corner of Fulton Street and Bancroft Way;
- northwest corner of Durant Way and Fulton Street;
- northwest corner of Fulton Street and Dwight Way;
- 2500 Martin Luther King, Jr. Way;
- northwest corner of Dwight Way and Fulton Street;
- southeast corner of Bancroft Way and Fulton Street; and
- southwest corner of Berkeley Way and Grove Street.

Additionally, as people began to drive downtown parking became a necessity. Street parking served the immediate need. However, increased number of automobiles on the road brought about the necessity for actual parking lots in Berkeley's commercial core. The 1950 Sanborn map indicates that surface parking lots were located at the following the locations:

Surface Parking Lots

- the northeast corner of Shattuck Avenue and Berkeley Way;
- mid-block of Addison Street between Shuttuck Avenue and Oxford Street;
- 2025 Center Street extending to Addison Street;
- southwest corner of Center Street and Oxford Street;
- 2025 Center Street extending to Addison Street;
- adjacent to the YMCA on Allston Way;
- 2022 Kittredge Street;
- mid-block on the south side of Kittredge Street between Shuttuck Avenue and Fulton Street; and
- 2023 Bancroft Way.

During the post World War II era the automobile took Berkeley by storm. Downtown was filled with automobiles and associated services and parking. Wide use of municipal transportation was abandoned for the individual freedom provided in automobile transportation. However, automobile transportation brought about new concerns and congestion, resulting in the demand for a new method of transportation that would suit a modernized post war society.

AC Transit

AC Transit is a modern bus system, owned by the public of the East Bay. In November 1956 citizens voted to establish the Alameda Contra Costa Transit District. Funding for the District was provided in 1959 through a voter-approved bond of \$16.5 million. This funding allowed AC Transit to acquire the bankrupt Key System from the California Public Utilities Commission and begin operation in 1960. The fleet consisted of 250 new “transit liners,” extending service into new neighborhoods, creating an intercity bus network. By 1974 AC Transit’s service area stretched from the western Contra Costa County cities of San Pablo and Richmond to the southern cities of Fremont and Newark.³³ At that time AC Transit provided transportation to San Francisco along major arteries.

The 1970s saw a period of change for the AC Transit system. With the beginning of Bay Area Rapid Transit (BART) service in 1972, AC Transit contacted with BART to provide feeder buses linking the rail system with suburbs outside the district’s service area. Further expansion of AC Transit lines followed from 1974-1978, providing service to outlying communities.³⁴

AC Transit’s service area was divided into two divisions, called Special Transit Service Districts 1 and 2. Special Transit Service District 1 extended from San Pablo Bay to Hayward, including the cities of Richmond, San Pablo, El Cerrito, Albany, Berkeley, Emeryville, Oakland, Piedmont, Alameda, San Leandro, Hayward, and the unincorporated areas of Ashland, Castro Valley, Cherryland, El Sobrante, Kensington, and San Lorenzo. Special Transit Service District 2 consisted of the cities of Fremont and Newark in southwestern Alameda County where AC Transit operated a network of local routes.³⁵ An intermodal transport center was located at Center Street and Shattuck Avenue, serving as a transfer station for the East Bay and BART.

Bay Area Rapid Transit (BART)

The history of the BART begins as early as 1946. Facing a heavy post-war migration to the greater Bay Area and its consequent automobile boom, business and civic leaders on both sides of San Francisco Bay met to discuss ways of easing the mounting congesting impacting the bridges spanning the Bay and existing transportation facilities. In 1947 a joint Army-Navy review Board suggested that an underwater tube devoted exclusively to high-speed electric trains, linking San Francisco and Oakland was needed



Image 90: Interior view of Berkeley BART station, 1978 (source: *Looking Back at Berkeley: A Pictorial History*).

to prevent further congestion.³⁶ In 1951 The State Legislature created the 26-member San Francisco Bay Area Rapid Transit Commission to study Bay Area transportation.³⁷ On June 4, 1957, at the Commission's recommendation, the Legislature formed the San Francisco Bay Area Rapid Transit District, comprised of the five counties of Alameda, Contra Costa, Marin, San Francisco, and San Mateo.³⁸ The district's main purpose was to oversee the building and operation of a high-speed rapid network linking major commercial centers with suburban sub-centers.

Engineering plans developed by Parsons-Brinkerhoff-Tudor-Bechtel (PB-T-B) between 1957 and 1962, called for electric trains to run on grade-separated right-of-ways, reaching a maximum speed of 75-80 miles per hour.³⁹ By 1961 the final plan was submitted to the supervisors of the five district counties for approval. San Mateo County Supervisors officially withdrew from the district on April 12, 1962, citing high property taxes and the existing Southern Pacific commuter lines as primary reasons. One-month later Marin County also withdrew from the district.⁴⁰ The five-county plan was quickly revised to a three-county plan with a new emphasis on rapid transit connection between San Francisco and the East Bay cities and suburbs of Contra Costa County and Alameda Counties. The new plan was presented as the "BART Composite Report," and approved in July 1962.⁴¹ BART construction began on June 19, 1964, with groundbreaking ceremonies in Contra Costa County.⁴²

Work on the rapid transit system reached its peak in 1969, but construction was behind schedule and costs were increasing. By early 1971, the ten prototype transit cars were being test operated on the Fremont line to ensure adequate design before going into full-scale production. At the same time IBM was preparing the prototype fare collection machines. Major construction was phased out from 1971-1972, as BART prepared to become an operating railroad, with opening day on September 11, 1972.

The Berkeley community played a strong role in the creation of BART. Originally approving a combination of aerial and subway lines through the city, Berkeley later came to oppose the plan in favor of a subway line. The new plan called for the BART train to run underground along Shattuck Avenue, continuing the tradition of transportation lines in Berkeley, and a redesign of the Ashby Station from an aerial to a subway facility. For the next 2-½ years a series of controversial hearings ensued. The issue was resolved when 83% of Berkeley residents of Berkeley voted tax themselves another \$20 million to have BART run underground.⁴³ The delay of

BART construction in Berkeley resulted in additional costs of \$18 million.⁴⁴ Following the completion of the system, Shattuck Avenue was renovated for accommodating motorized vehicles, with modern conventions for moving traffic in an efficient manner. Pedestrian improvements were also incorporated with benches, resting areas,

trees and large parking bays to beautify Berkeley's transportation and commercial thoroughfare.

Extant Resources Associated with Transportation Context

Downtown Berkeley has very few existing resources from the early periods of transportation development. There are no remnants of the horse car lines; steam and electric streetcars no longer weave through the commercial and residential districts. Of the many stations which were located along Shattuck Avenue and University Avenue none remain. However, the footprint of Stanford Place station can be seen in the commercial blocks of Shattuck Square and Berkeley Square. Also, the current street width of both Shattuck Avenue and University Avenue reflects their use as transit corridors. Finally, Berkeley's commercial center along Shattuck Avenue is a reminder of the role transportation had in the formation of Berkeley's downtown.

Modern transportation developments of the automobile and BART are prevalent and continue to have an active role in the future development of downtown. Parking garages and surface parking are located throughout the downtown vicinity. BART serves as the primary mass transit link to San Francisco and East Bay cities.

Endnotes: Transportation

¹ Mary Johnson. *The City of Berkeley A History: From the First American Settlers to the Present Date*. Manuscript on file at the History Room of the Central Berkeley Public Library, 83.

² www.berkeley.edu

³ George A. Pettitt. *Berkeley: The Town and Gown of it*. Berkeley, CA: Howell-North Books, 1973, 57.

⁴ George A. Pettitt, *History of Berkeley*, Berkeley, CA: Alameda County Historical Society, 1976, 42.

⁵ *A History of Berkeley: An Exhibit Commemorating the Centennial of the City of Berkeley*, 30.

⁶ Mary Johnson. *The City of Berkeley A History: From the First American Settlers to the Present Date*. Manuscript on file at the History Room of the Central Berkeley Public Library, 78.

⁷ George A. Pettitt. *Berkeley: The Town and Gown of it*, 57.

⁸ *A History of Berkeley: An Exhibit Commemorating the Centennial of the City of Berkeley*, 16.

⁹ *George A. Pettitt*, 63.

¹⁰ George A. Pettitt. *Berkeley: The Town and Gown of it*, 63.

¹¹ *A History of Berkeley: An Exhibit Commemorating the Centennial of the City of Berkeley*, 16.

¹² George A. Pettitt. *Berkeley: The Town and Gown of it*, 66.

¹³ The first streetcar was founded by the Claremont, University and Ferries Street Railway, sponsored by G. W. Kline, W. E. Sell, J. L. Scotchler, A. F. Gunn, and Louis Gottshall. George A. Pettitt, *History of Berkeley*, 43.

¹⁴ George A. Pettitt, *History of Berkeley*, 43.

¹⁵ *A History of Berkeley: An Exhibit Commemorating the Centennial of the City of Berkeley*, 30.

¹⁶ www.wikipedia.org, 1.

¹⁷ *Ibid*, 1.

¹⁸ George A. Pettitt, *History of Berkeley*, 43.

¹⁹ William Warren Ferrier. *Berkeley, California: The story of the Evolution of a Hamlet Into a City of Culture and Commerce*. Berkeley, CA: the Author, 1933, 253.

²⁰ *Looking Back at Berkeley: A Pictorial History of a Diverse City*, 30.

²¹ www.wikipedia.org, 1.

²² *Ibid*, 1.

²³ *Looking Back at Berkeley: A Pictorial History of a Diverse City*, 49.

²⁴ *Map of Oakland and Vicinity*. Published by The Realty Union, First National Bank Building, San Francisco, CA, 1911.

²⁵ *Map of Berkeley and Vicinity*. Published by Lederer, Street and Zeus Co., Berkeley, 1914.

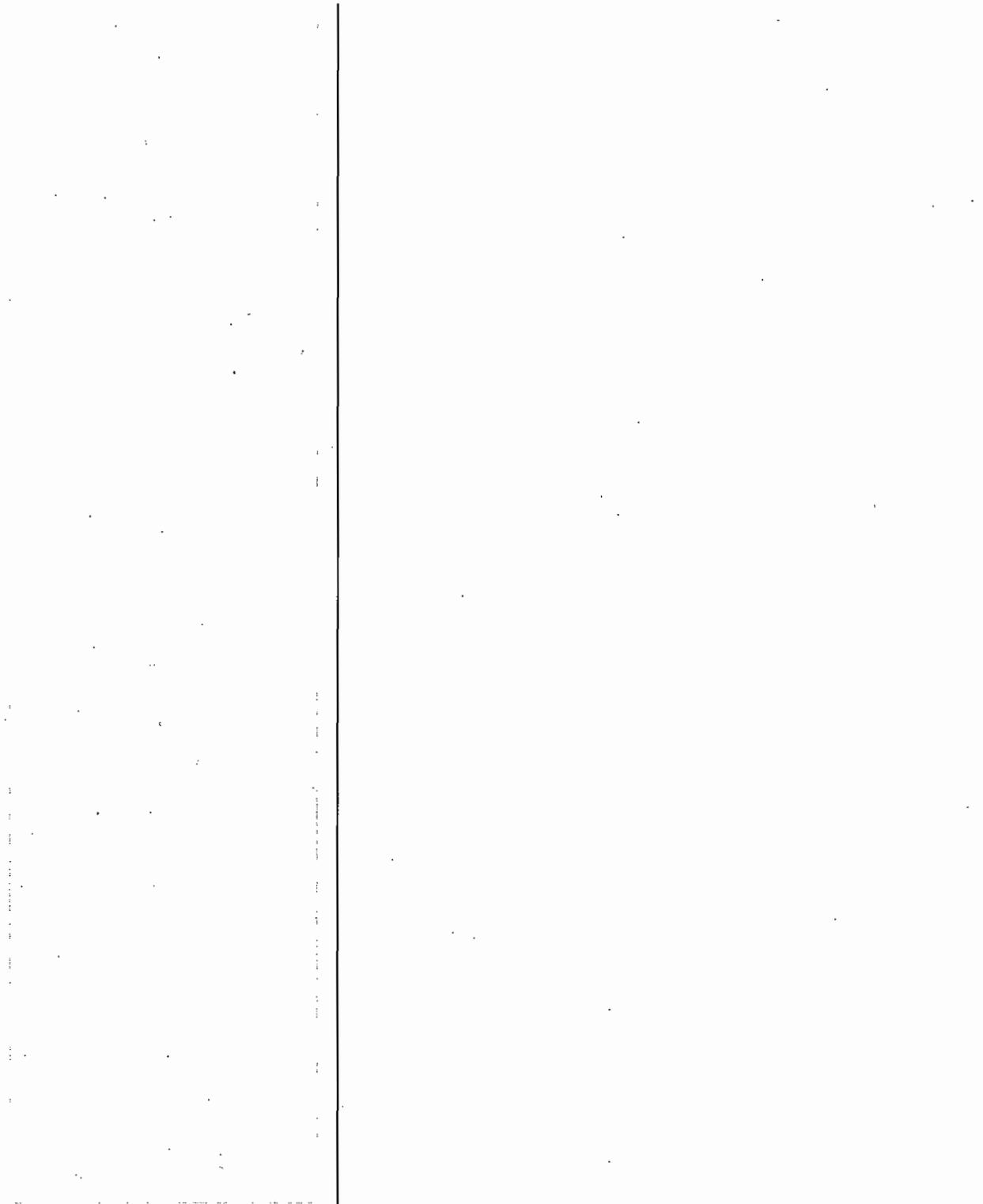
²⁶ William Warren Ferrier. *Berkeley, California: The story of the Evolution of a Hamlet Into a City of Culture and Commerce*. Berkeley, CA: the Author, 1933, 375.

