

# Appendix D

## Broadway Valdez Specific Plan Historic Resources Inventory



FINAL

# BROADWAY/VALDEZ DISTRICT SPECIFIC PLAN OAKLAND, ALAMEDA COUNTY, CALIFORNIA

## Historic Resources Inventory Report

Prepared for  
Wallace Roberts, & Todd | Solomon  
E.T.C., LLC (WRT)

July 2009



FINAL

# BROADWAY/VALDEZ DISTRICT SPECIFIC PLAN OAKLAND, ALAMEDA COUNTY, CALIFORNIA

## Historic Resources Inventory Report

Prepared for  
Wallace Roberts, & Todd |  
Solomon E.T.C., LLC (WRT)

July 2009

Prepared by  
Environmental Science Associates  
Brad Brewster, M.A.  
Kathy Anderson M.A.

255 Bush Street  
Suite 1700  
San Francisco, CA 94104  
415.896.5900  
[www.esassoc.com](http://www.esassoc.com)

Los Angeles

Oakland

Olympia

Petaluma

Portland

Sacramento

San Diego

Seattle

Tampa

Woodland Hills

D208522

# BROADWAY/VALDEZ DISTRICT SPECIFIC PLAN

## Historic Resources Inventory Report

### Summary of Findings

This report documents the historic resources inventory study completed for the Broadway/Valdez District Specific Plan in Oakland, Alameda County, California. The study consisted of archival review at the Oakland Cultural Heritage Survey archives, historical research at local repositories, and a reconnaissance-level pedestrian field survey in March 2009.

Of the 150 buildings and structures identified as older than 45 years, and surveyed within the project area 13 structures were identified as CEQA historic resources. These are shown in the summary table, below.

**SUMMARY TABLE OF HISTORIC RESOURCES WITHIN PROJECT AREA**

Street Address		NRHP Rating	OCHS Rating	New Rating	Year Built	Historic Name	CEQA Historic Resource (y/n)
2355	BROADWAY	3D	B+a1+(LM)		1913-14	Packard & Maxwell- Don Lee-Western Auto Bldg	y
2601-19	BROADWAY	3S	A3 (LM)		1913-14	First Presbyterian Church	y
2740	BROADWAY	5B	Cb+2+	B2+	1929	Pacific Nash Co. auto sales and garage	y
2801-25	BROADWAY	N/A	Cb+2+	B2+	1916	Arnstein-Field & Lee Star showroom	y
2863-69	BROADWAY	N/A	B*2+		1892		y
2946-64	BROADWAY	5B	B-2+		1930	Firestone Tire & Rubber service station	y
3074	BROADWAY	5B	B-2+		1917	Grandjean - Burman(C.)-GM Co-Alzina garage	y
3304-60	BROADWAY	7N1	B*2+		1917	Eisenback (Leo)-Strough (Val) showroom	y
3093	BROADWAY	N/A	C2+	B2+	1947	McConnell GMC Pontiac Cadillac	y
2332	HARRISON ST	3S	A3	Ba3	1925-26	YMCA Blue Triangle Club	y
2333	HARRISON ST	N/A	A3 (LM)		1915-18	Seventh Church of Christ Scientist	y
2346	VALDEZ ST	3B	B+2+(LM)		1909-10	Newsom Apartments	y
2735	WEBSTER ST	5B	Ec2*	B+2+	1924	Howard Automobile-Dahl Chevrolet showroom	y



---

The Broadway/Valdez District Specific Plan Broadway Retail Corridor Specific Plan should avoid demolition or substantial alteration of these resources, and incorporate them into the urban design fabric in an appropriate manner where feasible and not inconsistent with General Plan policies. Compatible new uses should be found for these resources that would minimize material impacts to their character defining features. New construction immediately adjacent to the identified resources should also be compatible in terms of materials, scale, and massing. Any future rehabilitation efforts of identified historic resources should comply with the *Secretary of Interior's Standards for Rehabilitation*. Properties identified only as historic sites but which no longer have historic buildings on them can be redeveloped without application of the *Standards*, although some plaque or marker should be located at the site. Properties listed as contributors to an ASI are not considered historic resources for CEQA purposes, per se, but may have local importance that are worthy of recognition in specific planning efforts.

# TABLE OF CONTENTS

---

## Broadway/Valdez District Specific Plan Historic Resources Inventory Report

	<u>Page</u>
<b>Summary of Findings .....</b>	<b>i</b>
<b>Introduction .....</b>	<b>1</b>
<b>Project Description and Location .....</b>	<b>1</b>
Project Location .....	1
Project Description .....	2
<b>Regulatory Requirements .....</b>	<b>4</b>
State .....	4
Local .....	5
<b>Historic Setting.....</b>	<b>9</b>
Common Property Types .....	10
<b>Methods .....</b>	<b>17</b>
Archival Search.....	17
Field Survey .....	17
<b>Results .....</b>	<b>17</b>
Archival Search Results.....	17
Survey Findings .....	23
<b>Recommendations .....</b>	<b>59</b>
<b>References.....</b>	<b>60</b>
 <b>Appendices</b>	
A. Table of Surveyed Buildings within the Project area .....	A-1
B. Original DPR 523 Forms and Additional Revised Information .....	B-1
 <b>List of Figures</b>	
1. Project Location .....	2
2. Project area .....	3

---

3.	3093 Broadway: Streamline Moderne Auto Showroom .....	11
4.	2344-50 Webster Street: Decorative brick garage .....	12
5.	3009 Brook Street: Queen Anne single family residence .....	13
6.	2824 Richmond Avenue: Craftsman style single family residence .....	14
7.	2315-21 Harrison Street: Colonial derivative style duplex .....	15
8.	2337 Harrison Street: Mission Revival style Apartment .....	16
9.	ASIs and A or B-Rated Buildings .....	19
10.	Year Built Data .....	20
11.	ASI Districts and Contributing Parcels .....	21
12.	First Presbyterian Church .....	25
13.	Seventh Church of Christ Scientist .....	26
14.	YMCA Blue Triangle Club .....	27
15.	Newsom Apartments .....	28
16.	Packard & Maxwell – Don Lee – Western Auto Building .....	29
17.	2863-2869 Broadway .....	30
18.	Eisenback-Strough Showroom .....	31
19.	Firestone Tire & Rubber service station .....	32
20.	Grandjean - Burman - GM Co-Alzina Garage .....	33
21.	2400-04 Broadway / 2401-03 Webster Street .....	35
22.	2740 Broadway .....	36
23.	2801-25 Broadway / 2800-24 Webster .....	37
24.	2943 Broadway .....	38
25.	3026 Broadway .....	39
26.	3093 Broadway .....	40
27.	3007 Brook Street .....	41
28.	3028 Brook Street .....	42
29.	3050 Brook Street .....	43
30.	2336 Harrison Street .....	44
31.	2340 Harrison Street .....	44
32.	2344 Harrison Street .....	45
33.	3356 Piedmont Avenue .....	46
34.	2410 Webster Street .....	48
35.	2500-06 Webster Street .....	49
36.	2735 Webster Street .....	50
37.	2946-50 Webster Street .....	51
38.	326-48 23 <sup>rd</sup> Street .....	52
39.	266-72 24 <sup>th</sup> Street .....	53
40.	366 24 <sup>th</sup> Street .....	54
41.	290 27 <sup>th</sup> Street .....	55
42.	293 27th Street .....	56
43.	295 27th Street .....	57

## List of Tables

1	Existing “A” and “B” rated buildings within the Project area .....	18
2	Buildings with Altered Ratings Within the Project Area .....	34

---

## Introduction

Environmental Science Associates (ESA) was retained by the Wallace Roberts, & Todd | Solomon E.T.C., LLC (WRT) to conduct a historic resources inventory investigation in support of an Existing Conditions report for the Broadway/Valdez District Specific Plan. This Specific Plan includes approximately 86 acres intended for mixed-use, mixed-income, transit-oriented development, with a focus on retail.

The purpose of this historic resources inventory report was to:

- identify historic properties, including buildings, structures, and districts, located within the project area;
- provide a historic context describing the historical development of the Broadway/Valdez District;
- Review/revise existing evaluations of historic properties according to the City of Oakland's Historic Preservation Element standards;
- recommend potential procedures for avoidance or mitigation of adverse effects to potentially significant cultural resources.

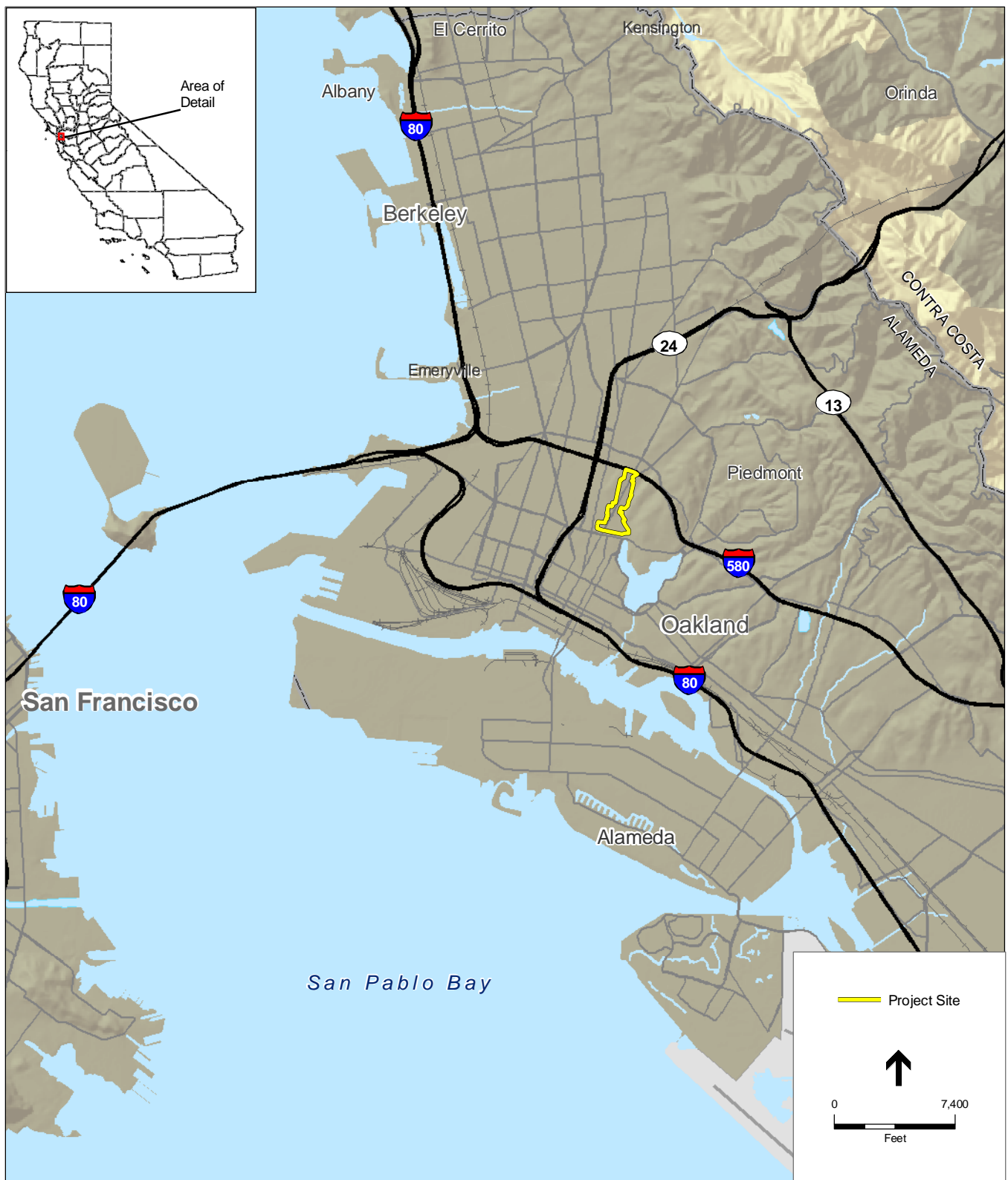
The historic architectural analysis was completed by Brad Brewster and Kathy Anderson with ESA, both of whom meet the Secretary of Interior's Professional Qualification Standards for architectural history.