²⁷ Susan Dinkelspiel Cerny. *Berkeley Landmarks*. Berkeley, CA: Berkeley Architectural Heritage Association, 1994, 66.

²⁸ www.wikipedia.org, 1.

- ²⁹ *Looking Back at Berkeley: A Pictorial History of a Diverse City*, 51.
- ³⁰ Liebs, Chester H., *Main Street To Miracle Mile: American Roadside Architecture*, Boston: Little, Brown and Company, 1985, 9.
- ³¹ *Looking Back at Berkeley: A Pictorial History of a Diverse City*, 23.
- ³² *Looking Back at Berkeley: A Pictorial History of a Diverse City*, 51.
- ³³ <http://www.actransit.org> 1.
- ³⁴ <http://www.actransit.org> 3.
- ³⁵ <http://www.actransit.org> 1.
- ³⁶ History of Bart (1946-1972) www.bart.gov, 1.
- ³⁷ Ibid, 1
- ³⁸ Ibid, 1
- ³⁹ Ibid, 3.
- ⁴⁰ Bart Chronology. www.bart.gov, 1.
- ⁴¹ History of Bart (1946-1972) www.bart.gov, 3.
- ⁴² Ibid, 3.
- ⁴³ *Looking Back at Berkeley: A Pictorial History of a Diverse City*, 51.
- ⁴⁴ History of Bart (1946-1972) www.bart.gov, 6.

TRANSPORTATION



CONTEXT: Light Industry**Introduction**

Industrial growth in Berkeley paralleled the growth of the city, and in its infancy small industries such as nurseries, bakeries, and planing mills sprang up as needs arose. The larger industries in existence the first three decades after the city's inception included Berkeley's first industry, the Pioneer Starch and Grist Mill (1855), West Berkeley Planing Mill (1857), Standard Soap Works/Colgate (1875), Hofburg Brewery (1880), and the West Berkeley Brewery (1883).¹ Most of these industries were located in west Berkeley near the San Francisco Bay.

Berkeley experienced an industrial boom after the 1906 Earthquake and Fire forced industries out of San Francisco. Companies were attracted to cities that witnessed relatively little destruction from the earthquake, such as Berkeley and Oakland. Reportedly, thirty industries relocated to or were established in Berkeley immediately following the earthquake.² The industrial expansion continued to benefit Berkeley well into the 1920s. Census reports showed 84 manufacturing plants in Berkeley in 1909, 113 plants in 1919, and 193 plants in 1928.³ In 1929 the Berkeley Chamber of Commerce boasted its eclectic assortment of industries in the local newspaper:

Berkeley is the largest center of production of coconut oil in the United States and therefore in the world. [We] make here marine engines and gas engines of all descriptions...automatic egg cleaning and candling machines...motor-driven railroad cars...musical instruments...soaps and food products...⁴

In the 1930s industry in Berkeley continued to flourish through the Great Depression, even as an economic slump wreaked a lasting financial disaster throughout the rest of the country. In 1938 over 300 manufacturing plants operated in Berkeley. High profile companies, which constructed factories in Berkeley, included the Palm-Olive-Peet Company, H.J. Heinz Corporation, and the Philadelphia Quartz Company.⁵ World War II brought industry to Berkeley in the form of war-supply manufacturers settling in west Berkeley, a part of the city that by the second decade of the twentieth century was zoned specifically for manufacturing. On the other side of the city, Downtown Berkeley had forced out nearly all of its larger industries and by the 1940s and 50s was dedicated largely

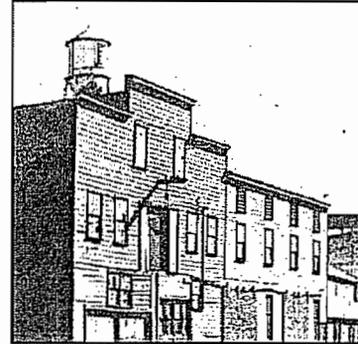


Image 91: Pioneer Starch and Grist Mill (source: *History of Berkeley*).

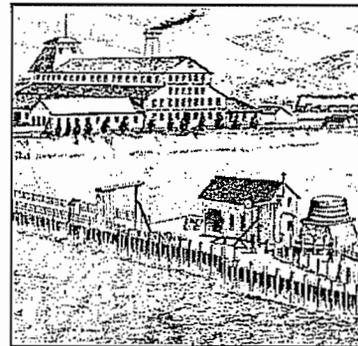


Image 92: Standard Soap Company (source: *History of Berkeley*).

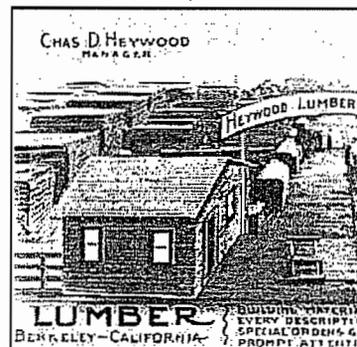


Image 93: Heywood Lumber & Supply Company (source: *Picturing Berkeley: A Postcard History*).

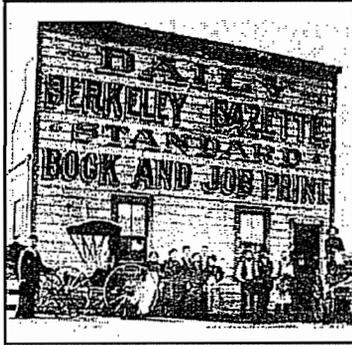


Image 94: *Berkeley Daily Gazette*, ca. 1900 (source: *History of Berkeley*).

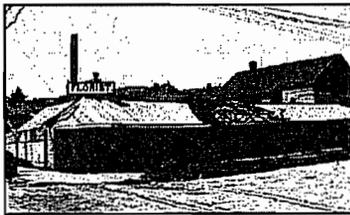


Image 95: Florist and nursery at Addison Street and Shattuck Avenue (source: *Online Archive of California*).

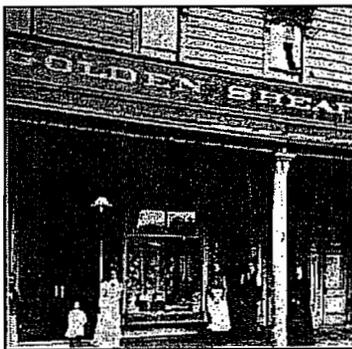


Image 96: Golden Sheaf Bakery, on Shattuck Avenue (source: *Berkeley: The Town and Gown of It*).

to small businesses and residential neighborhoods. The only industries left near Downtown Berkeley in 1950 consisted of small bakeries, printers, and small specialty industries, such as a felt product manufacturer that catered to the “school spirit” industry, manufacturing such products as pennants and banners.

Chronological History of Industry in Downtown Berkeley

In 1894 Sanborn maps recorded a broad dispersion of small industries throughout Downtown Berkeley. Most industries were concentrated immediately east and west of Shattuck Avenue and confined between University Avenue and Allston Way near the heart of Berkeley’s downtown. The sole exception, a bakery housed in the Stewart & Trobridge Building at the corner of Dwight Way and Shattuck Avenue, was far-flung from the industrial sector to the north and surrounded by predominantly residential neighborhoods. (That area of Dwight Way was a bustling part of the city in its own right, due to its advantageous location on a busy horsecar line.) A sampling of industries in the downtown area included a large hothouse and nursery at the northeast corner of Addison Street and Shattuck Avenue, and a collection of industrial buildings on the 2100 block of Center Street, which housed a dressmaker, bakery, and candy factory. The hothouse and nursery filled a large corner lot surrounding a residence, while the dresses, baked goods, and candy were manufactured in one- and two-story commercial buildings with narrow, rectangular footprints.

One of Berkeley’s largest industries at the time, the Golden Sheaf Bakery at 2026 Shattuck Avenue, was opened in 1877 by Englishman John G. Wright and was touted as Berkeley’s first wholesale and retail bakery. The Golden Sheaf was known for being a city within itself, providing board for its owners and employees. The Bakery was well regarded throughout the Bay Area for its varieties of breads, cakes, and pies. At the height of its growth the Golden Sheaf also operated a catering business and a retail shop.⁶ Farther west where development was sparser, G. Pape’s Planing Mill filled the corner of Addison and Milvia Streets. Single-story and L-shaped in plan, G. Pape’s Mill was the largest industrial complex in the area and furnished materials for buildings throughout the Bay Area, including the interior finishes for a portion of San Francisco City Hall.⁷ Constructed in 1905, the Bay Commons building on the corner of Bonita Avenue and Berkeley Way was originally built to house a brick and fireplace factory. Brick walls and a square cupola distinguished the two-story building. The brick and fireplace factory operated in Berkeley for

a short time and by the end of World War I, the American Legion had converted the building to a livery stable and dance hall on the second floor.

By 1911 industry in Berkeley was flourishing. After the 1906 Earthquake and Fire destroyed much of San Francisco, many of the city's industries relocated in Berkeley. Most of the industries relocated to west Berkeley, yet the trend was pervasive enough to reach Downtown Berkeley. Downtown industries still continued to concentrate near Shattuck Avenue, south of University Avenue, but had begun to spread as far south as Bancroft Way. The only industry depicted on the 1894 Sanborn map remaining in 1911 was the planing mill at the corner of Addison and Milvia Streets, which by this time was known as the Berkeley Planing Mill.⁸ In this period, Downtown Berkeley was dominated by a large number of printing presses and binderies (fourteen), creameries (nine), bakeries (eight), and blacksmiths (five), as well as smaller numbers of other types of light industries. The high number of creameries was likely based on Berkeley's proximity to farms. It is unclear why a particularly high number of bakeries opened in Berkeley; most bakeries were small-scale stand-alone outfits or located at the rear of restaurants. Specific types of industries were often concentrated in certain areas of the downtown. For example, seven buildings housing printing and binding companies were located within a three-block span of Center Street and six creameries were housed within three blocks of each other on University Avenue.

In terms of physical size, the largest industries located within Downtown Berkeley from 1910 to about 1920 were the Berkeley Planing Mill (Addison and Milvia Streets) and the F.W. Foss Lumber Company and Planing Mill (1915 Center Street). The Golden Sheaf Bakery, which received an Addison Street-facing addition in 1905 designed by architect Clinton Day, was sold to Wonder Bread in 1909, and the Bakery building fronting Shattuck Avenue was razed.⁹ However, Day's two-story brick building at 2071 Addison Street survived, but was converted to commercial office spaces soon thereafter.

The *Berkeley Press*, *Berkeley Independent*, and *Berkeley Gazette* newspapers, and the Lederer, Street & Zeus press office occupied buildings in Downtown Berkeley in the early 1900s. These publications and publishers printed on the press on the first floor of the Heywood Building at 2119 Addison Street, a large three-story building that housed flats on the second and third floors. The *Berkeley Gazette* was published in a narrow, two-story building at

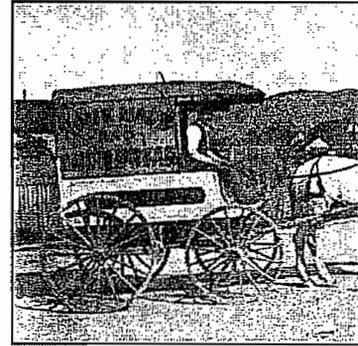


Image 97: Golden Sheaf Bakery delivery wagon (source: *Berkeley Historical Society*).



Image 98: Golden Sheaf Bakery advertisement (source: *Berkeley 1900: Daily Life at the Turn of the Century*).

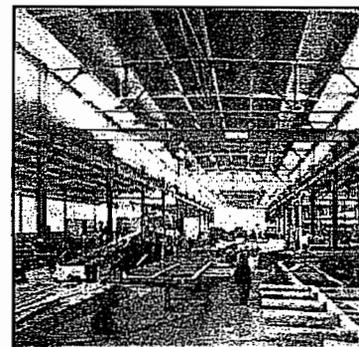


Image 99: Commercial motor trailer factory in Berkeley (source: *Berkeley: The First Seventy-Five Years*).

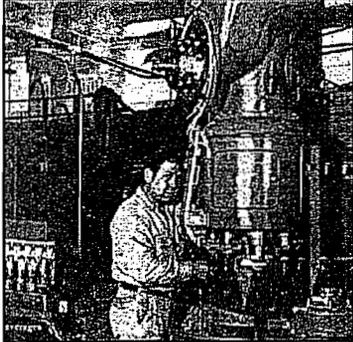


Image 100: Carbonated beverage factory in Berkeley (source: *Berkeley: The First Seventy-Five Years*).



Image 101: Laundry soap factory in Berkeley (source: *Berkeley: The First Seventy-Five Years*).



Image 102: Poison oak serum factory in Berkeley (source: *Berkeley: The First Seventy-Five Years*).

2044-48 Center Street.

Two telephone companies opened in Downtown Berkeley sometime after the turn of the century. Bay Cities Telephone Company operated out of a two-story, brick corner building at 1944 Allston Way. Pacific Telephone and Telegraph Company located its offices in a one-story building at 2277 Shattuck Avenue and its telephone exchange in a large, four-story building at 2112 Bancroft Way.

The number of industries located in Downtown Berkeley was reduced significantly by 1929. This was likely a result of multiple factors, which included the closing of industries due to a shrinking national economy, the movement of industries out of what had become a more commercial area, and the surging popularity of the automobile. The 1929 Sanborn map delineated the growth of automobile-related businesses in the downtown area. G. Pape's Planing Mill was no longer in existence, and the former mill buildings housed an automobile garage and Ornamental Iron Works. A lumber storage lot remained on the former site of F.W. Foss's Lumber Company, yet the planing mill building was demolished by 1929. Industries that existed in 1911 and continued to exist in 1929 included an ice cream factory located at 2112 Allston Way, the *Berkeley Daily Gazette* at 2044-48 Center Street, and the telephone company at 2112 Bancroft Way.

New industries that appeared in Downtown Berkeley between 1911 and 1929 included the Berkeley Farms Creamery plant at 2116 Allston Way, located in a two-story building constructed in 1924 on the site of the Frank E. Heath Creamery. The Berkeley Farms Creamery stayed in the building until 1935. A medium-scale garment manufacturer, Wheeling Manufacturing Company, constructed a large one-story building at 2115-19 Milvia Street in 1922.¹⁰ New lighter industries included: four new small-scale bakeries on Bancroft Way, Shattuck Avenue, and University Avenue; a trunk factory at 2110 Allston Way; a candy factory at 2109 Bancroft Way; and a cigar factory at 1975 University Avenue. Constructed in 1923, a large, two-story building at 2128-30 Center Street designed by preeminent local architect, James W. Plachek, contained a condensed mix of light industries in its basement. The industries included a bakery, candy factory, and ice creamery.

By 1950 the number of industries located within Downtown Berkeley was reduced to approximately ten.¹¹ The area was dedicated largely to commercial, residential, and automobile uses. Of the ten industries existing in 1950, one dated from 1911, the

Pacific Telephone and Exchange at 2112-16 Bancroft Way. At least three industries in existence in 1929 continued to thrive twenty-one years later. These included Wheeler Manufacturing Company at 2115-19 Milvia Street, known for its “school spirit” clothes and pennants; and two printing houses, one at 2055-61 Addison Street and one at 2010 Center Street. New industries appearing on the 1950 Sanborn maps included a single blacksmith at 1933 Addison Street (1940), the Langendorf Baking Company at 2029 Channing Way (ca. 1950), and the U.C. Press Building at 2106-20 Oxford Street (1939). According to the Berkeley Architectural Heritage Association, the U.C. press, located in a Moderne-style building designed by architects Charles Masten and Lester Hurd, was chosen by the U.S. Government Printing Office to print the United Nations Charter, which was signed at the San Francisco War Memorial Veterans Building in 1945. The Lederer, Street & Zeus printing and engraving plant constructed at 2121 Allston Way in 1938 (formerly located in the Heywood Building at 2119 Addison Street) was one of the last large-scale industrial plant buildings constructed in Downtown Berkeley. Lederer, Street & Zeus was Berkeley’s most prominent printer and held a monopoly on the city’s civic, promotional, and historical publications. The U.C. Berkeley student newspaper, the *Daily Californian*, used the Lederer, Street & Zeus building for its press and editorial rooms when the building first opened.¹²

Extant Examples of Resources Relating to Industry Context

Few buildings exist today in Downtown Berkeley that at one time housed important local industries. Many industrial buildings were demolished to make way for new development, such as G. Pape’s Planing Mill (demolished in the 1980s) and the Berkeley Farms Creamery plant (demolished in 1999). However, a handful of industrial buildings are still extant, including the U.C. Press building at 2106-20 Oxford Street (1939), the Lederer, Street & Zeus building at 2121 Allston Way (1938), and the Pacific Telephone and Telegraph at 2112-16 Bancroft Way (1924). The Lederer, Street & Zeus building has served as a temporary collections holding place for the Berkeley Public and U.C. Berkeley Bancroft Libraries. The Bay Commons building at the corner of Bonita Avenue and Berkeley Way and the Golden Sheaf Bakery warehouse building at 2069-71 Addison Street, both constructed in 1905, are exceptional examples of extant industrial buildings, having survived over a century of continued use and multiple tenants. Although none of the



Image 103: Golden Sheaf Bakery warehouse building at 2069-71 Addison Street (source: Nick Perry for ARG, August 2006).



Image 104: U.C. Press building at 2120 Oxford Street (source: Nick Perry for ARG, August 2006).

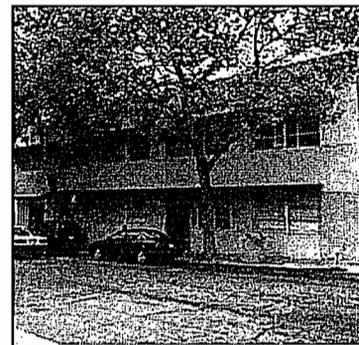


Image 105: Lederer, Street & Zeus building at 2121 Allston Way (source: Nick Perry for ARG, August 2006).

LIGHT INDUSTRY

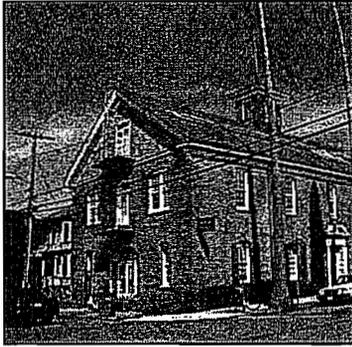


Image 106: Bay Commons building at Bonita Avenue and Berkeley Way (source: Nick Perry for ARG, August 2006).

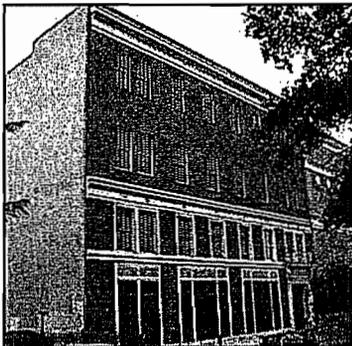


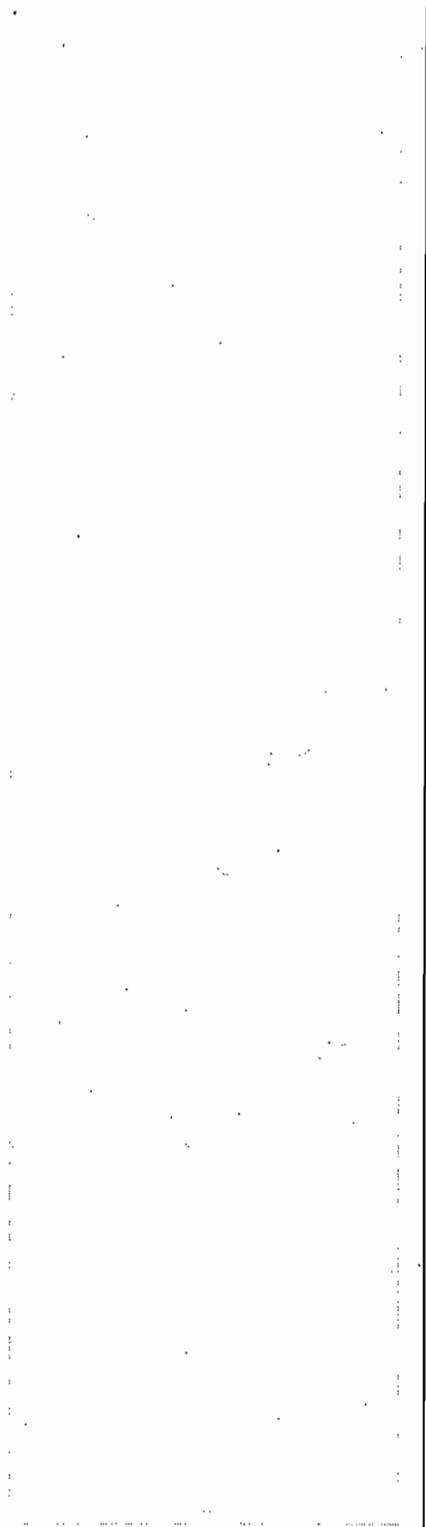
Image 107: Pacific Telephone Company building at 2112-16 Bancroft Way (source: Nick Perry for ARG, August 2006).

aforementioned buildings houses an original industrial tenant, the structures still stand as testaments to Downtown Berkeley's industrial past.

Endnotes: Light Industry

- ¹ Mary Johnson. *The City of Berkeley: A history from the first American settlers to the present date.* April 1942.
- ² Susan Cerny. "Berkeley Observed: Looking back, seeing ahead, Industry moves to Berkeley after 1906 earthquake, fire." *Berkeley Daily Planet.* 10-11 March 2001.
- ³ Federal Writers' Project. *Berkeley: The first seventy-five years.* (New York: AMS Press, 1975) 116.
- ⁴ Federal Writers' Project, 17.
- ⁵ Mary Johnson.
- ⁶ Susan Cerny. "Berkeley Observed: Looking back, seeing ahead, Berkeley bakery once the largest in the East Bay." *Berkeley Daily Planet.* 27-28 October 2001.
- ⁷ Berkeley Architectural Heritage Association. *Historic Resources Inventory.* 26 September 1977.
- ⁸ Sanborn Fire Insurance Company maps, 1911 publication.
- ⁹ Berkeley Architectural Heritage Association, Golden Sheaf DPR form.
- ¹⁰ Berkeley Architectural Heritage Association. *Historic Survey of Downtown.* 1987.
- ¹¹ Sanborn Fire Insurance Company maps, 1950 publication.
- ¹² Berkeley Architectural Heritage Association, Lederer, Street & Zeus DPR form.

LIGHT INDUSTRY



CONTEXT: Cultural & Social

Current cultural and social offerings in the City of Berkeley are numerous: from performance at the Berkeley Repertory Theater, to U.C. Berkeley campus lectures and events, to the unique culture of Berkeley's street life. Not surprisingly, however, when the town was established in 1878, events and gatherings were more limited.

Some of the earliest formal social groups in town were fraternal organizations. The first of these in Berkeley was the Ancient Order of United Workingmen established 23 October 1877.¹ Fraternal organizations were social but frequently had civic, educational, and charitable components. They were immensely popular in turn of the century America in general and was no exception. The Berkeley Chapter of the International Order of Odd Fellows (I.O.O.F.) was established in 1878, and a hall was built at the northeast corner of Addison Street and Shattuck Avenue in 1884.

In 1894 some of the social venues visible on Sanborn maps were multiuse gathering spaces labeled simply as "halls," which likely rented out for a variety of activities including performances, concerts, meetings--whatever the community desired. Often these were mixed in with commercial uses. For example, the building at 2168 Shattuck Avenue housed a "hall" on the second floor outfitted with "stage and scenery" ostensibly for dramatic performances. Shops shared the ground floor of this building with the public library.² This privately funded Holmes Public Library had opened on 10 February 1893. The organization was not a free public library, but within a few years, and through strong advocacy by some citizens, the City took over financial responsibility.³ Finally, in 1903 town trustees succeeded in getting a \$40,000 Carnegie grant to build a new main library. It was constructed at the corner Shattuck Avenue and Kittredge Street on land donated by Francis Kittredge Shattuck's widow, Rosa, and opened in 1905.⁴

Rosa Shattuck also played a key role in founding another of Berkeley's social institutions. Seeing the need for a social outlet for the town's boys, in 1903 she formed the Berkeley chapter of the Young Men's Christian Association (YMCA).⁵ By 1910, \$175,000 had been raised by public subscription for a YMCA building. The building was designed by Benjamin G. McDougall and was constructed at the northeast corner of Milvia Street and Allston Way at the southeast corner of the future Civic Center.⁶

In the 1920s fraternal lodges continued to be some of the most

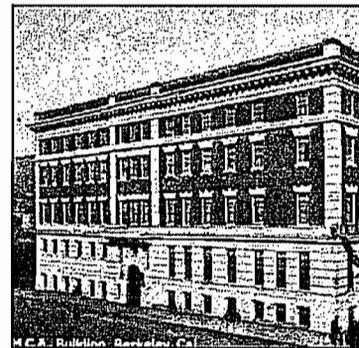


Image 108: Berkeley downtown YMCA (source: *Picturing Berkeley: A Postcard History*).

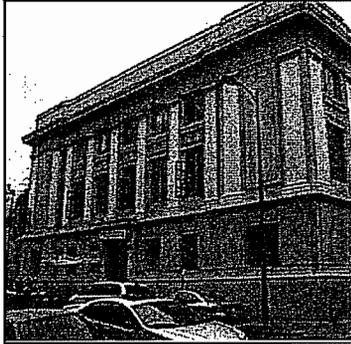


Image 109: Elks Club at 2018 Allston Way (source: Nick Perry for ARG, August 2006).

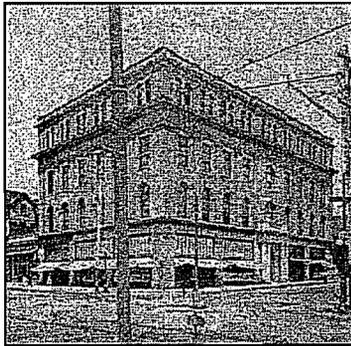


Image 110: Masonic Hall, 1907 (source: Berkeley Public Library).