## Project Description and Location

### Project Location

The project area is located within the City of Oakland, Alameda County, on the West Oakland, California USGS 7.5-minute topographic quadrangle (Figures 1 and 2). The project area extends along both sides of Broadway in Oakland from West Grand Avenue / 23rd Street in the south to I-580 in the north. The project site also extends eastward along 27th Street to approximately Harrison Street, encompassing the blocks bounded by Harrison Street to the east, West Grand Avenue / 23rd Street to the south, and 27th Street to the north.

The project area includes auto showrooms and garages, residential buildings, churches, and warehouses. Surrounding uses include mixed commercial and residential areas, retail and office facilities, as well as the Alta Bates Summit Medical Center. Regional freeway access to the project area is provided by Interstates 580 and 980. The project area is about 86 acres in size, with about 250 parcels, and about 225 buildings.

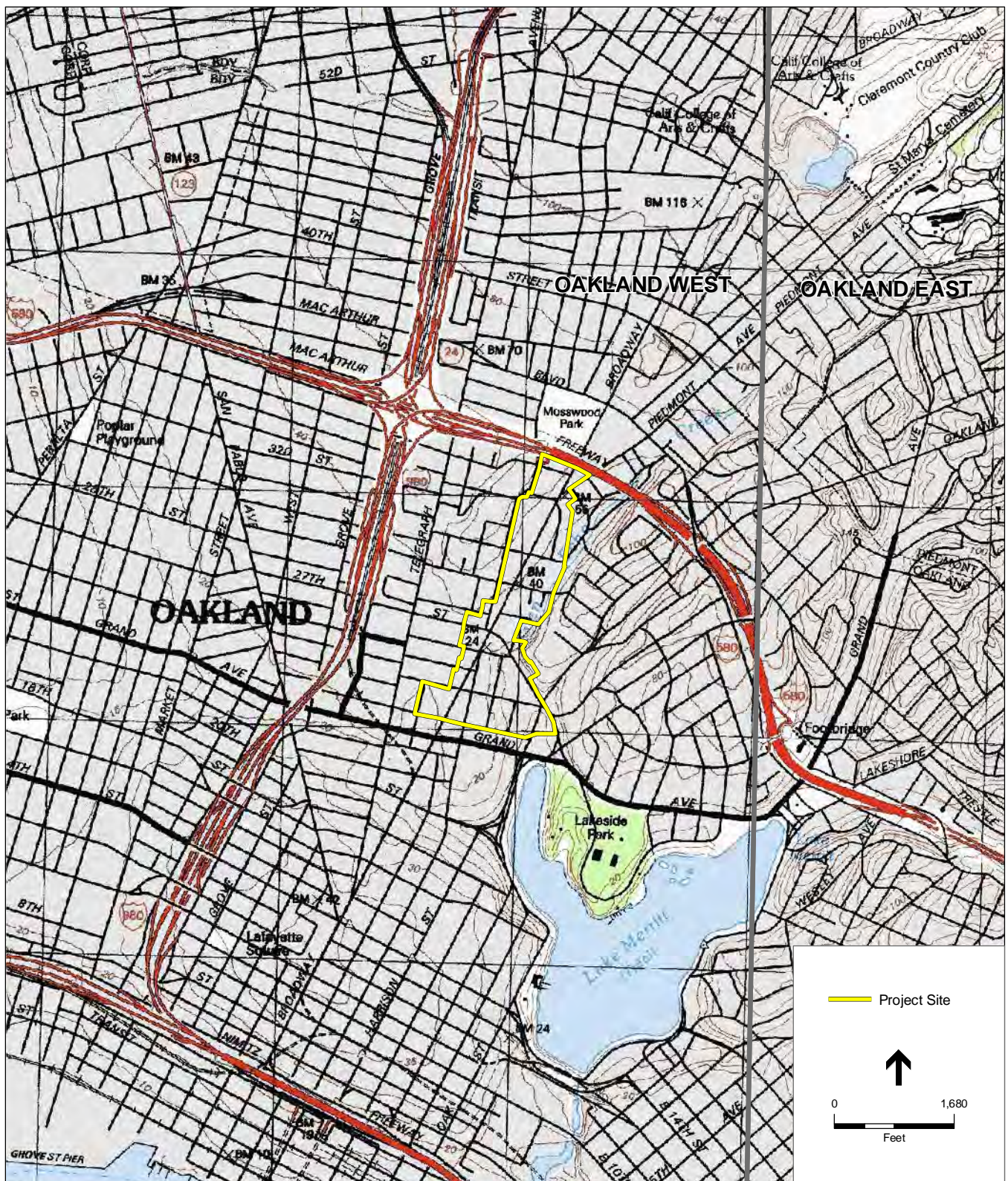


SOURCE: USGS, 1980; and ESA, 2009

Broadway/Valdez District Specific Plan . 208522

**Figure 1**  
Regional Vicinity Map





Broadway/Valdez District Specific Plan . 208522  
 SOURCE: USGS, 1980; and ESA, 2009  
**Figure 2**  
 Project Area Map



---

## Project Description

The proposed project consists of the creation of a Specific Plan intended to establish the Broadway/Valdez District corridor as a destination retail district. The city and project team will craft a Specific Plan for the mixed-use, mixed-income, transit-oriented development of the project site with a focus on retail. The Plan would allow for the construction of approximately 1 million square feet of new retail space and approximately 1700 housing units.

## Regulatory Requirements

### State

The State of California implements the National Historic Preservation Act (NHPA) of 1966 through its statewide comprehensive cultural resource surveys and preservation programs. The California Office of Historic Preservation (OHP), as an office of the California Department of Parks and Recreation, implements the policies of the NHPA on a statewide level. The OHP also maintains the California Historic Resources Inventory. The State Historic Preservation Officer is an appointed official who implements historic preservation programs within the state's jurisdictions.

#### ***California Register of Historical Resources***

The California Register of Historical Resources (California Register) is “an authoritative listing and guide to be used by state and local agencies, private groups, and citizens in identifying the existing historical resources of the state and to indicate which resources deserve to be protected, to the extent prudent and feasible, from substantial adverse change” (California Public Resources Code [PRC] Section 5024.1[a]). The criteria for eligibility to the California Register are based on National Register criteria (PRC Section 5024.1[b]). Certain resources are determined by the statute to be automatically included in the California Register, including California properties formally determined eligible for, or listed in, the National Register.

To be eligible for the California Register, a prehistoric or historical-period property must be significant at the local, state, and/or federal level under one or more of the following criteria:

- 1) Is associated with events that have made a significant contribution to the broad patterns of California's history and cultural heritage;
- 2) Is associated with the lives of persons important in our past;
- 3) Embodies the distinctive characteristics of a type, period, region, or method of construction, or represents the work of an important creative individual, or possesses high artistic values; or
- 4) Has yielded, or may be likely to yield, information important in prehistory or history.

---

For a resource to be eligible for the California Register, it must also retain enough of its character or appearance (integrity) to be recognizable as a historical resource and to convey the reason for its significance. A historic resource that does not retain sufficient integrity to meet the National Register criteria may still be eligible for listing in the California Register.

The California Register consists of resources that are listed automatically as well as those that must be nominated through an application and public hearing process. The California Register automatically includes the following:

- California properties listed on the National Register and those formally determined to be eligible for the National Register
- California Historical Landmarks from No. 770 onward
- California Points of Historical Interest that have been evaluated by the OHP and have been recommended to the State Historical Resources Commission for inclusion on the California Register
- Other resources that may be nominated to the California Register include:
  - Historical resources with a significance rating of Category 3 through 5 (i.e., properties identified as eligible for listing in the National Register, the California Register, and/or a local jurisdiction register)
  - Individual historical resources
  - Historical resources contributing to historic districts
  - Historical resources designated or listed as local landmarks, or designated under any local ordinance, such as a historic preservation overlay zone

## Local

### City of Oakland Historical Resources

In March 1994, the Oakland City Council adopted a Historic Preservation Element of the General Plan (amended July 21, 1998). The Historic Preservation Element sets out a graduated system of ratings and designations resulting from the Oakland Cultural Heritage Survey (OCHS) and Oakland Zoning Regulations.

The Oakland Cultural Heritage Survey uses a five-tier rating system for individual properties, ranging from “A” (highest importance) and “B” (major importance) to “E” (of no particular interest). This letter rating is based on such criteria as visual quality, history, context, and integrity. The rating system is described below:

**A – Highest Importance.** Properties of exceptional historical or architectural value which are clearly eligible individually for the National Register of Historical Places. Properties generally appropriate for an “A” rating include those which are outstanding examples of an important style, type, or convention, or which are intimately associated with a person,



---

organization, event, or historical pattern of extreme importance at the local level or of major importance at the state or national level.

**B – Major importance.** Properties of major historical architectural value, but less important than those rated “A.” Although most “Bs” are individually eligible for the National Register, they may be somewhat marginal candidates. Properties generally appropriate for a “B” rating include those which are especially fine examples of an important style, type, or convention or which are intimately associated with a person, organization, event, or historical pattern of major importance at the local level or of moderate importance at the state or national level.

**C – Secondary Importance.** Properties having sufficient historical or visual/architectural value to warrant limited recognition but which do not appear individually eligible for the National Register. Properties generally appropriate for a “C” rating include those which are superior or visually important examples of a particular style, type, or convention and most buildings which were constructed prior to 1906.

**D – Minor Importance.** Properties which are not individually distinctive but which are typical or representative examples of an important style, type, convention or historical pattern. The great majority of Oakland’s pre-1946 properties fall into the “D” category.

**E – Of No Particular Interest.** Properties which are not representative of any important style, type, convention, or historic pattern and are visually undistinguished.

**Contingency Ratings.** (lower-case letter, as in "Dc" or "Fb"): potential rating under some condition, such as "if restored" or "when older" or "with more information."

**District Status (numbers):** "1": In an Area of Primary Importance (API) or National Register quality district. "2": In an Area of Secondary Importance (ASI) or district of local interest. "3": Not in a historic district.

For properties in districts, (+) indicates contributors, (-) indicated non-contributors, and (\*) indicates potential contributors.

All areas of the City have been evaluated by the OCHS through “windshield” surveys in 1985–1986 and 1996–1997. This Preliminary Citywide Historical and Architectural Inventory, known as the *Reconnaissance Survey*, employs the same A-B-C-D-E rating system as the OCHS, but is intended to be confirmed or modified over time by the OCHS. Nearly every building in the project area has an existing OCHS rating of A - E. In 1994, OCHS also completed a survey of all unreinforced masonry buildings in Oakland (1994 URM Survey), many of which were included in the project area. Each of these surveyed buildings in the 1994 URM survey received a DPR 523 Form, which was submitted to the state SHPO.

In the City of Oakland, an historical resource under the California Environmental Quality Act (CEQA) is a resource that meets any of the following criteria:

- 1) A resource listed in, or determined to be eligible for listing in, the California Register of Historical Resources;

- 
- 2) A resource included in Oakland's Local Register of historical resources (defined below), unless the preponderance of evidence demonstrates that it is not historically or culturally significant;
  - 3) A resource identified as significant (e.g., rated 1–5) in a historical resource survey recorded on Department of Parks and Recreation Form 523, unless the preponderance of evidence demonstrates that it is not historically or culturally significant;
  - 4) Any object, building, structure, site, area, place, record, or manuscript which the Oakland City Council determines to be historically significant or significant in the architectural, engineering, scientific, economic, agricultural, educational, social, political, military, or cultural annals of California, provided the determination is supported by substantial evidence in light of the whole record. Generally, a resource is considered "historically significant" if it meets the criteria for listing on the California Register of Historical Resources CEQA Guidelines section 15064.5; or
  - 5) A resource that is determined by the City Council to be historically or culturally significant even though it does not meet the other four criteria listed here.