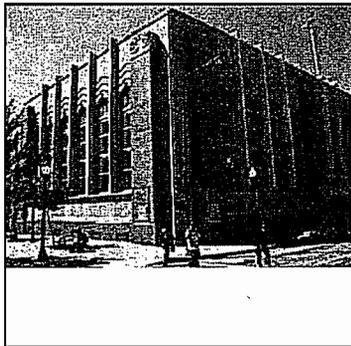


Image 111: Berkeley Public Library (source: Nick Perry for ARG, August 2006).

popular social organizations. A 1924 directory lists over a dozen different clubs operating in the downtown.⁷ Some clubs had their own buildings. The Elks Club at 2018 Allston Way, designed by Walter Ratcliff, Jr., was built in 1914. In 1926 the Framat Lodge, part of the Vasa Order of America, a fraternal organization of Swedish men and women, constructed their building at Grove (now Martin Luther King, Jr. Way) and Addison Street.⁸ Other organizations, like the I.O.O.F., constructed their own building but rented out the first floor spaces for commercial uses. Some halls, such as the Masonic Hall, were built by one group but housed other clubs as well. Designed by William Wharff, the Masonic Hall was built in 1905 at the northeast corner of Shattuck Avenue and Bancroft Way. In addition to housing thirteen Masonic lodges, it was home to the Independent Order of Foresters, Knights of Pythias, Knights of Maccabees, Loyal Orange Institution, and the Order of Amaranth. Governor Friend Richardson, Justice William Waste, and architect William Wharff were all Masons.⁹ Some clubs met in commercial buildings, for example, the Kiwanis and Lions Clubs met at the Varsity Candy Shop, and the Hotel Whitecotton (Shattuck Hotel) was home to the Rotary Club of Berkeley and the Chi Phi Fraternity.¹⁰

Many of Berkeley's women's organizations were located within neighborhoods, but some were downtown. In 1924 the Berkeley Business and Professional Women's Club met in the Roos Building. The Rebekahs, (the female component of the I.O.O.F.), the Royal Neighbors of America, and Women of Woodcraft all met at the I.O.O.F. Hall at 2104 Addison Street. The Degree of Pocahontas (the female version of the Improved Order of the Redmen), and the Native Daughters of the Golden West both met at 2108 Shattuck Avenue. Ethnically oriented fraternal organizations in downtown included the Framat Lodge (mentioned above), Japanese Association of Berkeley at 2119 Haste Street, and the Hindustan Fraternity at 2026 Center Street.¹¹

By the late 1920s the city was in need of a new library. Refugees from the 1906 San Francisco Earthquake and Fire relocating to Berkeley led to a population explosion, and the library constructed the year before was not large enough. Over the next several decades, the city continued to grow, and, finally, a tax was instituted to raise funds for a new library. Despite the economic difficulties of the Depression, the City Council decided to proceed with construction, and the new library, designed by architect James Plachek, opened in 1931.¹²

Theaters, from nickelodeons to moving picture palaces, were well

established in the city's downtown by the end of the 1920s (see the Entertainment, Recreation, and Performing Arts context), but the community, with a long tradition of amateur theatrical performances, lacked a facility for the performing arts. For this reason, when the city decided to expand the high school in the 1930s, the decision was made to construct a building that would combine the functions of a school auditorium and community theater.¹³ The buildings of the high school complex were designed by regional architects Henry H. Gutterson and William Corlett, and Jacques Schnier and Robert Howard carved bas-relief sculpture into the exterior walls.¹⁴ By December 1941 the almost circular steel frame of the theater was nearly complete. When the U.S. entered World War II, construction halted, leaving the frame unfinished, earning the structure the nickname "the birdcage." Construction did not resume until 1949. The Berkeley High Community Theater was finally dedicated 5 June 1950, twelve years after architects were hired to complete plan.¹⁵ The Civic Center Park in front of the theater was also the site of performances of all types.

World War II changed the character of the city's population and U.C. Berkeley's student body. Prior to the war Berkeley was predominantly a white, middle-class community. During the war minority and low-income groups came to the East Bay to work in the war industries and remained after the conflict ended.¹⁶ In addition, the G.I. Bill drew many returning veterans to the University, swelling the number of students, and the campus expanded as a result.

The population change was followed by a cultural shift. In the 1950s many U.C. Berkeley faculty refused the University's demands for a loyalty oath, and in 1964 the Free Speech Movement developed in opposition to the University's ban on the distribution of political literature on campus. The conflict climaxed in the People's Park crisis in 1969. Many of these events occurred on campus or just south of campus at the park, but the effects were felt in the downtown as well. KPFA, the first of the Pacifica Foundation's nationwide listener-sponsored stations, was founded in Berkeley in 1949 by Lesa Knight Thomson and others. The station was originally housed in the Koerber Building at 2050 University Avenue and moved to 2201 Shattuck Avenue in 1950. The station was known as a "voice of freedom" during the Cold War era and broadcast the liberal-radical viewpoint during the 1950s and 1960s Free Speech, Civil Rights, and Anti-War Movements.¹⁷

The first of the "underground newspapers," the *Berkeley Barb* was founded on 13 August 1965 the day after the Vietnam Day



Image 112: 2201 Shattuck Avenue
(source: Nick Perry for ARG, August 2006).



Image 113: 2044 University Avenue
(source: Nick Perry for ARG, August 2006).

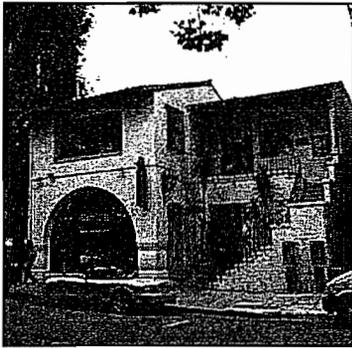


Image 114: 2134 Allston Way once housed a YWCA (source: Nick Perry for ARG, August 2006).



Image 115: 2109 Shattuck Avenue
(source: Nick Perry for ARG, August 2006).

Committee's demonstration blocked troop trains in Berkeley and Oakland. Beginning in 1968, through the political agitation of the late 1960s and early 1970s, the paper was housed at 2044 University Avenue. The paper reported on leftist and student movements in Berkeley and provided work for "street people" as sellers.¹⁸

Throughout the nation in the 1960s, fraternal organizations declined in popularity. In Berkeley many of the lodges closed, combined, or moved. In 1970 the Berkeley Masons, once one of the largest clubs in the city, merged with the Albany chapter and sold their Downtown Berkeley temple.¹⁹ Unlike the lodges, the YMCA and YWCA increased in popularity in the later half of the twentieth century. In 1948 a second Berkeley YWCA was opened in the building at 2134 Allston Way (the first was at Bancroft Way and Bowditch Street). The Allston Way YWCA offered childcare, refuge for abused women, senior and teen activities, ethnic studies, and English language classes.²⁰ The downtown YMCA also expanded, and in 1960 an addition was built on the east side of the building.

In America's downtowns, like Berkeley's, one common function of the two-part commercial block was a residential hotel. First floor spaces were usually rented as retail or office spaces, and hotel accommodations often for bachelor workers, were housed on the upper floors. As Paul Groth described in his book *Living Downtown*, this building form, called a cheap lodging house, was common throughout the country as housing for an unskilled workforce.²¹ Although these hotels were present in Berkeley since the early twentieth century, they became problematic in the 1960s. The building at 2109 Shattuck Avenue is a good example of these hotels in the downtown. Constructed in 1909, and known as the Hotel Crail in the 1920s and 1930s, it was later called a series of names such as: the Vernon, Alexander, California, Terrace, and Victorian Inn. The ground floor was dedicated to storefronts and early in its history housed the Opal Theater. By the late 1960s the building at 2109 Shattuck Avenue had gained the reputation as a skid row.²² Similarly, the Amherst Hotel at 2231 Shattuck Avenue, constructed in 1906, was known in the 1960s for code violations and problems with tenants. In 1976 the Berkeley Public Health Department began a hotel project to counsel and assist these downtown residents and train hotel management to identify the "really disoriented."²³

Over the last 130 years, Downtown Berkeley's social and cultural organizations have changed as the population has grown and shifted in character. Fraternal lodges, popular with the town's middle-class residents, were the most common social organization downtown up

to World War II but were not viable for long after the war when many of these residents moved out of the area. Students and ethnically and economically diverse residents replaced them, and the activities and cultural groups reflected the growing discontent of these segments of the population. Cultural organizations in the downtown in the late 1950s, 1960s, and early 1970s included the newspapers and radio stations that broadcast the activities of the Free Speech, Civil Rights, and Anti-War Movements.

Important Persons

A number of important persons are associated with this context including, but not limited to:

Francis Kittredge Shattuck
Rosa M. Shattuck
William H. Waste
Lesa Knight Thompson

Endnotes: Cultural & Social

- ¹ George A. Pettitt, *Berkeley: the Town and Gown of It* (Berkeley, CA: Howell-North Books, 1973) 70.
- ² Sanborn Map Company, *Insurance Maps of Berkeley, 1894*.
- ³ Phil McArdle, *Exactly Opposite the Golden Gate: Essays on Berkeley's History* (Berkeley, CA: The Berkeley Historical Society, 1983) 196.
- ⁴ Phil McArdle, 199.
- ⁵ Susan Dinkelspiel Cerny, *Berkeley Landmarks* (Berkeley, CA: Berkeley Architectural Heritage Association, 1994) 89.
- ⁶ George A. Pettitt, *Berkeley: the Town and Gown of It* (Berkeley, CA: Howell-North Books, 1973) 145.
- ⁷ Berkeley Chamber of Commerce. *Berkeley Tourist and Business Survey: A Survey of the City of Berkeley, Its Attractions and Its Businesses*. Berkeley, CA: Berkeley Chamber of Commerce, 1924.
- ⁸ "Award-winning Lodge Building." *The Independent & Gazette*. 3 July 1990:3.
- ⁹ Cerny, 98.
- ¹⁰ Berkeley Chamber of Commerce.
- ¹¹ Ibid.
- ¹² McArdle, 201.
- ¹³ Cerny, "Berkeley Civic Center District National Register Nomination," 8.6.
- ¹⁴ Cerny, *Berkeley Landmarks*, 70.
- ¹⁵ Cerny, "Berkeley Civic Center District National Register Nomination," 7.7.
- ¹⁶ T.J. Kent, Jr., "Berkeley's First Liberal Democratic Regime: 1961-70: A Political Essay on the Postwar Awakening of Berkeley's Liberal Conscience." ([Berkeley, CA:] Institute of Governmental Studies, Berkeley Project [University of California, Berkeley], 1976) 2.
- ¹⁷ The Berkeley Architectural Heritage Association. *Historic Survey of Downtown*. [Berkeley, CA: Berkeley Architectural Heritage Association, 1987) DPR form for 2050 University Avenue.
- ¹⁸ Ibid., 2044 University Avenue.
- ¹⁹ Cerny, *Berkeley Landmarks*. 98.
- ²⁰ The Berkeley Architectural Heritage Association. *Historic Survey of Downtown*. [Berkeley, CA: Berkeley Architectural Heritage Association, 1987) DPR form for 2134 Allston Way,
- ²¹ Paul Groth, *Living Downtown: the History of Residential Hotels in the United States (Berkeley and Los Angeles, CA: University of California Press, 1994)*.
- ²² Ibid., 2109 Shattuck Avenue.
- ²³ Ibid., 2231 Shattuck Avenue.

Context: Ethnic Heritage

The ethnic heritage of Berkeley is diverse, comprised of citizens from many ethnic backgrounds, including: Native American; English; Swedish; Italian; French; Irish; German; African American; Chinese; Japanese; and Mexican/Spanish, to name just a few. Ethnic groups established a sense of community within Berkeley by belonging to a variety of churches, fraternal, and social organizations. While Berkeley has come to be known for its liberal views toward race and ethnicity in recent history, the city has also undergone periods and undertaken practices that were discriminatory to new immigrants.

Discriminatory housing and social practices, as well as limited employment opportunities practiced in the nineteenth and early-twentieth centuries, restrained interaction between ethnic groups, as well as the ability for these groups to assume roles of leadership within Berkeley. There are very few records of commercial businesses owned by ethnic groups in Downtown Berkeley prior to World War II. Ethnic groups were relegated to the outskirts of Berkeley. West and south Berkeley became the primary location for ethnic residential and commercial centers, creating small ethnic neighborhoods. Despite these challenges, citizens of identifiable ethnic origins established their own heritage in Berkeley creating a rich and culturally diverse city.

Ethnic Groups in Berkeley

Swedish Heritage

The large Swedish population located in Berkeley made their headquarters at the Framat Lodge, located at the corner of Grove (now Martin Luther King, Jr. Way) and Addison Street. The Lodge, a large brick hall the headquarters of the VOA (Vasa Order of America), was built in 1926 by architect S. G. Jackson. The letters VOA are inscribed on the building's corner, indicating its original purpose and use. The VOA was founded more than a century ago as a benefit fraternal society for Swedish immigrants to the United States. Membership was limited to Swedish born men, newly arrived in America. The order assisted Swedish immigrants in meeting other new arrivals from Sweden, facilitating learning a new language and American customs. A benefit fund provided a small income to members during sickness and a death benefit to cover final expenses. The order was named for Gustav Vasa, the Swedish King who liberated the country in the sixteenth century becoming the first king of modern Sweden.



Image 116: The building at the corner of Martin Luther King, Jr. Way and Addison Street was the Framat Lodge and housed the VOA (source: Nick Perry for ARG).



Image 117: Chinese vendor at Shattuck Avenue and Berkeley Way, c. 1880 (source: *Looking Back at Berkeley: A Pictorial History*).



Image 118: Berkeley Congregational Mission, Addison Street west of Milvia Street (source: *Looking Back at Berkeley: A Pictorial History*).