The Historic Preservation Element also provides the following policy related to identifying historical resources under CEQA:

*Policy 3.8 Definition of "Local Register of Historical Resources" and Historic Preservation "Significant Effects" for Environmental Review Purposes:* For purposes of environmental review under the California Environmental Quality Act, the following properties will constitute the City of Oakland's Local Register of Historical Resources:

- 1) All Designated Historic Properties (Landmarks, Heritage Properties, Study List Properties, Preservation Districts, and S-7 and S-20 Preservation Combining Zone Properties); and
- 2) Those Potential Designated Historic Properties that have an existing rating of "A" or "B" or are located within an Area of Primary Importance (API).

### **Local Plans and Policies**

City of Oakland goals and policies that pertain to historic resources are provided primarily in the General Plan HPE. The following HPE goals and policies are applicable to the project area:

- HPE Historic Preservation Goal 2: To preserve, protect, enhance, perpetuate, use, and prevent the unnecessary destruction or impairment of properties or physical features of special character or special historic, cultural, educational, architectural or aesthetic interest or value. Such properties or physical features include buildings, building components, structures, objects, districts, sites, natural features related to human presence, and activities taking place on or within such properties or physical features.
- HPE Policy 3.1: Avoid or Minimize Adverse Historic Preservation Impacts Related to Discretionary City Actions: The City will make all reasonable efforts to avoid or minimize adverse effects on the Character-Defining Elements of existing or Potential Designated Historic Properties which could result from private or public projects requiring discretionary City actions.

- 
- HPE Policy 3.5: *Historic Preservation and Discretionary Permit Approvals*. For additions or alterations to Heritage Properties or Potential Designated Historic Properties requiring discretionary City permits, the City will make a finding that: (1) the design matches or is compatible with, but not necessarily identical, to the property's existing or historical design; or (2) the proposed design comprehensively modifies and is at least equal in quality to the existing design and is compatible with the character of the neighborhood; or (3) the existing design is undistinguished and does not warrant retention and the proposed design is compatible with the character of the neighborhood.

For any project involving complete demolition of Heritage Properties or Potential Designated Historic Properties requiring discretionary City permits, the City will make a finding that: (1) the design quality of the proposed project is at least equal to that of the original structure and is compatible with the character of the neighborhood; or (2) the public benefits of the proposed project outweigh the benefit of retaining the original structure; or (3) the existing design is undistinguished and does not warrant retention and the proposed design is compatible with the character of the neighborhood.

- HPE Policy 3.7: *Property Relocation Rather than Demolition*. As a condition of approval for all discretionary projects involving demolition of existing or Potential Designated Historic Properties, the City will normally require that reasonable efforts be made to relocate the properties to an acceptable site.
- HPE Policy 3.8: *Local Register of Historical Resources*. See discussion above.

The above policies from the Historic Preservation Element generally encourage, but do not mandate, the preservation of Oakland's historical resources, within the context of and consistent with other General Plan goals, objectives, and policies. So, for example, the admonition in HPE Historic Preservation Goal 2 against "the unnecessary destruction" of historic buildings and HPE Policy 3.1's direction to employ "all reasonable efforts to avoid or minimize adverse effects" on historical resources are reviewed against the proposed project's provision of essential health care services to the community.

A determination of consistency with the above policies by the Planning Commission and City Council must be predicated upon a finding that, as specified in HPE Policy 3.5, "(1) the design quality of the proposed project is at least equal to that of the original structure and is compatible with the character of the neighborhood; or (2) the public benefits of the proposed project outweigh the benefit of retaining the original structure; or (3) the existing design is undistinguished and does not warrant retention and the proposed design is compatible with the character of the neighborhood."

---

## Historic Setting

The project area is within the Rancho San Antonio land grant that was granted to Luis Maria Peralta on August 3, 1820 for his service to the Spanish government. The 43,000-acre rancho included the present-day cities of Oakland, Berkeley, Alameda, and parts of San Leandro and Piedmont. Peralta's land grant was confirmed after Mexico's independence from Spain in 1822, and the title was honored when California entered the Union by treaty in 1848. Despite the title, by the middle of the 19th century, squatters had moved in to use portions of Peralta's undeveloped land. The Gold Rush and California statehood brought miners, businessmen, lumbermen and other speculators to the area in search of opportunities. Early settlers of that period include Edson Adams, Andrew Moon, and Horace Carpentier, who squatted on 480 acres of Vicente Peralta's (one of Luis Peralta's sons) land. Adams, Moon, and Carpentier subsequently hired Jules Kellersberger, an Austrian-educated Swiss military engineer, to plot a new city – Oakland, which was incorporated in 1852.

The city originally encompassed the area roughly bordered by the Oakland Estuary on the south, Market Street on the west, 14th Street on the north, and the Lake Merritt Channel on the east. Broadway served as the main street. The majority of the early city dwellers, numbering under one hundred, lived near the foot of Broadway in proximity to the estuary. In 1869, transcontinental rail service began along 7th Street, which was followed by the 1st Street freight line and Long Wharf in 1891. With the arrival of the railroad, Oakland was transformed into a commercial center with a rapidly growing population. The city's population tripled from 10,500 in 1870 to 34,555 in 1880, and the first street cars were installed in 1891. City development moved north along the street car lines of Broadway and Telegraph Avenue towards the Oakland Hills and ultimately towards East Oakland. Between 1889 and 1928, Saint Mary's College was located at what is now 3093 Broadway. This site is now California Historical Landmark No. 676.

The 1906 earthquake and fire in San Francisco prompted a population increase in Oakland, and by 1910 the City's population of 150,000 was more than double the 1900 level of 67,000. Residential and commercial development in Oakland increased during this time to accommodate displaced San Francisco residents. Older neighborhoods became more densely populated as new apartment buildings and related growth became part of Oakland's residential fabric. The population growth also increased the demand for retail goods, and shopping districts expanded throughout the next decade to meet this demand. The post-earthquake development boom defined much of downtown Oakland as it is known today, resulting in most of the City's notable early 20th century architecture.

Initially owned solely by the wealthy, automobiles became the standard mode of transportation for many Americans of all classes by the 1920s. By 1920 there were 210,000 registered vehicles in Alameda County. The number of automobile showrooms and service facilities that appeared on Broadway in the early 20th century was related to Oakland's role at the forefront of the West Coast's fledgling automobile industry. GM founder, William C. Durant, joined forces with French racecar driver Louis Chevrolet, and formed the Chevrolet Motor Car Company and in 1916 opened the first Chevrolet plant in East Oakland (Architectural Resources Group, 2006).

Both Broadway and Telegraph Avenue were in existence by 1857 as country roads leading to town. By 1870, Broadway extended beyond 14th Street -- the original town -- when this outlying

---

area was mainly occupied by agricultural uses. The blocks now forming portions of the project area were subdivided as Webster Homestead and Lincoln Homestead, and were nearly fully built up with medium sized, single family houses by 1903. At the turn of the century, Sanborn maps show Broadway as having been predominantly occupied by residential buildings, as well as associated schools and hospitals. Garages and other associated automobile buildings begin appearing along Broadway by 1911, and the auto service area, with sales centers located along Broadway, had developed a strong presence by the 1920s.

Directories in the early 1910s show Oakland's center for automobile service and sales shifting from 12th, Jackson, and Madison Streets, to upper Broadway beyond 20th Street. This pattern continued through and beyond the 1920s, with service and parts becoming concentrated on the side streets in an area roughly bounded by Telegraph Avenue, Webster, and 23rd Streets. Dealerships and service garages simply kept pace with the nationwide car explosion.

It was fairly natural that upper Broadway would develop as an auto row. Its location near to, but immediately outside of, downtown Oakland where commercial real estate was slightly less expensive, dealers were able to assemble fairly large lots for the display of automobiles along a major commercial thoroughfare leading directly into town. Eventually becoming more commercial than residential in focus, the properties along Broadway eventually developed into the second most important automobile retail center in the Bay Area, after Van Ness Avenue in San Francisco. Broadway and Telegraph Avenue were major roadways connecting Oakland to Berkeley, and streetcars transported residents and commuters from one community to another until the system was dismantled in 1948. As a major roadway leading out of Oakland, Broadway was the route to the outlying prosperous Piedmont and Rockridge residential areas, whose development owed a great deal to the automobile. By 1912, there were reportedly 4500 automobiles registered in Oakland. The majority of the buildings located within the Broadway Auto Row District were constructed between 1900 and 1940s, and revolved around the growing auto industry. The main building types identified as Beaux Arts and Moderne automobile showrooms, early 20th century utilitarian service garages, and 1920s decorative brick commercial buildings.

## Common Building Types

Within the project area, a number of different types exist, including retail commercial, light industrial, multi-family and single-family residential, office, and mixed-uses. The most *common* building types in the project area, however, are commercial uses such as auto showrooms and garages, as well as single-family and duplex/apartment residential buildings. A selection of the most common building types in the project area is described below.

### Commercial

#### ***Auto Showroom***

Commercial buildings within the project area are predominantly either auto showrooms or garages. Auto showrooms tend to be large, single story structures with frontages located close to

the street. Showrooms tend to have large windows to provide viewing opportunities to patrons passing by.



SOURCE: ESA, 2009

Broadway/Valdez District Specific Plan. 208522

### Figure 3

3093 Broadway:  
Streamline Moderne Auto Showroom

---

## Garage

Garages within the project area tend to be single story, rectangular buildings with flat roofs located near to the street with large vehicle doorways.



SOURCE: ESA, 2009

Broadway/Valdez District Specific Plan. 208522

**Figure 4**  
2344-50 Webster Street:  
Decorative brick garage

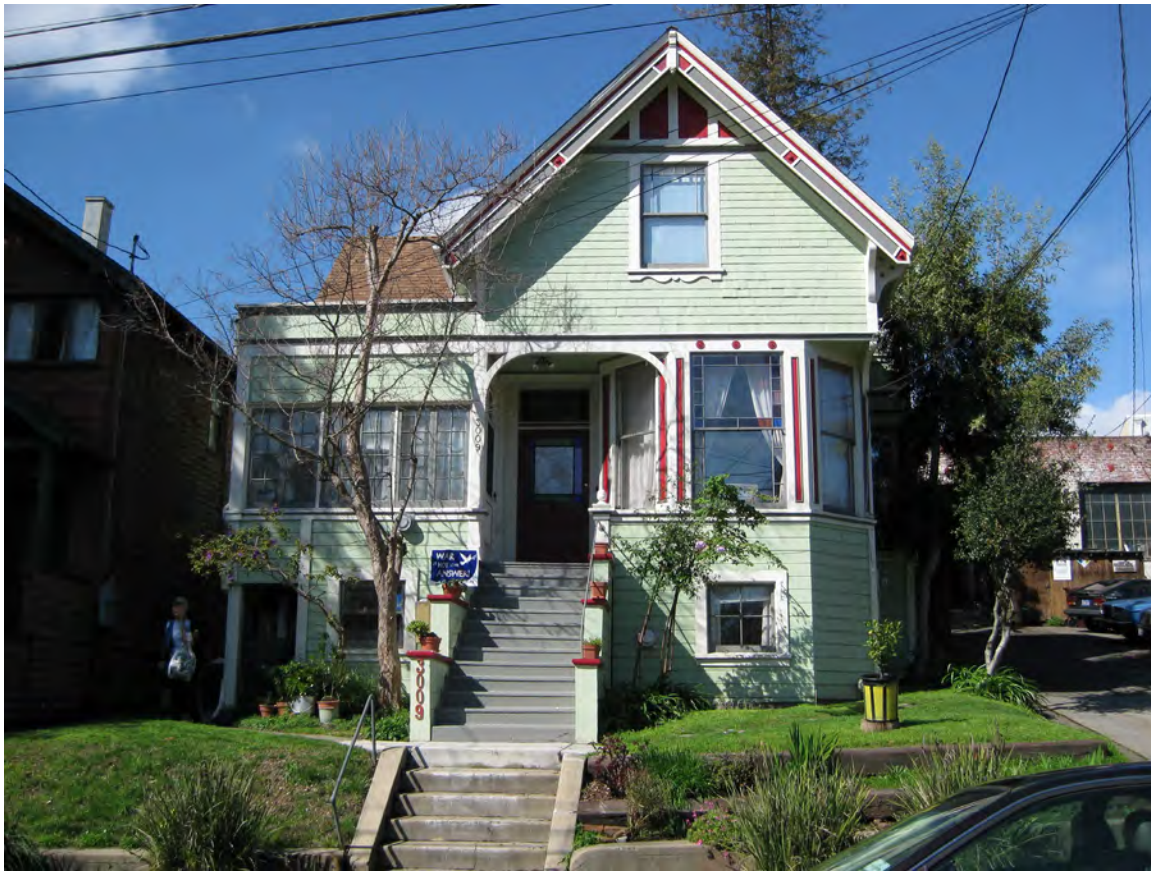


---

## Residential

### *Single Family*

Single-family residential property types within the project area generally consist of either one to two story large family homes or smaller cottages. Architectural styles within these categories tend to reflect Craftsman style features, including exposed beams and rafters, and partial width porches supported by square columns, although other styles are also found, such as Queen Anne, Colonial Revival, and Mission Revival.



SOURCE: ESA, 2009

Broadway/Valdez District Specific Plan. 208522

**Figure 5**  
3009 Brook Street:  
Queen Anne single family residence





SOURCE: ESA, 2009

— Broadway/Valdez District Specific Plan. 208522  
**Figure 6**  
2824 Richmond Avenue:  
Craftsman style single family residence

---

## **Duplex**

Duplex residential property types within the project area generally consist of multi-story large family homes subdivided into smaller units. Architectural styles within these categories tend to reflect either Craftsman or Colonial Revival style features. Colonial Revival features include paired windows, symmetrical facades, and accentuated entryways.



SOURCE: ESA, 2009

Broadway/Valdez District Specific Plan. 208522

### **Figure 7**

2315-21 Harrison Street:  
Colonial derivative style duplex

---

## ***Apartment***

Apartment property types within the project area generally consist of multi-story buildings with ten to twenty units. Architectural styles within these categories tend to cover a wide range of types, including Mission Revival, Colonial Revival, and Craftsman.



SOURCE: ESA, 2009

Broadway/Valdez District Specific Plan. 208522

### **Figure 8**

2337 Harrison Street:  
Mission Revival style Apartment



---

## Methods

### Archival Search

Archival research was conducted at the Oakland Cultural Heritage Survey archives in March 2009. Existing Department of Park and Recreation (DPR) forms from the 1994 Unreinforced Masonry (URM) Survey were reviewed, as were records from the reconnaissance-level windshield survey conducted by the OCHS in 1986. Also included in the review were the California Inventory of Historical Resources (California Department of Parks and Recreation 1976), California Historical Landmarks (1990), California Points of Historical Interest (1992), and the Historic Properties Directory Listing (2004) for Alameda County. The Historic Properties Directory includes listings of the National Register and the California Register of Historical Resources, and listings of the California Historical Landmarks and California Points of Historical Interest.

### Field Survey

ESA staff historians Kathy Anderson and Brad Brewster conducted a reconnaissance-level pedestrian survey of the project area in February and March, 2009, to identify existing and potential historic architectural resources. Of the approximately 225 buildings in the project area, the survey focused solely on those buildings at least 45 years old (pre-1964), which is considered the minimum age threshold for potential listing as an historic resource. As such, the survey focused on a total of 150 pre-1964 buildings. Buildings located in the project area were photographed and evaluated for their historic significance at a reconnaissance level, and are discussed below.

## Results

### Archival Search Results

Results of the archival search indicate that a majority of the buildings within the project area had been surveyed either in the 1986 windshield survey or in the 1994 URM survey. Between these two surveys, 150 buildings within the project area were recorded and evaluated for their historic significance at a reconnaissance level. A complete listing of these resources, including descriptions, original ratings, and updated current OCHS ratings, are located in **Appendices A and B**.

### A or B Rated Buildings in the Project Area

Among the 150 buildings surveyed within the project area, archival results identified nine buildings were previously identified as either an “A” or “B”-rated building, and are therefore considered local historic resources under the City of Oakland Historic Preservation Element and for CEQA purposes. “A”-rated buildings are considered landmarks by the City of Oakland. **Table 1** below identifies these nine resources. **Figure 9** shows the location of “A” and “B”-rated

resources, as well as the locations of Areas of Secondary Importance (ASIs) within the project area. **Figure 10** shows the approximate ages of the buildings located within the project area. **Figure 11** shows a map of all district contributors. **Figures 12 – 20** contain photographs and brief descriptions these resources.

**TABLE 1  
EXISTING “A” AND “B” RATED BUILDINGS WITHIN THE PROJECT AREA**

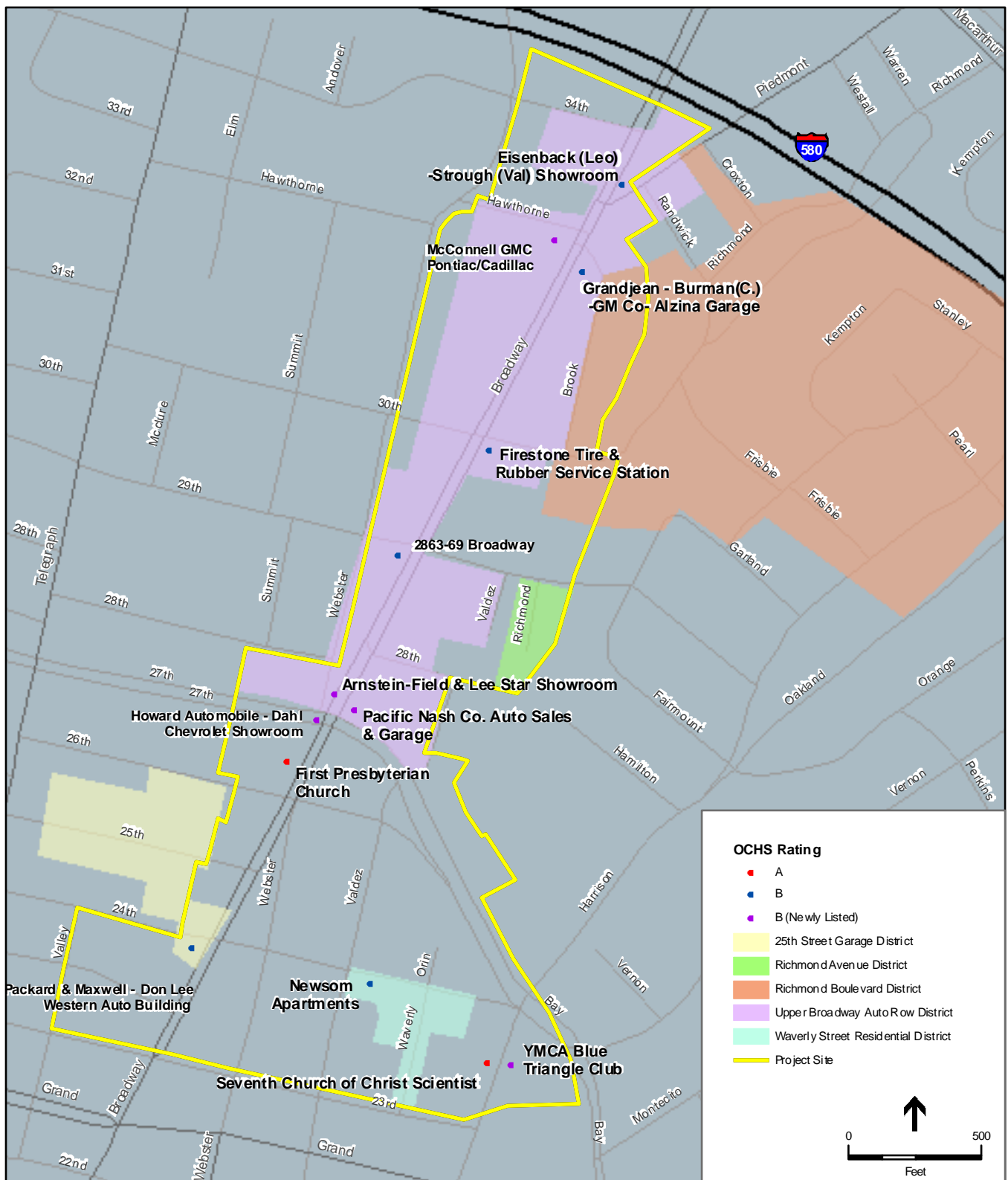
Address	Historic Name	Date Constructed	Rating (A-E)	District Code	CEQA Historic Resource (y/n)
2355 Broadway	Packard & Maxwell – Don Lee – Western Auto Bldg	1913-14	B+a1+	25D	y
2601-19 Broadway	First Presbyterian Church	1913-14	A3	n/a	y
2863-69 Broadway	n/a	1892	B*2+	AU2	y
2946-64 Broadway	Firestone Tire & Rubber service station	1930	B-2+	AU2	y
3074 Broadway	Grandjean - Burman(C.) -GM Co-Alzina garage	1917	B-2+	AU2	y
3304-60 Broadway	Eisenback (Leo)-Strough (Val) showroom	1917	B*2+	AU2	y
2333 Harrison Street	Seventh Church of Christ Scientist	1915-18	A3	n/a	y
2332 Harrison Street	YMCA Blue Triangle Club	1925-1926	A3	n/a	y
2346 Valdez Street	Newsom Apartments	1909-10	B+2+	WV2	y

SOURCE: OCHS, 2009

Located outside of, but immediately adjacent to, the project area is Temple Sinai, an A-Rated City Landmark building, at 356 28<sup>th</sup> Street. No other landmarks or buildings with existing “A” or “B” ratings are known to exist on the immediate periphery of the project area

## Areas of Secondary Importance in the Project Area

There are five areas within the project area that have been identified by the City of Oakland as Areas of Secondary Importance (ASIs). While an Area of Primary Importance (API) is considered a National Register quality district, an ASI is considered a district of local interest, and not considered a historic resource under CEQA, according to the City of Oakland Historic Preservation Element (discussed above). Although contributors to an ASI are not considered ‘historic resources’ by CEQA per se, they may have local importance that are worthy of recognition in specific planning efforts.



SOURCE: ERSI, 2007; and ESA, 2009

Oakland Broadway Retail Corridor. 208522  
**Figure 9**  
 ASI's and A or B-Rated Buildings







---

### ***The Broadway Auto Row ASI (AU2)***

The Broadway Auto Row District is identified as an ASI for the City of Oakland within the project area. The Broadway Auto Row District includes buildings historically constructed for automobile related uses: auto and auto accessory factories, showrooms, repair and parking garages, and service stations. Upper Broadway was referred to as “Auto Row” by the mid-1910s.

Automobile-related buildings constructed on Broadway in the early twentieth century abut the sidewalk and provide a “window wall of storefronts” to display the vehicles. Storefronts were large, often reaching from floor to ceiling, to afford open views of showrooms from the street and sidewalk.

The Broadway Auto Row District is a distinctive early 20th century commercial district of approximately 49 buildings on 53 assessor’s parcels, all of which are in the project area. Approximately 34 properties contribute to the district’s significance. Most buildings date from the 1910s through 1940s, and main property types are Beaux Arts and Moderne automobile showrooms, early 20th century utilitarian service garages, and 1920s decorative brick commercial buildings. Within this district, four buildings are rated either A or B. The district is considered to be of secondary local importance (ASI).