The Vasa Order organized in Berkeley was a fraternal organization comprised of Swedish Men and Women, newly immigrated to Berkeley. The lodge served as the center of social activity for Swedish members of the Order living and working in Berkeley until the late 1930s when the building was sold to a Baptist Church. In 1975 the California School of Professional Psychology bought the building.

Finnish Heritage

The first Finns came to Berkeley in 1905, following strikes in the Minnesota Copper Mines. Many of the Finnish immigrants were carpenters who contributed to Berkeley's building industry. In 1938 a Finnish Berkeley Cooperative Union opened a service station and hardware store in Berkeley. The Finnish Union and the Consumers Cooperative of Berkeley merged in 1947, and organized the Co-op grocery store on University Avenue and Acton Street.¹

Chinese Heritage

Chinese immigrants began to settle in Berkeley in the early 1870s. The Chinese immigrant was primarily employed as a cook, household staff, a peddler, or an individual business person. The largest body of Chinese immigrants worked at the Standard Soap Company. Employees and families of the Standard Soap Company lived in a village on Allston Way between Second and Third Streets.²

A number of entrepreneurial families were successful in establishing family businesses. When Berkeley was incorporated in 1878, two Chinese laundries were in operation. Sun Kee's Laundry was located on Telegraph Avenue. The other Chinese laundry, Quong Wah's, operated on Shattuck Avenue. The Soo family established many commercial enterprises: a cigar and match factory; a gas station; and several grocery stores. One of the Soo family stores is now the site of McDonald's, at University Avenue and Shattuck Avenue.³

The Chinese Community found spiritual refuge and a community gathering place in the Berkeley Chinese Community Church, founded in 1900. The church first appears in records as Berkeley Congregational Church, located at 1919 Addison Street in 1905. The Chinese Community Church is now located on Acton Street.⁴

Japanese Heritage

Japanese residents first arrived in Berkeley in 1884. Members of the Japanese community gathered at the Japanese Mission located on Channing Way. Like many early immigrants to Berkeley, citizens of Japanese descent resided west of Martin Luther King, Jr. Way and south of Dwight Way. Japanese, Chinese, and African American's were segregated to an area of Berkeley west of Grove and south of Dwight Way, removing them from the core of Downtown Berkeley, the University, and residential neighborhoods in Berkeley.

Mexican/Spanish Heritage

Until the late 1940s Berkeley had few residents of Mexican or Spanish descent. In the early 1900s a few Mexicans were employed on a railroad repair gang, and worked out of the section house located on Bonar, between Addison Street and Allston Way. After the Mexican revolution of 1910, a professional class immigrated to Berkeley and opened businesses.

African American Heritage

The African-American population in Berkeley rose significantly after World War II. This community was strengthened with the development of civic and social clubs in California led by women who wanted to pursue cultural interests and provide charitable services. These clubs were organized under the California State Association of Colored Women's Clubs. Civic clubs for women, located in Berkeley included:

- The Fanny Jackson Club-the oldest African American Club in the State, founded on June 20, 1899 by Berkeley and Oakland women;
- Mother's Charity Club, founded in 1905; and
- Phyllis Wheatley Club, founded in 1914.⁵

African American Men participated in social and fraternal clubs. The East Gate Lodge 44 of the Prince Hall Masons was a very active Berkeley Club with African American members.

Post World War II Changes in Ethnicity

In the first half of the twentieth-century Berkeley evolved into a University town and a suburban community for workers commuting to San Francisco and Oakland. In 1940 the population of the city was 85,000, 94 percent of whom were Caucasian.⁶ Chinese,

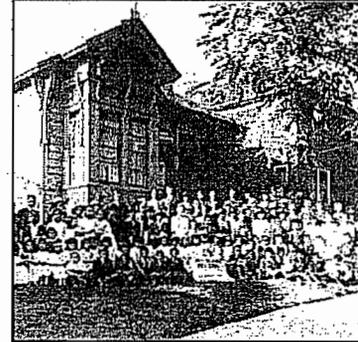


Image 119: Japanese Mission on Channing Way, c. 1922 (source: *Looking Back at Berkeley*).



Image 120: Nam's Fruit and Vegetable Market, 2027 Allston Way, 1920 (source: *Looking Back at Berkeley*).



Image 121: A Native-American dancer during a cultural celebration in Civic Center Park.

Japanese, Mexican Americans, and African Americans represented only 6 percent of Berkeley's total population.⁷ With the onset of World War II Berkeley's ethnic community would be see great change.

Low-income groups, a majority of whom were of ethnic decent, moved to Berkeley during the war to work in the East Bay war industries. This change in Berkeley's population resulted in explosive suburban growth. In addition to the influx of minority groups, the G. I. Bill enabled a large number of students to attend college that had been unable to in the past. This resulted in an increase in the diversity of the student body population of the University of California, Berkeley.

Berkeley's ethnic heritage has continued to evolve. Today, Berkeley is a vibrant community of great ethnic diversity. New ethnic groups have established themselves in Berkeley adding to an already diverse population. The city has benefited from the cultural wealth brought by the many ethnic groups who call Berkeley home.

Other ethnic groups in Berkeley that merit future research include: Native American, Irish, Italian, and German. Additionally, the groups discussed in this section should be further researched to determine which historic resources remain relating to these ethnic groups.

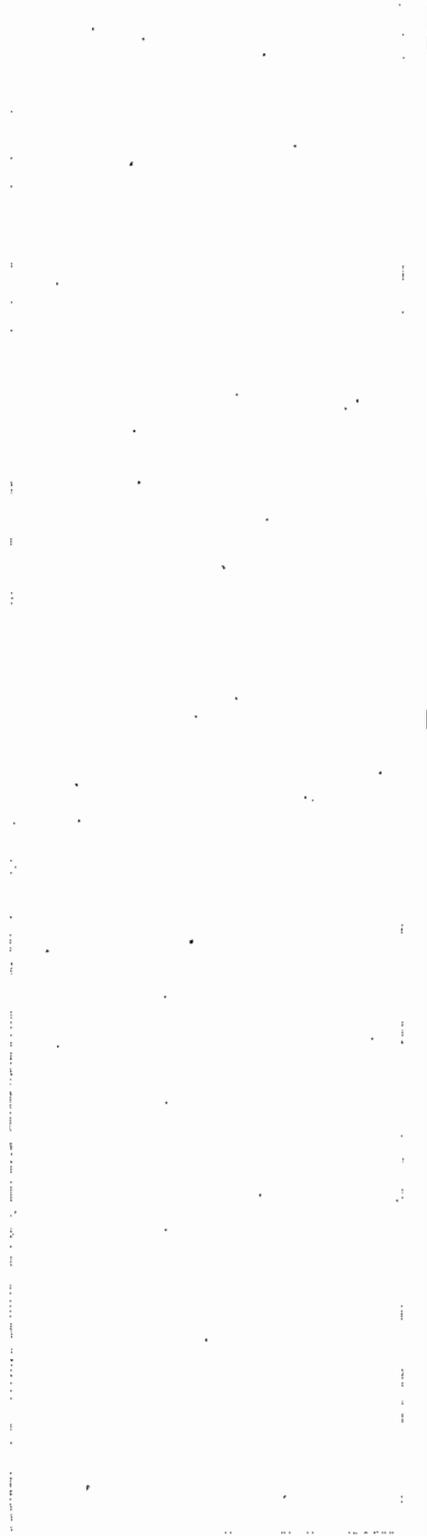
Extant Resources Associated with Ethnicity Context

The only remaining building that ARG has found to date to be directly associated with an ethnic group is the Framat Lodge, headquarters of the VOA located at the corner of Martin Luther King, Jr. Way and Addison Street. It is almost certain there are others as this context is further developed they should be documented.

Endnotes: Ethnic Groups & Heritage

- ¹ *Looking Back at Berkeley: A Pictorial History of a Diverse City.*
Berkeley, CA: Berkeley History Book Committee of the Berkeley Historical Society, 1984, 9.
- ² *Looking Back at Berkeley*, 1984, 9.
- ³ *Looking Back at Berkeley*, 9
- ⁴ *Looking Back at Berkeley*, 9.
- ⁵ *Looking Back at Berkeley*, 13.
- ⁶ *A History of Berkeley*, 23.
- ⁷ *Looking Back at Berkeley*, 9.

ETHNIC GROUPS & HERITAGE



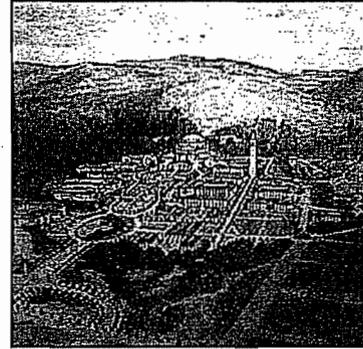


Image 122: John Galen Howard's plan for the UC Berkeley campus, 1917 (source: www.berkeley.edu).

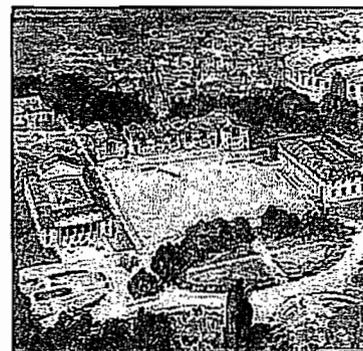


Image 123: John Galen Howard's architectural study of UC Berkeley campus, 1922 (source: www.berkeley.edu).

EDUCATION



Image 124: Hearst Mining Building, UC Berkeley, designed by architect John Galen Howard (1907), 1929 (source: www.berkeley.edu).

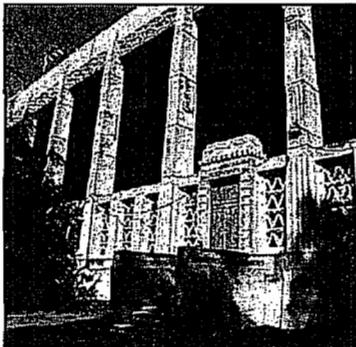


Image 125: Edwards Stadium, UC Berkeley (source: www.berkeleyheritage.com).

Berkeley High School

Public high school instruction began in 1880 in the grammar schools located in east and west Berkeley, with five students attending Kellogg School and two attending the West Berkeley Grammar School. A high school was formally organized in 1882, with classes held at the Kellogg School and a total enrollment of eleven. The residents of west Berkeley regarded the move of the high school to the Kellogg School in east Berkeley as unfair and inconvenient; they proposed that classes be held at the Town Hall, located approximately halfway between the two schools. School authorities viewed this as impractical and sought to construct a separate high school building in a location central to east and west Berkeley. In 1884 Berkeley High School was placed on the University's accredited list and became the first high school in the State of California to gain this status.¹⁰ A bond issue to build a new high school on Grove Street (now Martin Luther King, Jr. Way) and Allston Way was put on the ballot in both 1896 and 1898.¹¹ Neither bond initiative was supported by west Berkeley. A third attempt in 1900 for construction of the new high school met with approval. The cornerstone of the Berkeley High School, located at Grove Street and Allston Way was laid in February 1901 and dedicated in October of the same year.¹² In 1917 an Auditorium and Science Building were added to the campus on Allston Way. Later, architect William C. Hays, professor of architecture at the University, developed a campus plan for Berkeley High School in the 1920s. This plan included academic buildings and a gymnasium built in the Mediterranean Style. The Gymnasium (Building M), built in 1922, and Academic Building (Building C) are the only remaining buildings from the initial construction campaign that are still extant on the campus.

The current high school buildings located on Martin Luther King, Jr. Way and Allston Way were built between the years 1938 and 1951 designed by Gutterson and Corlett. Buildings constructed under the Gutterson and Corlett plan included the Community Theatre (Building A) as well as the Science and Shop Buildings (Buildings G and H). The Shop Building was completed in 1939, the Science Building in 1940, the completion of the Community Theatre was delayed by World War II and not completed until 1951. The Streamline Moderne campus plan designed by Gutterson and Corlett replaced the earlier building that previously stood along Martin Luther King, Jr. Way and Allston Way. The Moderne Style buildings have Works Progress Administration relief sculpture by Jacques Schnier on the exterior depicting the virtues of work, industry, and science.

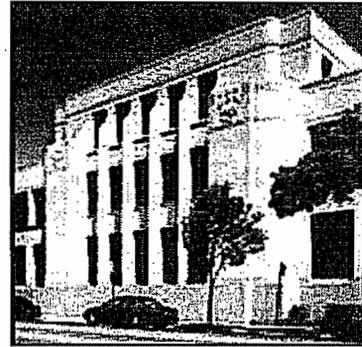


Image 126: Berkeley High School, west elevation, facing Martin Luther King, Jr. Way (source: www.parent-teen.com).

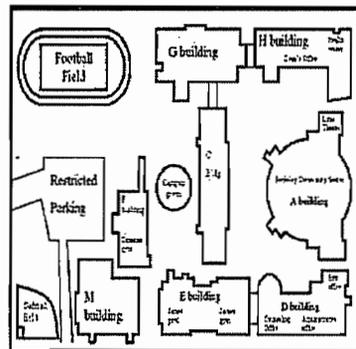


Image 127: Berkeley High School Campus map (source: www.bhs.berkeley.k12.ca.us).