### ***The 25th Street Garage District (25D)***

The 25th Street Garage District is also identified as an ASI for the City of Oakland, a small portion of which is within the project area. The 25th Street Garage District occupies most of both sides of the block of 25th Street between Broadway and Telegraph Avenue, and parts of the east end of the same block on 24th and 26th Streets. The buildings in the district are predominantly one story service or industrial, and face onto the side (numbered) streets, not the Telegraph or Broadway commercial frontages. The buildings in the district are predominantly one-story brick and truss-roofed garages built between 1920 and 1929. The 25th Street Garage District is significant as a concentrated, intact, and homogenous group of buildings of a distinctive type, dating from a specific period of Oakland’s economic development.

In 1913, the Oakland City Council established an ordinance regulating the construction of buildings used as public automobile garages, stating that public garages were to be “of brick, stone, or concrete construction” with concrete floors, well ventilated at floor level, and lit only by electricity. After 1929, construction in the present district stopped until the late 1940s. The result of this short development period is an enclave of single-frontage, single-purpose buildings unusually uniform in type, style, and construction.

### ***The Waverly Street Residential District (WV2)***

The Waverly Street Residential District ASI is a turn-of-the-century residential district of approximately 19 buildings on 21 assessor’s parcels, predominantly consisting of Colonial Revival and Craftsman-style single family residences, a portion of which is located in the northeast section of the project area. Buildings date from the 1880s to the 1920s, with the majority of the buildings constructed between 1900 and 1910.

---

### ***Richmond Avenue District (RA2)***

The Richmond Avenue District ASI is a residential district of approximately 13 homes on 13 assessor's parcels, on one block. Buildings are similar in size, age and design. All buildings are Craftsman cottages from the 1910s, either one or one and a half stories in height, and include examples of early residential garages.

### ***Richmond Boulevard District (RCH)***

The Richmond Boulevard District ASI is an architecturally distinguished turn of the century residential district of approximately 116 buildings on 137 parcels on 7 blocks along Glen Echo Creek and Oak Glen Park. A portion of this district is found in the project area. Most buildings date from the 1900s-1920s and are two stories in height. There are 19 buildings within the project area which are included in the Richmond Boulevard District including portions of Brook Street, Piedmont Avenue, and 30<sup>th</sup> Street. The buildings include predominantly Craftsman and Colonial Revival style single family homes.

## **California Historical Landmarks and National Register Listed Buildings**

The only California Historic Landmark in the project area is the Saint Mary's College Site (CHL 676), which existed from 1889 to 1928 on what is now 3093 Broadway. This site, however, is not listed in the California Register of Historic Resources, because only those CHL's numbered 770 and higher are automatically listed in this register (see page 5 for a complete description). As this site is not listed in the California Register, it would not be considered an historic resource for CEQA purposes.

No buildings listed in the National Register are located in the project area. The closest site listed on the National Register is the Locke House, located at 3911 Harrison Street, located approximately 0.5 miles east of the project area.

## **Survey Methodology**

The pedestrian survey completed by ESA in March 2009 identified the buildings previously identified in the 1986 and 1994 surveys, and provided a reconnaissance-level assessment of whether these original OCHS ratings were still correct. Considerations such as physical alterations, restorations, as well as new information which may have come to light since these buildings were originally surveyed were used to inform the rating assessment.

Buildings were evaluated based on the Oakland Cultural Heritage Survey (OCHS) five-tier rating system, described in detail above and briefly summarized again below. City designated building ratings range from "A" (highest importance) and "B" (major importance) to "E" (of no particular interest). This letter rating is based on such criteria as visual quality, history, context, and integrity.

---

**A – Highest Importance.** Properties of exceptional historical or architectural value which are clearly eligible individually for the National Register of Historical Places.

**B – Major importance.** Properties of major historical architectural value, but less important than those rated “A.”

**C – Secondary Importance.** Properties having sufficient historical or visual/architectural value to warrant limited recognition but which do not appear individually eligible for the National Register.

**D – Minor Importance.** Properties which are not individually distinctive but which are typical or representative examples of an important style, type, convention or historical pattern.

**E – Of No Particular Interest.** Properties which are not representative of any important style, type, convention, or historic pattern and are visually undistinguished.

**Contingency Ratings.** (lower-case letter, as in "Dc" or "Fb"): potential rating under some condition, such as "if restored" or "when older" or "with more information."

**District Status (numbers):**

"1": In an Area of Primary Importance (API) or National Register quality district.

"2": In an Area of Secondary Importance (ASI) or district of local interest.

"3": Not in a historic district.

For properties in districts, (+) indicates contributors, (-) indicated non-contributors, and (\*) indicates potential contributors.

## Survey Findings

The pedestrian survey identified 23 buildings whose integrity had been altered since they were originally surveyed, buildings which have achieved the 45 year age threshold since their original evaluation, or had no local rating. Among these, four of the buildings surveyed would possess new proposed ratings of “B” because they have been restored since they were originally evaluated or they are considered an outstanding example of their type and period. These are 2740 Broadway, 2801-25 Broadway / 2800-24 Webster, 3093 Broadway and 2735 Webster. **Table 2** on page 36 describes the original rating of these buildings and ESA’s suggested new rating. **Figure 9** identifies the location of the buildings with new ratings of “B” in addition to the existing “A” and “B” rated buildings. There are a total of 13 buildings in the plan area which are considered historic resources for CEQA purposes (nine existing and four newly identified).

Appendix A provides a table of all surveyed buildings in the project area, identifying them by street address, existing NRHP and OCHS ratings, proposed new OCHS ratings (if any), year built information, district information, and historic name (if any). Appendix B provides updated continuation forms for many of the buildings that had been previously surveyed as part of the 1994 URM survey and had DPR forms prepared. The updated continuation forms are attached to

---

the end of each existing DPR form. Properties which have a rating of “5” on DPR form 523, specifically, indicating they appear eligible for local listing, will be addressed separately. For buildings where no previous DPR forms were prepared, ESA attached a photo of the property and brief descriptive data. In some cases, and where available, OCHS evaluation sheets were also attached to **Appendix B**.

---

## Existing “A” and “B” - Rated Buildings in the Project area



SOURCE: ESA, 2009

— Broadway/Valdez District Specific Plan. 208522

**Figure 12**  
First Presbyterian Church

**First Presbyterian Church. 2601-19 Broadway:** 2601-19 Broadway is a Gothic Revival-Tudor Revival church building, measuring three stories high and constructed of reinforced concrete with concrete blocks. The building was constructed in 1913-14 by architect William C. Hays, as well as consultation from architects Cram, Goodhue & Ferguson and engineers Maurice Couchot and William Leland. The First Presbyterian Church of Oakland supported the first congregation of any denomination to be organized in Oakland, beginning in the spring of 1853.

The building is significant for its site and landscaping, as well as its distinguished architecture, combining 20<sup>th</sup> century structure and materials (steel frame, reinforced concrete, concrete block cladding) with the design and proportions of the English Perpendicular Style. The design was displayed in the 1915 San Francisco Architectural Club Exhibit, as well as the first exhibition of the Alameda County Society of Architects in 1916. The First Presbyterian Church is an “A” rated building within the project area. Based on the pedestrian survey completed by ESA in March 2009, this building would retain its existing rating.



SOURCE: ESA, 2009

Broadway/Valdez District Specific Plan. 208522

**Figure 13**

**Seventh Church of Christ Scientist**

**Seventh Church of Christ Scientist. 2333 Harrison Street:** 2333 Harrison is a low-lying, single story wood frame Arts and Crafts bungalow church with a clerestory, flared gable roofs with exposed beams. The building was constructed in 1915 and designed by architect William Arthur Newman. Newman was the architect for the Oakland Post Office in 1931, as well as several other buildings in Oakland. The building is significant for its architectural and for its association with locally significant architect, William Newman. The Seventh Church of Christ, Scientist is an “A” rated building within the project area. Based on the pedestrian survey completed by ESA in March 2009, this building would retain its existing rating.





SOURCE: ESA, 2009

Broadway/Valdez District Specific Plan. 208522

**Figure 14**  
YWCA Blue Triangle Club

**YWCA Blue Triangle Club. 2332 Harrison Street:** 2332 Harrison Street is a Beaux Arts derivative Mediterranean hotel building, measuring four stories high on a U-shaped plan. The reinforced concrete framed building has curtain walls of terra cotta tile and brickwork detailing on a concrete foundation. The building was constructed in 1925-26 by architects McCall & Davis, and builders Villadsen Brothers Inc.

The original occupant was the YWCA Blue Triangle Club, and the building reflects lakeside development in Oakland, as well as social history, and women's history in Oakland. The YWCA Blue Triangle Club building is an "A" rated building within the project area. Based on the visual inspection by ESA in March 2009, and consultation with the City of Oakland, determined that the building possesses a rating of Ba3, due to replacement of the original windows.



SOURCE: ESA, 2009

Broadway/Valdez District Specific Plan. 208522

**Figure 15**  
Newsom Apartments

**Newsom Apartments. 2346 Valdez. 356-68 28th Street:** 2346 Valdez Street is a three-story and basement shingled frame apartment building. Considered part of the Waverly Residential District, the building was constructed in 1909-1910 by architect/builder/owner Sidney B Newsom. Newsom was the son of Samuel Newsom and the nephew of Joseph Cather Newsom, renowned and prolific “low-art architects” of California. The building is considered significant for its association with Sidney Newsom and well as its craftsman design. The roof is basically flat, with steeply pitched crossed gables dominating both street facades, and two large half-timbered gables over symmetrical rectangular bay windows on Valdez and a single similar feature on the 24<sup>th</sup> Street façade. The main façade on Valdez Street is organized symmetrically. Between the bays the entry is flanked by pairs of windows at the first floor, and two pairs of windows near the center of the third floor. The craftsman theme is expressed by projecting rafters jigsawn with decorative endings. These rafters project under eaves, windows and bay windows. The current use is as an apartment building. The Newsom Apartment building is a “B” rated building within the project area. Based on the pedestrian survey completed by ESA in March 2009, this building would retain its existing rating.





SOURCE: ESA, 2009

— Broadway/Valdez District Specific Plan. 208522

**Figure 16**

Packard & Maxwell – Don Lee – Western Auto Building

**Packard & Maxwell – Don Lee - Western Auto Building. 2355 Broadway:** 2355 Broadway is a four-story reinforced concrete building originally designed for auto sales on the ground floor and offices on the upper floors. The building plan has 100' by 135' frontages and a rounded, flatiron corner. The ground floor consists of mostly glazed storefront bays and a low tiled base. The upper floors are formed concrete, and the flatiron corner is curved and slightly recessed from the facades. Windows are three over three in hinged casements separated by plain wall surfaces. A metal cornice molding separates the top floor from the roof parapet, and the second floor from the base. Current use is a mix of residential and commercial through live/work lofts. The building was constructed in 1913-14 by architect and building, Willis Polk & Company. Willis Polk was prominent in the 1890s as one of the pioneers of the so-called Bay Region style, and after the turn of the century was associated with civic improvement project in San Francisco. The building at 2355 was a full complex of auto shops intended for Cuyler Lee's Packard and Maxwell dealership and garage. The building was, and remains, larger and more urbane than any of the other auto row buildings in the project area. The building at 2355 Broadway acts as an anchor and foil to the one-story utilitarian buildings which make up the 25th Street Garage District to the west. 2355 Broadway is a "B" rated building within the project area. Based on the pedestrian

---

survey completed by ESA in March 2009, this building would retain its existing rating, although it has been recently rehabilitated and the upper floors converted into residential lofts.



SOURCE: ESA, 2009

— Broadway/Valdez District Specific Plan. 208522

**Figure 17**  
2863-2869 Broadway

**2863-69 Broadway:** 2863-69 Broadway is a Queen Anne commercial building measuring two stories tall on a corner lot. The building sits on a slightly trapezoidal plan and has a pent roof on both street sides. There is a slender round corner tower with a witch's cap roof, and multiple angled bays on the second story. The wood frame structure has a composition shingle roof, and the ground floor has plate glass storefronts and pressed brick pilasters. The building was designed by Charles Mau in 1892 and is one of the oldest buildings in the Broadway/Valdez District. The ground floor has plate glass storefronts and pressed brick plasters, which are presumed to date to the 1920s. Current use is commercial, and 2863-69 Broadway is a "B" rated building within the project area. Based on the pedestrian survey completed by ESA in March 2009, this building would retain its existing rating.





SOURCE: ESA, 2009

Broadway/Valdez District Specific Plan. 208522

### Figure 18

#### Eisenback-Strough Showroom

**Eisenback -Strough showroom. 3304-60 Broadway:** 3304-60 Broadway is an early 20<sup>th</sup> century Beaux Arts derivative and Arts and Crafts automobile showroom in the Broadway Auto Row District. It is a high one story building in a flatiron shape with exterior walls covered in dark red brick with a concrete foundation. The building has a straight parapet, pilaster and bay composition with pilaster caps, large windows and transom. The building was constructed in 1917 by architects Falch & Knoll. The building reflects motor transportation and the auto industry as an early and elaborate showroom. The building is currently vacant, and the Eisenback-Strough showroom is a “B” rated building within the project area. Based on the pedestrian survey completed by ESA in March 2009, this building would retain its existing rating.



SOURCE: ESA, 2009

— Broadway/Valdez District Specific Plan. 208522  
**Figure 19**  
Firestone Tire & Rubber service station

**Firestone Tire & Rubber service station. 2946-64 Broadway:** 2946-64 Broadway is an Art Deco service garage in the Broadway Auto Row District, measuring one story high. The building has a trapezoidal plan on a corner lot, and has a truss roof, decorated parapet and rounded corner with recessed entry. The exterior walls are cast concrete and terra cotta, and the decorative parapet has a cast concrete leaf pattern with crests marked “F” (Firestone) spaced evenly throughout. The building was constructed in 1930 by builder Harold Page and designed by architect Charles W. McCall. The original owner and occupant from the 1930s was Firestone Tire and Rubber. The building reflects motor transportation and the auto industry, as well as national business and industries in Oakland. The building is currently used as an auto showroom. The Firestone Tire and Rubber service station is a “B” rated building within the project area. Based on the pedestrian survey completed by ESA in March 2009, this building would retain its existing rating.





SOURCE: ESA, 2009

Broadway/Valdez District Specific Plan. 208522

**Figure 20**

Grandjean - Burman - GM Co-Alzina Garage

**Grandjean – Burman - GM Co-Alzina garage. 3074 Broadway:** 3074 Broadway is a 1920s decorative brick automobile showroom constructed of pressed brick and common brick with a concrete foundation. The building is one and two stories on an irregular plan on a double ended lot. The brick building has a stepped and peak parapet as well as elaborate, three-dimensional brickwork framing the windows. The building was constructed in 1917 by architect/building A.S. Holmes, and is an early example of the decorative brick style that became popular in the 1920s. Current use is commercial and the Grandjean-Burman – GM Co. – Alzina garage is a “B” rated building within the project area. Based on the pedestrian survey completed by ESA in March 2009, this building would retain its existing rating.



## Buildings with Proposed New Ratings in the Project area

The pedestrian survey completed by ESA in March 2009 identified 23 buildings in the project area whose integrity had been altered since they were originally surveyed, buildings which have achieved the 45 year age threshold since their original evaluation, or had no local rating. **Table 2**, below, describes the existing local rating of these buildings (if any) and ESA's suggested new local rating. These buildings are also shown on **Figures 21** through **44**, with the exception of 2332 Harrison Street, which is described above.

**TABLE 2**  
**BUILDINGS WITH ALTERED RATINGS WITHIN THE PROJECT AREA**

Street Address	OCHS Rating	New Rating	Year Built	Historic Name	CEQA Historic Resource (y/n)
2404 BROADWAY	F3	E3	1943		n
2740 BROADWAY	Cb+2+	B2+	1929	Pacific Nash Co. auto sales and garage	y
2801-25 BROADWAY	Cb+2+	B2+	1916	Arnstein-Field & Lee Star showroom	y
2943 BROADWAY	*2-	E2-	1952	Hollidge Hydramatic Service	n
3026 BROADWAY	F2-	E2-	1963		n
3093 BROADWAY	C2+	B2+	1947	McConnell GMC Pontiac Cadillac	y
3007 BROOK ST	D2+	C2+	1900		n
3028 BROOK ST	F2-	E2-	1950s		n
3050 BROOK ST	F3	E3	1931		n
2332 HARRISON ST	A3	Ba3	1925-26	YMCA Blue Triangle Club	y
2336 HARRISON ST		D3	1950		n
2340 HARRISON ST	*3	D3	1952		n
2344 HARRISON ST	*3	D3	1948		n
2410 WEBSTER ST	*3	D3	1956	C. P. Hunt Co. Annex	n
2500-06 WEBSTER ST	Dc3	*D	1929-30	J. A. Kitchen Auto Repair Garage	n
2735 WEBSTER ST	Ec2*	B+2+	1924	Howard Automobile-Dahl Chevrolet showroom	y
2950 WEBSTER ST	Fc3	*d3	1900s		n
326-48 23RD ST	Ed3	D3	1922	Chestnut (Mary) store	n
266-72 24TH ST	C3	*3	1925-41	United Automotive Service	n
366 24TH ST	X	D3	1938		n
290-92 27TH ST	D3	C3	1945-46	Schwarz(H.)-Chanslor & Lyon Co. building	n
293 27TH ST	F3	E3	1950		n
295 27TH ST	X	*3	1963		n



SOURCE: ESA, 2009

— Broadway/Valdez District Specific Plan. 208522

### Figure 21

2400-04 Broadway / 2401-03 Webster Street

**2400-04 Broadway / 2401-03 Webster Street:** 2400-04 Broadway is a two story commercial structure built in 1943 with a plain parapet and flat roof. The exterior walls are stucco, and the first floor consists of store front windows separated by brick pillars. As part of the 1986 OCHS Survey, this property was assigned a rating of F3 by the OCHS. From visual inspection by ESA in March 2009, the property appears to possess a E3 rating. The building at 2400-04 Broadway / 2401-03 Webster is not considered an historical resource for CEQA purposes.



SOURCE: ESA, 2009

Broadway/Valdez District Specific Plan. 208522

**Figure 22**  
2740 Broadway

**2740 Broadway (Pacific Nash Co. auto sales and garage):** 2740 Broadway is a two story Art Deco building built in 1929 on a corner lot. The reinforced concrete building has brick exterior walls and a straight parapet with decorated pilaster caps. The building has large four by four metal sash windows, and vertical pilasters run the length of the building along the northern and eastern facades. As part of the 1994 URM Survey, this property was assigned a rating of Cb+2+ by the OCHS, and a National Register Status Code of “7” on DPR form 523 B, which indicates that it was not evaluated for National Register (NR) or California Register (CR). From visual inspection by ESA in March 2009, the property appears restored from when it was originally evaluated in 1994, with the transom covering removed to reveal the windows underneath. It is the professional opinion of ESA that the building currently possesses a B2+ rating. The building at 2740 Broadway is therefore considered an historical resource for CEQA purposes.



SOURCE: ESA, 2009

Broadway/Valdez District Specific Plan. 208522

**Figure 23**

2801-25 Broadway / 2800-24 Webster

**2801-25 Broadway / 2800-24 Webster (Arnstein-Field & Lee Star showroom):** 2801-25 Broadway / 2800-24 Webster is a single story Beaux Arts derivative Spanish Colonial commercial building built in 1916. The long, flatiron building extends approximately 200 feet, and has four peaked parapets on each side over arched doors or windows with fan lights. Exterior walls are stucco with large plate glass storefront windows. As part of the 1994 URM Survey, this property was assigned a rating of Cb+2+ by the OCHS, and a National Register Status Code of “7” on DPR form 523 B, which indicates that it was not evaluated for National Register (NR) or California Register (CR). From visual inspection by ESA in March 2009, the property appears restored from when it was originally evaluated in 1994, with the removal of modern ornamentation. It is the professional opinion of ESA that the building currently possesses a B2+ rating. The building at 2801-25 Broadway / 2800-24 Webster is therefore considered an historical resource for CEQA purposes.





SOURCE: ESA, 2009

Broadway/Valdez District Specific Plan. 208522

## Figure 24

2943 Broadway

**2943 Broadway (Hollidge Hydramatic Service):** 2943 Broadway is a single story commercial building with a flat roof, large vehicle door, and hollow clay tile exterior walls built in 1952. As part of the 1986 OCHS Survey, this property was assigned a rating of \*2- by the OCHS, due to the building not having reached the 50 year standard for evaluation at the time. From visual inspection by ESA in March 2009, the property appears to be a E2- rated building due to its lack of distinctive characteristics and its modern appearance. The building at 2943 Broadway is not considered an historical resource for CEQA purposes.





SOURCE: ESA, 2009

Broadway/Valdez District Specific Plan. 208522

**Figure 25**  
3026 Broadway

**3026 Broadway:** 3026 Broadway is a single story commercial building built in the 1950s with a flat roof and brick and stucco exterior walls. An awning extends over the first floor, covering metal sash plate glass windows. As part of the 1986 OCHS Survey, this property was assigned a rating of F2- by the OCHS, due to the building not having reached the 50 year standard for evaluation at the time. From visual inspection by ESA in March 2009, the property appears unchanged from when it was originally evaluated in 1986. It is the professional opinion of ESA that the building currently possesses a E2- rating. The building at 2863-69 Broadway is not considered an historical resource for CEQA purposes.



SOURCE: ESA, 2009

Broadway/Valdez District Specific Plan. 208522

**Figure 26**  
3093 Broadway

**3093 Broadway:** 3093 Broadway is a single story Streamline Moderne commercial building on a corner lot designed by architect Alben Froberg. The showroom section has a straight parapet, full height windows, and a rounded corner topped with a large commercial sign reading “GMC Pontiac Cadillac Buick.” Exterior walls are reinforced concrete with stucco and glass. The garage located behind the showroom is reinforced concrete, plain with small windows. As part of the 1994 URM Survey, this property was assigned a rating of C2+ by the OCHS, and a National Register Status Code of “7” on DPR form 523 B, which indicates that it was not evaluated for National Register (NR) or California Register (CR). From visual inspection by ESA in March 2009, and consultation with the City of Oakland, the building possesses a rating of B2+ as an outstanding example of its type and period. The building at 3093 Broadway is considered an historical resource for CEQA purposes.





SOURCE: ESA, 2009

Broadway/Valdez District Specific Plan. 208522

## Figure 27

3007 Brook Street

**3007 Brook Street:** 3007 Brook Street is a two story Craftsman derivative residential building with redwood siding. The building has a gable roof, exposed beams and rafters, an asymmetrical façade, and a partially enclosed porch supported by square columns. As part of a 1996 OCHS Field Survey, this property was assigned a rating of D2+ by the OCHS. From visual inspection by ESA in March 2009, and consultation with the City of Oakland, determined that the building possesses a rating of C2+. The building at 3007 Brook Street is not considered an historical resource for CEQA purposes.



SOURCE: ESA, 2009

Broadway/Valdez District Specific Plan. 208522

## Figure 28

3028 Brook Street

**3028 Brook Street:** 3028 Brook Street is a single story shed style commercial building built in the 1950s. Exterior walls are hollow clay tile. As part of a 1996 OCHS Survey, this property was assigned a rating of F2- by the OCHS. From visual inspection by ESA in March 2009, the property appears to possess a E2- rating. The building at 3028 Brook Street is not considered an historical resource for CEQA purposes.