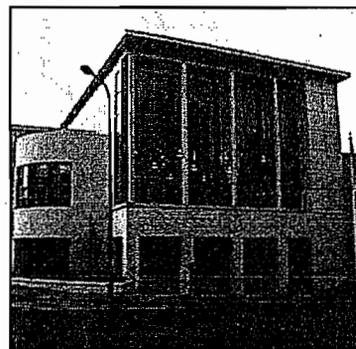


Image 128: Berkeley High School, new wing on the corner of Allston Way and Milvia Street (source: www.akropp.com).

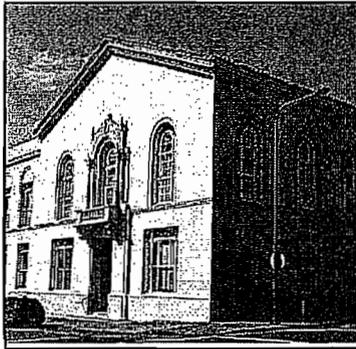


Image 129: Armstrong College, southeast corner (source: ARG photograph).

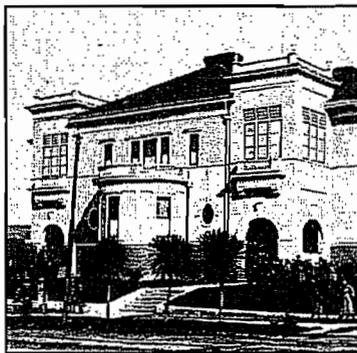


Image 130: San Pablo School, 1900 (source: Berkeley Public Library).

Private Schools

The opening of the University of California in 1873 and continual growth of Berkeley's population in the late nineteenth-century stimulated the demand for schools. Private and preparatory schools were attracted to the close proximity to the University, envisioning the opportunity to attract education-minded citizens and assume the role of feeder schools for the University. The extensive number of private schools founded in Berkeley during the 1890s included: a School for Boys, run by Mr. D.C. Stone (1871); Young Ladies Seminary, which opened in north Berkeley (1877); Miss Byron's Select School for Boys on Sixth Street near Delaware (1877); Private School located at Berkeley Station (1878); Harmon Seminary (girl's school) on Atherton between Allston Way and Bancroft Way; the Beaulieu Boarding and Day School for Girls, located in a private home at 2207 Dwight Way; the Berkeley Gymnasium, located on Dana Street between Allston Way and Bancroft Way; and Boone's Academy, which was comprised of several buildings on Durant Way west of Shattuck Avenue.¹ Boone's Academy, a private secondary school, opened in 1881 at 2029 Durant Way below Shattuck Avenue. This building once used as an early private preparatory school is now an office building. The first school on record in east Berkeley was started in 1877 by Mary Hyde.²

In 1907 Dr. Frederick H. Meyer started the School of the California Guild Arts and Crafts. The school's first site was the Kellogg School buildings on Allston Way between Shattuck Avenue and Oxford Street. In 1922 the school relocated to a new campus on the former James Treadwell estate in Oakland, where it was renamed The California College of Arts and Crafts.

The California School for Private Secretaries was founded in 1918 by J. Evan Armstrong making it one of the oldest vocational institutions in Berkeley. The school was renamed Armstrong College.³ It was originally located in a small building on Shattuck Avenue. In 1923 a new academic building, designed by Walter Ratcliff Jr., was constructed at the school's current location on Harold Way at Kittredge Street. The Armstrong College building, a city-designated landmark, is currently leased to UC Berkeley Extension's International Center, which has occupied the site since 1998. The University's multi-year lease expires at the end of 2006.⁴

Of the many private schools originally in Berkeley, the two extant private schools in Downtown Berkeley are the California College of Arts and Crafts (now in Oakland) and Armstrong College.

Public Schools

In January of 1856 the residents of Ocean View (west Berkeley) donated land, lumber, and labor for the construction of a school. The board of supervisors of Alameda County established "School District Number Two." The school district was bounded on the south by the City of Oakland; on the west by San Francisco Bay; on the north by Blake's Ravine; and on the east by Indian Creek.⁵ With a school district established, the first, two-room school house was located on San Pablo Road.

The emphasis placed on private schools during the late nineteenth century caused neglect in the development of public schools in Berkeley. In an effort to establish a successful public school system, a school board was selected in the election of 1878.⁶ Two of the founding school board members were University professors Willard Bradley Rising and Martin Kellogg. The only public school at the time of the board's founding was the Ocean View School, located on San Pablo Avenue. One of the first acts of the school board was to purchase five lots on the south side of Center Street, between Shattuck Avenue and Oxford Street. In 1880 the Ocean View School was remodeled and designated the San Pablo Avenue School. That same year the Kellogg School, named for board member Martin Kellogg, opened and was located at Center and Oxford Streets, just below the entrance to the University grounds on Oxford Street.⁷ A few years after opening, additions were made to the Kellogg School to accommodate high school courses.⁸

In 1891 bonds were passed allocating \$50,000 to purchase public school lots in the City of Berkeley. These sites included: the corner of Virginia and Milvia Streets; Dwight Way near Dana Street; University Avenue below Sacramento Street; Ellsworth Street; Russell Street; Eighth Street and Allston Way; and Ninth Street and Page Street.

The 1906 Earthquake resulted in a significant increase in Berkeley's population causing overcrowding of schools. By 1909 the superintendent of public schools recommended establishing two intermediate schools to eliminate overcrowding at the grammar school and high school level. In 1910 the first junior high school, McKinley Intermediate, opened in Berkeley. The intermediate schools incorporated the department system used in the high schools and further enriched the curriculum with the addition of Latin, modern languages, music, and mechanical, and free-hand drawing. The growth of neighborhoods in north and south Berkeley resulted

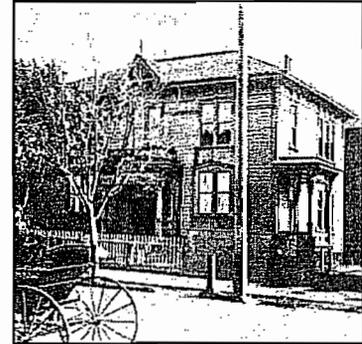


Image 131: Kellogg School, Center Street and Oxford Street, built 1880 (source: *Looking Back at Berkeley: A Pictorial History*).

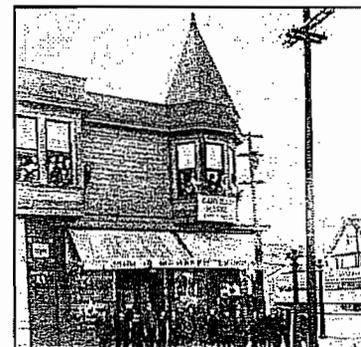


Image 132: Rented Rooms used by Garfield Jr. High School, Shattuck Avenue and Vine Street, 1923 (source: *Looking Back at Berkeley: A Pictorial History*).

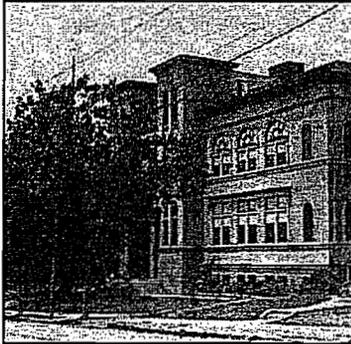


Image 133: McKinley School, 1912
(source: Berkeley Public Library).



Image 134: Students on the steps of
McKinley School, 1925 (source:
Berkeley Public Library).

in the passage of a bond issue in 1915 for the construction of more schools, resulting in the establishment of Edison, Willard (extant), Garfield (extant, now King Junior High), Burbank (now West campus) and John Muir Schools.

Washington Elementary School is the only elementary school in Downtown Berkeley (extant); it is located at 2300 Martin Luther King, Jr. Way, at Bancroft Way. The school first appears on the 1911 Sanborn map, coinciding with a time of significant growth of educational facilities in Berkeley. The school continues to thrive today in Downtown Berkeley. It is adjacent to Berkeley High School, and within close proximity to the University.

A consistent increase in population resulted in continued public school expansion until 1940.⁹ By this time Berkeley's public school system included twenty modern educational units.

Prior to World War II, Black, Chinese, Japanese and Mexican-American students were a small percentage of students in Berkeley Public Schools. However, during and after the war the minority population increased, and discriminatory housing practices resulted in the segregation of elementary and junior high schools. The first effort to desegregate Berkeley public schools was the conversion of Burbank Junior High School into West Campus for all ninth grade students in 1964. By 1968 Berkeley was the first city of its size to voluntarily adopt a two-way busing plan to integrate its schools.

Extant Resources Associated with Education Context

Representative examples of extant resources located in the downtown area, related to this context include:

- The University of California Campus;
- Berkeley High School Campus;
- Armstrong College;
- Willard Middle School;
- Garfield Middle School (now King Junior High); and
- Washington Elementary School.

Endnotes: Education

¹ William Warren Ferrier. *Berkeley, California: The Story of the Evolution of a Hamlet into a City of Culture and Commerce*, 1933, 190.

² Ibid, 139.

³ Ibid, 139.

⁴ <http://www.berkeleydailyplanet.com> "Magnes Museum Buys Historic Armstrong College" 06-13-06

⁵ Mary Johnson. *The City of Berkeley: A History from the First American Settlers to the present Date*, April 1942, 47.

⁶ *Berkeley the First Seventy-Five Years*, AMS Press. New York, 1975, 50.

⁷ Ibid, 52.

⁸ William Warren Ferrier. *Berkeley, California: The Story of the Evolution of a Hamlet into a City of Culture and Commerce*, 183.

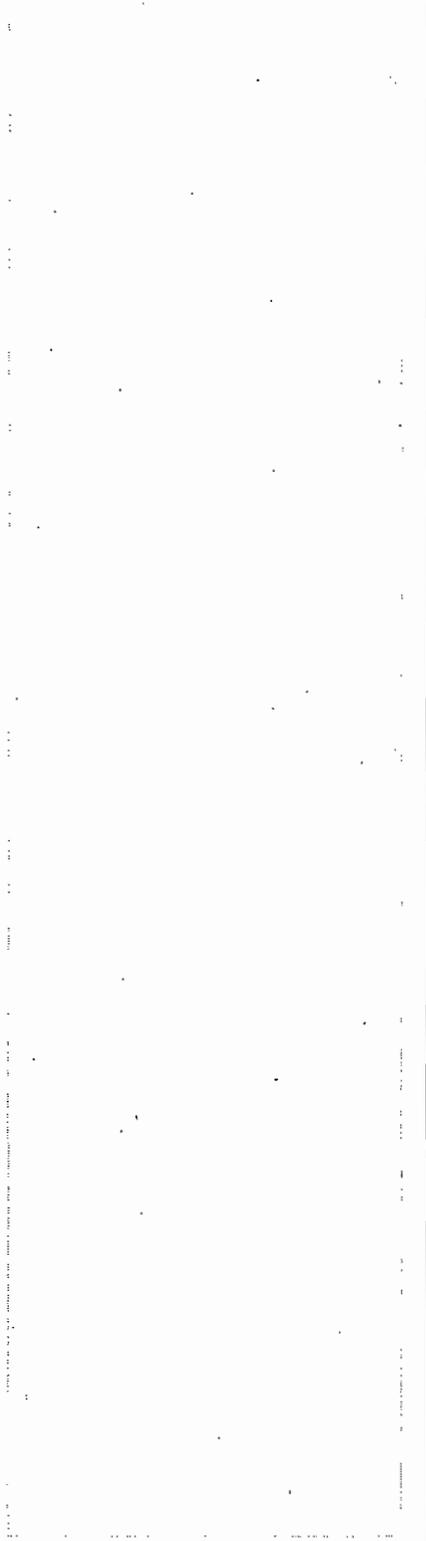
⁹ Ibid, 133.

¹⁰ Ibid, 187.

¹¹ Ibid, 140.

¹² Ibid, 190.

EDUCATION



CONTEXT: Health & Medicine**Herrick Campus Area**

For over a century the area near the intersection of Dwight Way and Milvia Street has been a center of health and medicine for the city of Berkeley. Berkeley spent the first quarter century after its 1878 incorporation without any local hospital facilities. Then, in 1904, Dr. Francis L. Herrick established the city's first hospital in the former home of Joseph H. Hume on the northeast corner of Dwight Way and Milvia Street.

Dr. Herrick converted Hume's ornate Victorian house into a 25-bed general hospital offering medical, surgical and obstetrician services. The hospital was named after President Theodore Roosevelt, for whom Herrick had great admiration.¹ Roosevelt Hospital's status as Berkeley's sole medical facility ended in 1905 when a young nurse, Alta Alice Miner Bates, established Berkeley's second hospital in a private residence further up Dwight Way. The Alta Bates Sanitarium was an 8-bed facility dedicated to the care of women and their infants.

Roosevelt Hospital expanded its services and facilities to keep pace with Berkeley's growth. In 1906 the facility became the emergency hospital for Berkeley and other nearby East Bay communities. When hundreds of San Franciscan refugees fled to Berkeley after the Earthquake and Fire of 1906, Roosevelt Hospital accommodated refugees in need of major surgery.²

The hospital's first major expansion occurred in 1924 when the facility was renamed Berkeley General Hospital and a new two-story concrete wing was added onto the west side, expanding the hospital's capacity to 50 beds. Surgery was transferred to the second floor of the new wing.³ By 1934 additional expansions increased the hospital's capacity to 100 beds.