SOURCE: ESA, 2009

Broadway/Valdez District Specific Plan. 208522

**Figure 29**

3050 Brook Street

**3050 Brook Street:** 3050 Brook Street is a single story, reinforced concrete commercial building with a vehicle door, flat roof, and domed ventilation system built in 1931 according to tax information, but has been clearly altered since then. As part of a 1996 OCHS Survey, this property was assigned a rating of F3 by the OCHS. From visual inspection by ESA in March 2009, the property appears to possess a E3 rating. The building at 3050 Brook Street is not considered an historical resource for CEQA purposes.





SOURCE: ESA, 2009

Broadway/Valdez District Specific Plan. 208522

**Figure 30**  
2336 Harrison Street

**2336 Harrison Street:** 2336 Harrison Street is a single story commercial building built in the 1940s with a straight parapet, flat roof, a recessed entry, and brick exterior walls. From visual inspection by ESA in March 2009, the property appears to possess a D3 rating. The building at 2336 Harrison Street is not considered an historical resource for CEQA purposes.



SOURCE: ESA, 2009

Broadway/Valdez District Specific Plan. 208522

**Figure 31**

2340 Harrison Street

**2340 Harrison Street:** 2340 Harrison Street is a tall single story commercial building built in the 1950s with a straight parapet, flat roof, vehicle door, and stucco exterior walls. From visual inspection by ESA in March 2009, the property appears to possess a D3 rating. The building at 2340 Harrison Street is not considered an historical resource for CEQA purposes.



SOURCE: ESA, 2009

Broadway/Valdez District Specific Plan. 208522

**Figure 32**  
2344 Harrison Street

**2344 Harrison Street:** 2344 Harrison Street is a single story commercial building built in the 1950s with a straight parapet, flat roof, recessed entry, brick exterior walls and large plate glass windows. From visual inspection by ESA in March 2009, the property appears to possess a D3 rating. The building at 2344 Harrison Street is not considered an historical resource for CEQA purposes.





SOURCE: ESA, 2009

— Broadway/Valdez District Specific Plan. 208522

**Figure 33**  
**3356 Piedmont Avenue**

**3356 Piedmont Avenue.** 3356 Piedmont Avenue is a single story commercial building built in 1946 on a corner lot. The building has a straight parapet, round corner, storefront windows, and brick and concrete exterior walls. As part of the 1994 URM Survey, this property was assigned a rating of \*d3 by the OCHS, due to the building not having reached the 50 year standard for evaluation at the time. From visual inspection by ESA in March 2009, the property appears unchanged from when it was originally evaluated in 1994. Although it has some minimal Art Deco styling due to the rounded corner and horizontal bands, it is the professional opinion of ESA that the building currently possesses a D3 rating. The building at 3356 Piedmont is not considered an historical resource for CEQA purposes.



SOURCE: ESA, 2009

Broadway/Valdez District Specific Plan. 208522

**Figure 34**

C. P. Hunt Co. Annex

**C. P. Hunt Co. Annex. 2410 Webster Street:** 2410 Webster Street is a tall single story Modern style commercial building built in 1956 with transom windows, metal siding, and tile base façade. Exterior walls are hollow clay tile. As part of the 1994 URM Survey, this property was assigned a rating of \*3 by the OCHS, due to the building not having reached the 50 year standard for evaluation at the time. From visual inspection by ESA in March 2009, the property appears to possess a D3 rating. The building at 2410 Webster Street is not considered an historical resource for CEQA purposes.





SOURCE: ESA, 2009

Broadway/Valdez District Specific Plan. 208522

**Figure 35**

C. P. Hunt Co. Annex

**2500-06 Webster Street:** 2500-06 Webster Street is a single story commercial building. The reinforced concrete building has a straight parapet, tile base on the façade, and plate glass windows. As part of the 1985 OCHS North Central Intensive Survey, this property was assigned a rating of Dc3 by the OCHS. From visual inspection by ESA in March 2009, the front facade appears altered with newer shop windows, pedestrian and vehicular doors, signage, and painting from when it was originally evaluated in 1994. Based on visual inspection by ESA in March 2009, and consultation with the City of Oakland, the building possesses a rating of \*D. The building at 2500-06 Webster Street is not considered an historical resource for CEQA purposes.



SOURCE: ESA, 2009

Broadway/Valdez District Specific Plan. 208522

**Figure 36**

Howard Automobile-Dahl Chevrolet showroom

**Howard Automobile-Dahl Chevrolet showroom. 2735 Webster Street:** 2735 Webster Street, built in 1924, is a two story Beaux Arts commercial building with reinforced concrete walls, a straight parapet, pilaster and bay composition, pilaster caps, and industrial sash windows on the second floor. As part of the 1994 URM Survey, this property was assigned a rating of Ec2\* by the OCHS. From visual inspection by ESA in March 2009, the property has been restored from when it was originally evaluated in 1994, including the removal of the corrugated metal siding, in addition to the identification of an intact original interior, and therefore would possess a new rating of B+2+. The building at 2735 Webster Street is considered an historical resource for CEQA purposes.



SOURCE: ESA, 2009

Broadway/Valdez District Specific Plan. 208522

**Figure 37**  
2946-50 Webster Street

**2946-50 Webster Street:** 2946-50 Webster Street is a pair of two story residential buildings now joined in a U shaped plan with hipped roof, recessed entry surrounded by tile pillars, and stucco exterior walls. As part of the 1986 OCHS Survey, this property was assigned a rating of D2+ by the OCHS. From visual inspection by ESA in March 2009, and consultation with the City of Oakland, determined that the building possesses a rating of \*d3, as it appears to have been heavily modified. The building at 2946-50 Webster Street is not considered an historical resource for CEQA purposes.





SOURCE: ESA, 2009

Broadway/Valdez District Specific Plan. 208522

**Figure 38**

366 24th Street

**326-48 23rd Street:** 326-48 23rd Street is a single story decorative brick commercial building with a straight parapet, multiple storefronts, and plate glass windows. As part of the 1994 URM Survey, this property was assigned a rating of Ed3 by the OCHS. From visual inspection by ESA in March 2009, and consultation with the City of Oakland, determined that the building possesses a rating of D3. The building at 326-48 23rd Street is not considered an historical resource for CEQA purposes.





SOURCE: ESA, 2009

— Broadway/Valdez District Specific Plan. 208522

**Figure 39**  
266-72 24th Street

**266-72 24th Street:** 266-72 24th Street is a tall single story commercial building with concrete exterior walls and plate glass windows. As part of the 1985 OCHS North Central Intensive Survey, this property was assigned a rating of C3 by the OCHS. From visual inspection by ESA in March 2009, the property appears altered from when it was originally evaluated in 1985, including new windows and major exterior alterations. Visual inspection by ESA in March 2009, and consultation with the City of Oakland, determined that the building possesses a rating of \*3, as it has been heavily modified since its original evaluation 266-72 24th Street is not considered an historical resource for CEQA purposes.



SOURCE: ESA, 2009

Broadway/Valdez District Specific Plan. 208522

### Figure 40

366 24th Street

**366 24th Street:** 366 24th Street is a single story commercial building built in 1938 with a flat roof, vehicle entrance, and hollow clay tile exterior walls. As part of the 1986 OCHS Survey, this property was assigned a rating of X, or no rating, by the OCHS. From visual inspection by ESA in March 2009, the property appears possess a D3 rating. The building at 366 24th Street is not considered an historical resource for CEQA purposes.



SOURCE: ESA, 2009

Broadway/Valdez District Specific Plan. 208522

**Figure 41**  
290-92 27<sup>th</sup> Street

**290-92 27<sup>th</sup> Street:** 290 27th Street is a two story commercial building built in 1945-46, with hollow clay tile and reinforced concrete exterior walls. As part of the 1986 OCHS Survey, this property was assigned a rating of F3 by the OCHS. From visual inspection by ESA in March 2009, and consultation with the City of Oakland, the building possesses a rating of C3. The building at 290 27th Street is not considered an historical resource for CEQA purposes.





SOURCE: ESA, 2009

Broadway/Valdez District Specific Plan. 208522

## Figure 42

293 27th Street

**293 27th Street:** 293 27th Street is a single story, reinforced concrete commercial building built in 1950 with a flat roof, vehicle door, and stucco exterior walls. As part of the 1986 OCHS Survey, this property was assigned a rating of F3 by the OCHS, due to not having reached the 50 year threshold at the time of its original evaluation. From visual inspection by ESA in March 2009, the property appears to possess a E3 rating. The building at 367 24th Street is not considered an historical resource for CEQA purposes.





SOURCE: ESA, 2009

Broadway/Valdez District Specific Plan. 208522

### Figure 43

295 27th Street

**295 27th Street:** 295 27th Street is a two story commercial building with wood frame and reinforced concrete block exterior walls. As part of the 1986 OCHS Survey, this property was assigned a rating of X by the OCHS. From visual inspection by ESA in March 2009, the property appears unchanged from when it was originally evaluated in 1986, but would now possess a \*3 rating. The building at 367 24th Street is not considered an historical resource for CEQA purposes.

---

## Recommendations

While there are numerous buildings in the project area that represent a range of architectural styles and are greater than 45 years of age, 13 of these are considered historic resources for the purposes of CEQA. Implementation of the Specific Plan could result in the demolition or substantial alteration of the physical characteristics that convey the historical significance of these resources, which would be considered a significant environmental impact.

As such, the Broadway/Valdez District Specific Plan should avoid demolition or substantial alteration of all CEQA historic resources, and incorporate them into the urban design fabric in an appropriate manner, where feasible and not inconsistent with General Plan policies. Compatible new uses should be found for these resources that would minimize material impacts to their character defining features. New construction immediately adjacent to the identified resources should also be compatible in terms of materials, scale, and massing. Any future rehabilitation efforts of identified historic resources should comply with the *Secretary of Interior's Standards for Rehabilitation*. Properties identified only as historic sites but which no longer have historic buildings on them can be redeveloped without application of the *Standards*, although some plaque or marker should be located at the site. Properties listed as contributors to an ASI are not considered historic resources for CEQA purposes, per se, but may have local importance that are worthy of recognition in specific planning efforts.

---

---

## References

- Architectural Resources Group, 2006. Oakland Auto Row Historic Context Report. Prepared for OCHS.
- California (State of) Department of Parks and Recreation (DPR), *California Inventory of Historical Resources*. State of California, The Resources Agency, Department of Parks and Recreation, Sacramento, CA, 1976.
- California (State of) Department of Parks and Recreation (DPR), *California Historical Landmarks*. Office of Historic Preservation, Department of Parks and Recreation, Sacramento, CA, 1990.
- City of Oakland, *Historic Preservation Element of the City of Oakland General Plan*, 1994.
- City of Oakland, Oakland Cultural Heritage Survey, 1981. OCHS Vol. A, Neighborhood Survey Centers.
- City of Oakland, Oakland Cultural Heritage Survey, 1982-85. OCHS Vol. 2, Central District Survey.
- City of Oakland, Oakland Cultural Heritage Survey, 1985. OCHS Project Agrt. #36-14-707, Central District. On file at OCHS.
- City of Oakland, Oakland Cultural Heritage Survey, 1986, Citywide Windsheild survey. On file at OCHS.
- City of Oakland, Oakland Cultural Heritage Survey, 1994. OCHS Completion Report, CLG Project #06-93-80101, 9/30/94 (URM Citywide). On file at OCHS.
- City of Oakland, Oakland Cultural Heritage Survey, 1996. OCHS Completion Report, CLG Project #06-95-10104, 9/30/96 (Citywide). On file at OCHS.
- City of Oakland, Oakland Cultural Heritage Survey, 1996. OCHS Completion Report, CLG Project #06-95-10104, 9/30/96 (Citywide Recon.)
- City of Oakland, Oakland Cultural Heritage Survey, OCHS Reconnaissance Survey Maps, Multiple Streets. (Annotated copies of Sanborn Fire Insurance Co. Maps), February, 1986.
- City of Oakland, Oakland Cultural Heritage Survey, State Department of Parks and Recreation (DPR) Form 523. Multiple addresses and years.