In 1932 Dr. Herrick died, and in 1935 his heirs converted the Roosevelt hospital to a non-profit corporation by donating their ownership of capital stock and a gift of \$500,000. During the same year William Walter Reich, MD, established a party-pay clinic to serve outpatients who could not afford private care and were ineligible for county or other forms of aid.⁴

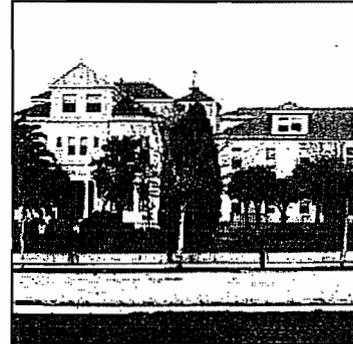


Image 135: Original Herrick Hospital, c. 1920 (source: *A Century of Caring: A Pictorial History of Alta Bates Summit Medical Center*).

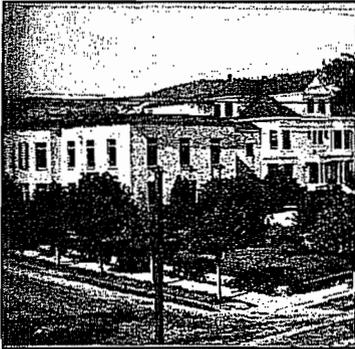


Image 136: Original Herrick Hospital with 1920 addition (source: Berkeley Public Library clipping files).

In 1943 the hospital received \$435,000 via the Lanham Act for construction of a new south wing. When the four-story south wing was completed in 1945, the now 250-bed hospital facility was renamed Herrick Memorial Hospital in honor of its founder. During the same year, hospital trustees approved the Berkeley Council of Social Agencies' "Inter-Racial Code for Social Agencies" and committed to accept patients, doctors, and staff without regard to race, religion, sex, age, or national origin. This move helped further establish Herrick Hospital as one of the East Bay's most progressive health-care facilities in terms of hiring and patient services.⁵

In 1948 Herrick became the first community general hospital to offer inpatient psychiatric services. The hospital also became the first to be awarded a federal grant for construction of a psychiatric unit when funds from the Hill-Burton Act were used to build a seven-story North Wing in 1957. The North Wing included space for 49 psychiatric beds and rehabilitation services.

In 1965 Herrick expanded yet again, adding a four-story clinic building and auditorium that was also home to a chapel, radioisotope laboratory, and an entire floor for psychiatric outpatient care. In 1967 Herrick began to coordinate with Alta Bates Hospital to have certain services discontinued and merged with services at Alta Bates. During the same year, the Maternity Department became the first, but not last, service to be ended at Herrick and transferred to Alta Bates.

Throughout its history Herrick achieved a variety of other significant "firsts" in the health care field. It was the first community general hospital to put surgery below ground so recovering patients could enjoy the view in rooms above and the first hospital in the nation to establish a Disabled Community Health Care Clinic (1975). In the San Francisco Bay Area, it was the first hospital to offer intensive care for neurological patients, a chaplain-training program, a department of Social Care, a Women's Auxiliary, an Inservice Volunteer Program, and a gift store run by volunteers.⁶

In 1980 Herrick underwent its last major expansion to date, a new 153-bed East Wing. Four years later, Herrick and Alta Bates Hospital formally affiliated but continued to operate as freestanding general hospitals. On January 1, 1988 the two hospitals merged and medical/surgical and emergency services were consolidated at the Alta Bates campus. The new organization was named the Alta Bates Herrick Hospital, but "Herrick" was dropped from the name when it was renamed the Alta Bates Medical Center in 1992. In 1999 Alta Bates Medical Center merged with Summit Medical Center. Today the

former Herrick Hospital is known as the Herrick campus of the Alta Bates Summit Medical Center.

Despite its long history at its present location, the Herrick Campus's impact on the built form of the surrounding neighborhood has been limited. Other medical buildings to be located near the campus were a ca. 1919 two-story medical office building at 2000 Dwight Way (likely originally an apartment building), a ca. 1960s medical-dental building at 2006 Dwight Way, and a ca. 1980s two-story medical office building at 2500 Milvia Street. The rest of the area surrounding the Herrick Hospital campus has remained primarily residential to the west and commercial and auto repair to the east toward Shattuck Avenue.⁷

Northeast Corner of Downtown

The Northeast corner of Downtown Berkeley has also played a role in the field of health and medicine. The area's first health-related use can be traced to the construction of the Acheson Physician Building in 1908. The four-story structure located at 2131 University Avenue was originally home to doctors' offices on the upper three floors.⁸ The building is notable because it was one of the first large commercial buildings to extend downtown onto University Avenue, which until that time had been a primarily residential street.⁹

In the same year the Acheson Physician's Building was completed, the California State Department of Health Services (CDHS) established its headquarters in Berkeley. For many years the CDHS's offices were scattered throughout the city. The 1953 Pacific Telephone & Telegraph Company Directory for Oakland lists some offices in and near downtown: The Bureaus of Disease Control and Sanitary Engineering in the Federal Land Bank Building at 2180 Milvia Street and the Division of Laboratories in the Life Science Building on the University of California Campus.

In 1954 the CDHS relocated its laboratories and offices to a new 8-story building located at 2151 Berkeley Way (one block north of the Acheson Physician Building). Construction of the new facility resulted in the closure of a block of Walnut Street and the demolition of two blocks of residential and commercial buildings.¹⁰ One year later, the University of California's School of Public Health (founded in 1943) relocated to Warren Hall, a new building on the Oxford Street edge of the UC campus across the street from CDHS lab.

Employees at the CHDS lab were experts who confirmed the findings

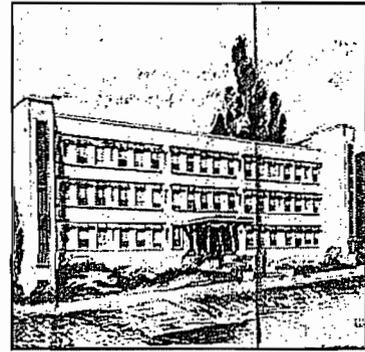


Image 137: Herrick Hospital, south wing, c. 1945 (source: Berkeley Public Library clipping files).



Image 138: "Project '80" 1980 plan for proposed hospital expansion (partial construction) (source: Berkeley Public Library clipping files).

of local health departments in regards to disease and widespread food health hazards. Over the years, the CDHS and the UC School of Public Health established a strong working relationship that continues to this day despite the relocation of the CDHS to nearby Richmond in 2002.¹¹

Extant Resources Associated with Health & Medicine Context

The 1924 West Wing and 1946 South Wing of the Herrick Campus still stand today. When coupled with the previously mentioned office buildings near the Dwight Way / Milvia Street intersection form a cluster of buildings that are illustrative of the southwest corner of Downtown's century-long history of providing health care for the residents of Berkeley.

On the northeast corner of the Downtown Area the 1908 Acheson's Physician's Building, the 1954 CDHS lab building and the 1955 Warren Hall still stand, but latter two are scheduled for demolition and replacement by new UC facilities in the near future.

Endnotes: Health and Medicine

¹ *A Century of Caring: A Pictorial History of Alta Bates Summit Medical Center* (Alta Bates Summit Medical Center, Berkeley and Oakland, 2005) 16.

² Richard Schwartz, *Earthquake, Exodus, 1906* (RSB Books, 1905) 81.

³ "Berkeley's History – Herrick is the result of a widower's dream" (*The Independent & Gazette*, Sun April 27, 1980)

⁴ *A Century of Caring: A Pictorial History of Alta Bates Summit Medical Center*, 39.

⁵ *Ibid*, 52.

⁶ "Berkeley's History – Herrick is the result of a widower's dream"

⁷ Sanborn Map Company. Insurance Maps of Berkeley, 1894, 1911, 1929, 1950.

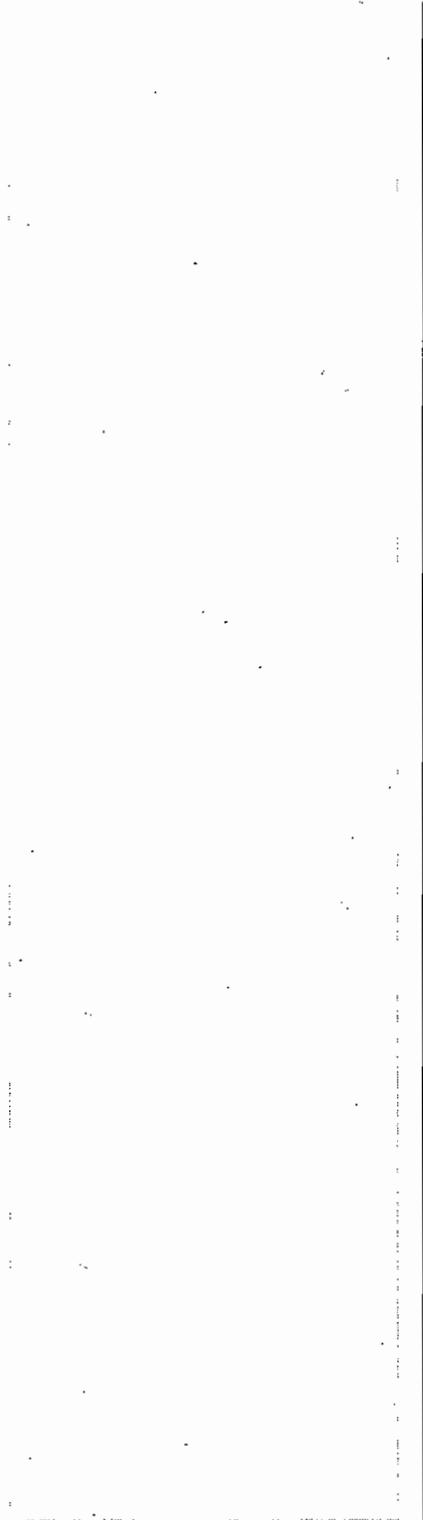
⁸ Susan Dinkelspiel Cerny, *Berkeley Landmarks* (Berkeley Architectural Heritage Association, Berkeley, 1994) 74.

⁹ Sanborn Map Company. Insurance Maps of Berkeley, 1894, 1911, 1929, 1950.

¹⁰ *Ibid*

¹¹ "Health Dept. plans office move by '02" (*Berkeley Voice*, August 10, 1995.)

HEALTH & MEDICINE



CONTEXT: Entertainment, Recreation & Performing Arts**Entertainment**

The city of Berkeley has a history of benefiting from a wide variety of cultural activities, including: lectures, art exhibits, moving pictures, drama, dance, poetry, and music, held in movie theatres, restaurants, and social halls. Many cultural activities have been connected with the University community. However, the progressive development of Downtown Berkeley created a number of cultural and recreational venues, at the center of commercial growth, where the campus community and surrounding residents of Berkeley could be entertained.

The first business district in Berkeley was at the terminus of the horse-car railway line on Choate Street (now Telegraph Avenue), between Bancroft Way and Allston Way. When the University was transferred from Oakland to Berkeley in 1873, a second business district developed west of the University on Shattuck Avenue. The inauguration of the Central Pacific Railroad Company in August 1876 established two commercial centers, one at the Shattuck Avenue station called "Berkeley Terminus," between Center Street and University Avenue, and the other at Dwight Station, forming the Dwight and Shattuck districts.¹

With the incorporation of Berkeley in 1878, Shattuck Avenue was established as Berkeley's "main street;" railroad station, shops, restaurants, and social halls were located along this commercial thoroughfare. The blocks surrounding Berkeley Station developed into a cultural and recreational center of entertainment. A variety of recreational and entertainment related institutions emerged near Shattuck Avenue and in close proximity to the University. Culture and the arts thrived with the city's commercial wealth and University support.

A study of Sanborn maps from 1895, 1911, 1929, and 1950 provide insight into the pattern of recreational and entertainment related development in downtown.

Billiard halls held a significant role in the community as a source of recreation in the late nineteenth-century. In 1894 three billiard halls were located in Downtown Berkeley. "Billiards 23" was located on the east side of Shattuck Avenue between Dwight Way and Blake Street. Additional billiard halls were located at 2120-2124 Shattuck Avenue between Addison Street and Center Street, and on the east



Image 139: An early image of Shattuck Avenue in Downtown Berkeley where many early forms of entertainment developed (source: Berkeley Public Library).

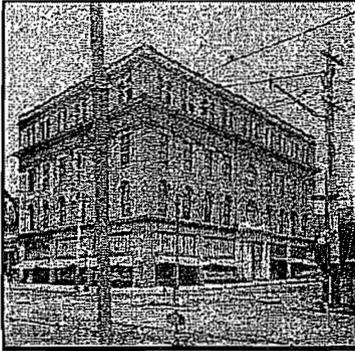


Image 140: Masonic Temple, 1907
(source: Berkeley Public Library).

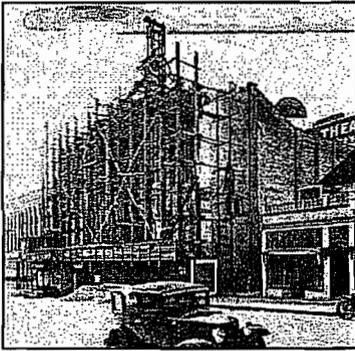


Image 141: California Theatre under construction, 1920 (source: Berkeley Public Library).



Image 142: California Theatre, 2006
(source: Nick Perry for ARG, August 2006).

side of Shattuck Avenue between Addison and Center Streets.

The 1911 Sanborn map indicates that the dominant recreational outlet of billiard halls was replaced with the novelty of moving pictures. At this time three moving picture halls were located in the downtown at 2057 University Avenue, 2231-37 Shattuck Avenue, and 2439-79 Shattuck Avenue. In addition to moving picture halls, entertainment and recreational facilities included lodges or social halls, which provided a gathering place for a variety of fraternal organizations during the late eighteenth and early nineteenth centuries. Such organizations present in Downtown Berkeley included: the Elks Club (located at 1002 Allston Way and Harold Way); the Odd Fellows Hall (located at 2104 Addison Street); the Masonic Hall (located on the corner of Shattuck Avenue at Bancroft Way); and a lodge hall at 1917 Berkeley Way. Maps from this year also show a social hall at 2178-80 Shattuck Avenue, a dance hall at 2015 Allston Way; and the Y.M.C.A. at 2001 Allston Way.

Sanborn maps from 1929 indicate an increase in recreational facilities in response to the city's growth. Billiard halls were once again a major source of entertainment in downtown and were located at: 2108 Berkeley Way, 2415 Shattuck Avenue, 2168-70 Shattuck Avenue, 2060 University Avenue, and 2067 Center Street. A recreational hall was located at 2171-99 Bancroft Way. The Berkeley Y.M.C.A. was still in use at its location at 2001 Allston Way. The Elks Club had moved to 2018 Allston Way. However, the Odd Fellows Hall located at 2104 Addison Street, and the Masonic Hall, located on the corner of Shattuck Avenue and Bancroft Way were in the same location as on the maps from 1911.

Maps from 1929 indicate that theatres experienced an increase in popularity, with a total of four located throughout downtown. The Berkeley Theatre (1911); a local playhouse, was located at 2441 Shattuck Avenue and served as a dramatic arts theatre. A building labeled "Theatre" was located at 2165 Allston Way, the California Theatre (1914) was located at 2111 Kittredge Street, and finally, the U. C. Theatre (1917) was located at 2036 University Avenue. The U. C. and California Theatres survives and has not undergone extensive remodeling. It remains fairly intact as a rare example of an early twentieth century movie theatre in Berkeley.²

By 1950 several theatres remained in the downtown area, these theatres were: the U. C. Theatre at 2036 University Avenue; the California Theatre at 2113 Kittredge Street; the Berkeley Theatre at 2421 Shattuck Avenue; and the United Artists Theatre at 2274

Shattuck Avenue. The Elks Club, at 2018 Allston Way, I. O. O. F. Hall on Addison, and Masonic Temple, at 2101-11 Bancroft Way continued to serve as recreational facilities for fraternal societies. A single billiard hall remained at 2108 Berkeley Way. By 1950 the Y.M.C.A., located at 2001 Allston Way was joined by the Y.W.C.A., at 2132-36 Allston Way. A dance studio was located at 2124-26 Center Street.

Entertainment facilities after 1950 have included the Berkeley High Community Theatre, opened as part of Berkeley High School in 1951. Construction started in the early 1940s. However, due to wartime shortages as a result of World War II, construction was delayed and the theatre did not open until 1951. This community theatre has been a significant center for the dramatic arts. Performances have included musicals, plays, ballets, operas, and other star performances. In addition to the Community Theatre, the Act One/Act Two Theatre (2128-30 Center Street), and Berkeley Repertory Theatre (2071 Addison Street) are entertainment institutions in Berkeley. The Act One/Act Two Theaters permanently closed in 2006. Finally, the Senior Center, at the corner of Martin Luther King, Jr. Way and Hearst Avenue is an active recreation facility for the senior members of the community.

Outdoor Recreation

Due to its beautiful natural surroundings, outdoor activities were significant among the leisure activities in Berkeley. Picnics were commonly held in the many parks in and around Berkeley. Athletic events associated with the University were common. A skating rink once located on Bancroft Way above Shattuck Avenue, served as a location for church socials, political meeting, athletic club outings, dancing, and school functions.³

Today, Berkeley's recreational program for the public includes extensive park facilities and recreational centers. The four recreational centers located in Berkeley all fall outside of the downtown, and of the eighteen parks located in Berkeley's vicinity only one, Civic Center Park (undergoing rehabilitation), is located in the downtown area. Civic Center Park, located at Martin Luther King, Jr. Way and Center Street, is in the heart of Downtown Berkeley and includes extensive lawn areas and a playground.

Edwards Field, named for George C. Edwards, Professor of Mathematics at the University from 1874-1918, is located at the southwest corner of the campus, bounded by Bancroft Way and Oxford Streets. The field has long been a source of outdoor

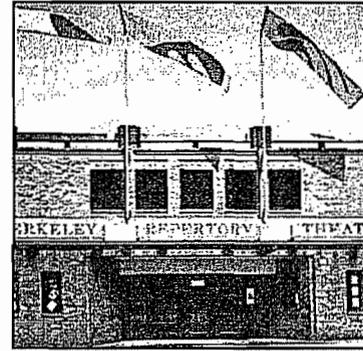


Image 143: Berkeley Repertory Theatre, Addison Street, 1980 (source: *Looking Back at Berkeley: A Pictorial History*).

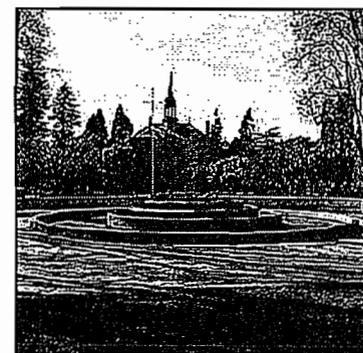


Image 144: A current view of Civic Center Park.



Image 145: La Note, 2377 Shattuck Avenue, 2006 (source: Nick Perry for ARG, August 2006).



Image 146: First Golden Sheaf Bakery at 2026 Shattuck Avenue, c. 1890 (source: www.berkeleyheritage.com).



Image 147: Golden Sheaf Bakery at 2071 Addison Street, constructed in 1905 (source: www.berkeleyheritage.com).

recreation in Berkeley as a University sports facility and a public stadium for track meets. Edwards Field contains the Walter Christie Oval Track and the Clint Evans Baseball Diamond.

Food and Culinary Culture

Berkeley has had a long tradition of culinary culture. Historically restaurants were clustered in downtown. The diversity of the community is evident in the extensive variety of restaurants. Indian, Thai, Italian, Japanese, Chinese, and French are just a few examples of the diversity of culinary choices available in Downtown Berkeley.

Berkeley's appreciation of food products and services began in the mid-nineteenth century when small bakeries and markets opened in Berkeley. The Golden Sheaf Bakery is an early example of such an institution located within Downtown Berkeley. In 1877 John G. Wright opened Berkeley's first wholesale/retail bakery at 2026 Shattuck Avenue.⁴ By 1905 the bakery had outgrown the original two-story, wood-frame building located on Shattuck Avenue and moved to a two-story, brick building designed by architect Clinton Day, located at 2071 Addison Street.⁵ In 1909 the Wright family sold the bakery to Wonder Bread. The building on Addison Street continued to serve as offices and shops until 1927, when it was converted into a garage. In 2000 the Nevo Educational Center of the Berkeley Repertory Theatre moved into the newly remodeled bakery warehouse building.⁶

As Berkeley continued to grow, so too did the number of food-related institutions and businesses located in Downtown Berkeley. By 1924 food businesses in Downtown Berkeley included: Kern's Electric Bakery, at 1952 Shattuck Avenue; "Pex" Confectionary Café, 2005 Shattuck Avenue; Reception Café, 2006 Shattuck Avenue; John Woods Company Bakery, 2261 Shattuck Avenue; Our Own Bakery, 2069 University Avenue; Geller's Holland-Dutch Bakery, 2081 University Avenue; John Woods Company Bakery; 2128 University Avenue; Ennor's Café and Bakery, at 2128 Center Street; Ennor's Café was followed by the True Blue Cafeteria (1934-1941); Berkeley Farm Creamery, at 2116 Allston Way; and Eddie's, Shattuck Avenue and Allston Way.

Markets were scattered throughout the downtown. Located within the commercial center, these markets were ensured patronage from the University community, as well as surrounding residential communities. Markets listed in the *Berkeley Tourist and Business Survey* from 1924 include: McNab's Meat Market, 2020 Shattuck

Avenue; Central Fruit Market, 2028 Shattuck Avenue; Samson Market, 2185 Shattuck Avenue; Key Grocery, 2187 Shattuck Avenue; California Meat Market, 2275 Shattuck Avenue; Frauston Butcher Shop, southwest corner of Dwight and Shattuck Avenue; Mutual Creamery No. 33, 1902 University Avenue; and the Progress Meat Market, 1908 University Avenue.

Additional food industries in 1924, located within the Dwight Way and Shattuck Avenue commercial district included: Morrill Home Bakery, 2411 Shattuck Avenue; Dwight Way Bakery, 2488 Shattuck Avenue; the Little Meat Market, 2531 Shattuck Avenue; and the Home Bakery, 2513 Shattuck Avenue.

The importance of the food-related recreation and culture continued to gain stature into the 1970s. The opening of Chez Panisse in 1971 by Alice Waters influenced an organic food movement that established Berkeley as a center of progressive culinary arts. The movement's focus on organic food harvested in an ecologically sound method from local or regional farmers has influenced the surrounding community. In 1996 Alice Waters created the Chez Panisse Foundation to help underwrite cultural and educational programs as evidenced with the Edible Schoolyard Program at Martin Luther King, Jr. Middle School.⁷

Berkeley's regional and organic agriculture movement is evident in the inception and growth of the Berkeley Farmers Market and Ecology Center. These institutions provide environmental information and services to promote sustainable living, spreading awareness of the benefits of buying regional and organic produce.

Shattuck Avenue and the surrounding streets that comprise Downtown Berkeley remain a center of entertainment with restaurants, theatres, movie theatres, and shops. The integration of residential and commercial developments maintains an active and dynamic cultural center within close proximity to the University, providing additional entertainment venues.



Image 148: Ennor's Restaurant at 2128 Center Street, 1923 (source: www.berkeleyheritage.com).



Image 149: A detail of the marquee at the UC Theater at 2036 University Avenue (source: Nick Perry for ARG, August 2006).

Extant Resources Associated with Entertainment Context

Representative examples of extant resources located in the downtown area, related to this context include:

- Odd Fellows Hall (2104 Addison Street);
- Masonic Hall (corner of Shattuck Avenue and Bancroft Way);
- Y.M.C.A. (2001 Allston Way);
- I.O.O.F. Hall (Addison Way);
- California Theatre (2111 Kittredge Street);
- U.C. Theatre (2036 University Avenue);
- Berkeley Repertory Theatre (2071 Addison Street);
- Senior Center (corner of Martin Luther King, Jr. Drive and Hearst Avenue);
- Civic Center Park;
- Edwards Field; and
- Numerous restaurants.

Endnotes: Entertainment, Recreation & Performing Arts

¹ William Warren Ferrier. *The Story of the Evolution of a Hamlet Into a City of Culture and Commerce*, 123.

² Susan Cerny. *Berkeley Daily Planet* "Berkeley Observed Looking Back, Seeing Ahead, May 18-19, 2002

³ *Berkeley: The First Seventy-five Years*. New York: AMS Press, 1975, 66.

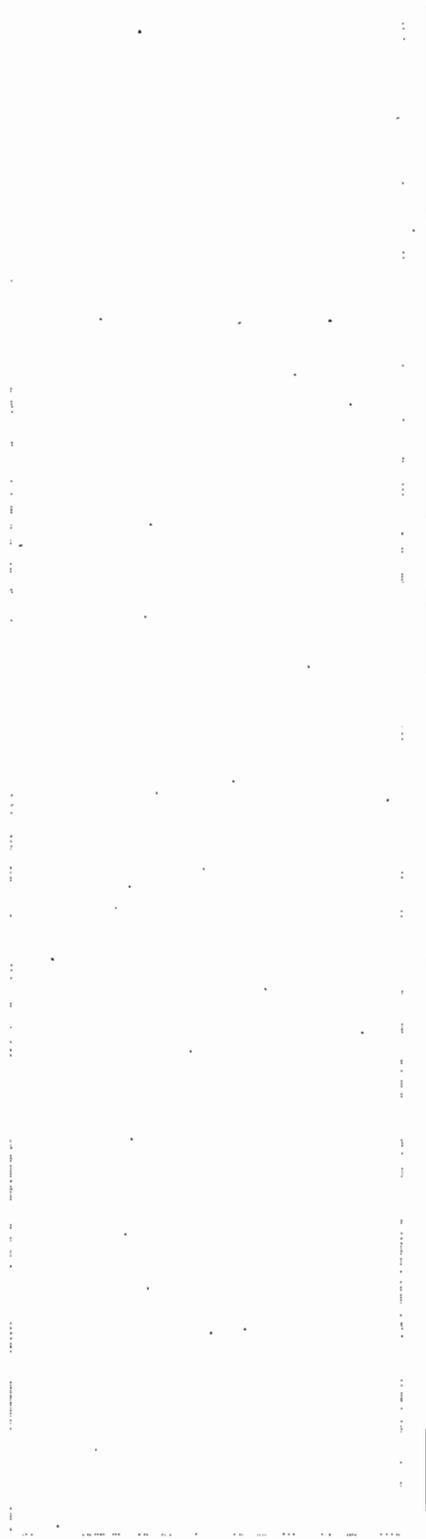
⁴ "Golden Sheaf Bakery" www.berkeleyheritage.com 1.

⁵ Ibid, 3.

⁶ Ibid, 5.

⁷ Charles Wollenberg. *Berkeley a City in History*, 4.

ENTERTAINMENT, RECREATION & PERFORMING ARTS



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