---

## **APPENDIX A**

---

### **Table of Surveyed Buildings within the Project area**



**APPENDIX A**  
**TABLE OF SURVEYED BUILDINGS WITHIN THE PROJECT AREA**

APN	Street Address	NRHP Rating	OCHS Rating	New Rating	Year Built	District	Historic Name	CEQA Historic Resource (y/n)	PDHP (y/n)
<b>Upper Broadway Auto Row District ASI (AU2)</b>									
009 068501901	2720 BROADWAY	5D2	Ed2*		1916	AU2	Archibald(R.)-Sohst Auto Repair garage	n	y
009 0685 019 01 N	2740 BROADWAY	5B	Cb+2+	B2+	1929	AU2	Pacific Nash Co. auto sales and garage	y	y
009 068506800	2800 BROADWAY	5B	Ec2*		1917	AU2	Harrison (H.O.)-Pioneer Motor Co. garage	n	y
009 068600400	2801-25 BROADWAY	N/A	Cb+2+	B2+	1916	AU2	Arnstein-Field & Lee Star showroom	y	y
009 068506901	2816-20 BROADWAY	5B	Cb-2+		1916	AU2	Gray (Harry)-Neher (Don) Ford Co. garage	n	y
009 068507000	2838-40 BROADWAY	5B	Ec2*		1925	AU2	Neher (Don) Ford garage	n	y
009 068507100	2848-50 BROADWAY	5B	Ec2*		1907	AU2	Interurban Express-Anderson (W.) garage	n	y
009 068600300	2847-55 BROADWAY	N/A	Dc2+		1920s	AU2		n	y
009 068503400	2856-60 BROADWAY	5B	Dc2+		1916	AU2	Bell & Boyd Overland Auto garage	n	y
009 068600200	2857 BROADWAY	5D2	D2+		1915-18	AU2	Maxwell (Nellie) garage	n	y
009 068600101	2863-69 BROADWAY	N/A	B*2+		1892	AU2		y	y
009 070100700	2915-19 BROADWAY	5B	C2+		1914	AU2	Hannaberg (A.)-Pacheco (Louis A.) garage	n	y
009 070100500	2935-37 BROADWAY	5B	Dc2+		1915	AU2	Meads (O.J.)-Monette Used Cars building	n	y
009 070100401	2943 BROADWAY	N/A	*2-	E2-	1952	AU2	Hollidge Hydramatic Service	n	n
009 070200200	2946-64 BROADWAY	5B	B-2+		1930	AU2	Firestone Tire & Rubber service station	y	y
009 070401200	3000 BROADWAY	5B	C2+		1917	AU2	Gilpin-Owen-Webb Motor Co. garage	n	y

\*Yellow shading indicates that the resource is considered a historic resource for CEQA purposes.

City of Oakland (OCHS) ratings: Individual property: A, highest importance; B, major importance; C, secondary importance; D, minor importance; E, of no particular interest; \* or F, too recent to rate. District status: 1, in an Area of Primary Importance; 2, in an Area of Secondary Importance; 3, not in a district; + contributor to district's significance, - noncontributory, \* potential contributor e.g. if restored.

NRHP ratings: 1) Property listed in the National Register (NR) or California Register (CR); 2) Properties determined eligible for listing in the NR or CR; 3) Appears eligible for the NR or CR through survey evaluation; 4) Appears eligible for NR or CR through other evaluation; 5) Properties recognized as historically significant by local government; 6) Not eligible for listing or designation as specified; 7) Not evaluated for NR or CR, or needs revaluation.

**APPENDIX A**  
**TABLE OF SURVEYED BUILDINGS WITHIN THE PROJECT AREA**

APN	Street Address	NRHP Rating	OCHS Rating	New Rating	Year Built	District	Historic Name	CEQA Historic Resource (y/n)	PDHP (y/n)
009 070500400 009	3001- 07 BROADWAY	N/A	D2+		1947	AU2		n	y
070401101 009	3012- 20 BROADWAY	5B	C2+		1915	AU2	Burrows-Hebrank Hunter & Peacock garage	n	y
070401400 009	3022 BROADWAY	5D2	D2+		1922	AU2	Lacazette – Thayer - Laugel Glass Co. shop	n	y
070401500 009	3026 BROADWAY	N/A	F2-	E2-	1963	AU2		n	n
070400700 009	3040 BROADWAY	5B	Dc2+		1915	AU2	McDonell Auto Top-Risdon Speedometer shop	n	y
070400500 009	3048- 50 BROADWAY	5B	Dc2*		1921- 22	AU2	Prosser (J.L.)-The Brake Shop building	n	y
070400400 009	3060 BROADWAY	5B	Dc2+		1924	AU2	Roberts (E.H.)-Farrow-Kreplin(G.) garage	n	y
070400300 009	3068 BROADWAY	5B	Dc2*		1914	AU2	Greuner(W.M.)-Brasch & McKorkle showroom	n	y
070400200 009	3074 BROADWAY	5B	B-2+		1917	AU2	Grandjean - Burman(C.)-GM Co-Alzina garage	y	y
070400100 009	3080 BROADWAY	5B	C2+		1915	AU2	McClurg(J.A.)-Schwimley-Remmer garage	n	y
070500201 009	3093 BROADWAY	N/A	C2+	B2+	1947	AU2	McConnell GMC Pontiac Cadillac	n	y
070304200 009	3300 BROADWAY	N/A	Eb-2*		1913- 14	AU2	Howard Auto-REO Motor Car showroom	n	y
073200700 009	3304- 60 BROADWAY	7N1	B*2+		1917	AU2	Eisenback (Leo)-Strough (Val) showroom	y	y
070304300 009	3310- 14 BROADWAY	N/A	Dc2+		1910s	AU2		n	y
073000300 009	3329 BROADWAY	5B	Dc2+		1919	AU2	Barry (J.J.)-Baston Tire & Supply store	n	y
073200600 009	3400 BROADWAY	N/A	Db+2+		1916- 17	AU2	Lyon Storage & Moving Co. warehouse	n	y
070302600	3000 BROOK ST	N/A	Dc2-		1923	AU2	Sohst (H.) Garage	n	n

\*Yellow shading indicates that the resource is considered a historic resource for CEQA purposes.

City of Oakland (OCHS) ratings: Individual property: A, highest importance; B, major importance; C, secondary importance; D, minor importance; E, of no particular interest; \* or F, too recent to rate. District status: 1, in an Area of Primary Importance; 2, in an Area of Secondary Importance; 3, not in a district; + contributor to district's significance, - noncontributory, \* potential contributor e.g. if restored.

NRHP ratings: 1) Property listed in the National Register (NR) or California Register (CR); 2) Properties determined eligible for listing in the NR or CR; 3) Appears eligible for the NR or CR through survey evaluation; 4) Appears eligible for NR or CR through other evaluation; 5) Properties recognized as historically significant by local government; 6) Not eligible for listing or designation as specified; 7) Not evaluated for NR or CR, or needs reevaluation.

**APPENDIX A**  
**TABLE OF SURVEYED BUILDINGS WITHIN THE PROJECT AREA**

APN	Street Address		NRHP Rating	OCHS Rating	New Rating	Year Built	District	Historic Name	CEQA Historic Resource (y/n)	PDHP (y/n)
009 070304000 009 070300100 009 068400100	3070- 74 3320- 26 2735	BROOK ST PIEDMONT AV WEBSTER ST	N/A  5B 5B	Ec2*  Dc2+ Ec2*	   B+2+	1917  1918 1924	AU2  AU2 AU2	  Greuner (W.M.)-Sutherland Tire showroom Howard Automobile-Dahl Chevrolet showroom	n  n y	y  y y
009 068600102 009 070101000 009 068506700 009 068503601 009 070100900	2866  2924  288 293- 95 340	WEBSTER ST WEBSTER ST 28TH ST 29TH ST 29TH ST	N/A  5B  N/A 5B N/A	D2+  Dc2+  D2+ Dc2+ Dc2+	       	1930  1923- 24 1930 1917 1919	AU2  AU2  AU2 AU2 AU2	  Salinger (A.M.)-Babb (A.L.) garage  Hardy (Mary L.)-J.E.French Co. building Pfund (G.H.)-Chanslor & Lyon building	n  n  n n n	y  y  y y y
The 25th Street Garage District ASI (25D)										
008 066600600 008 0674 00 301 008 066601901	2355  2401- 11 2366- 98	BROADWAY  BROADWAY  VALLEY ST	3D  7N  N/A	B+a1+(LM)  Eb-1*  Cb-2+	       	1913- 14 1913- 14 1936	25D  25D  25D	Packard & Maxwell- Don Lee-Western Auto Bldg Pacific Kissel Kar-Dean Lippi showroom.  	y  n  n	y  y  y
Waverly Street Residential District ASI (WV2)										
008 066900100 008 067001000 008 067001100 008 067001200	2346  2306 2312- 26 2330	VALDEZ ST WAVERLY ST WAVERLY ST ST	3B  N/A  N/A N/A	B+2+(LM)  C2+  C2+ C2+	       	1909- 10 1908  1908 1909- 10	WV2  WV2  WV2 WV2	Newsom Apartments    Wessa (William H.) house	y  n  n n	y  y  y y

\*Yellow shading indicates that the resource is considered a historic resource for CEQA purposes.

City of Oakland (OCHS) ratings: Individual property: A, highest importance; B, major importance; C, secondary importance; D, minor importance; E, of no particular interest; \* or F, too recent to rate. District status: 1, in an Area of Primary Importance; 2, in an Area of Secondary Importance; 3, not in a district; + contributor to district's significance, - noncontributory, \* potential contributor e.g. if restored.

NRHP ratings: 1) Property listed in the National Register (NR) or California Register (CR); 2) Properties determined eligible for listing in the NR or CR; 3) Appears eligible for the NR or CR through survey evaluation; 4) Appears eligible for NR or CR through other evaluation; 5) Properties recognized as historically significant by local government; 6) Not eligible for listing or designation as specified; 7) Not evaluated for NR or CR, or needs reevaluation.

**APPENDIX A**  
**TABLE OF SURVEYED BUILDINGS WITHIN THE PROJECT AREA**

APN	Street Address	NRHP Rating	OCHS Rating	New Rating	Year Built	District	Historic Name	CEQA Historic Resource (y/n)	PDHP (y/n)
008 067001300	2334	WAVERLY ST	N/A	C2+	1908	WV2	Talbot (Mrs. Hannah M.) house	n	y
008 067001400	2338	WAVERLY ST	N/A	C2+	1908	WV2	Dierks (Harry F.) house	n	y
008 067001500	2342	WAVERLY ST	N/A	C2+	1907-08	WV2	Ayers (Eva M.) house	n	y
008 066900800	2337-43	WAVERLY ST	N/A	C2+	1905-06	WV2		n	y
008 066900700	2345	WAVERLY ST	N/A	C2+	1908-09	WV2	Rohan (James & Emma) house	n	y
008 067001600	2346	WAVERLY ST	N/A	C2+	1908	WV2	Hall (Oliver L.) house	n	y
008 066900600	2349	WAVERLY ST	N/A	C2+	1890c	WV2		n	y
008 066900500	2353	WAVERLY ST	N/A	C2+	1907	WV2	Pinkham (Adelaide & G. Arthur) house	n	y
008 067000300	257-61	24TH ST	N/A	C2+	1912-13	WV2		n	y
008 067000200	263-65	24TH ST	N/A	C2+	1908	WV2	Poorman (Jerome)-Dale (John) flats	n	y
008 066900403	315	24TH ST	5B	C2+	1925	WV2	Butler (C.H.)-United Auto Repair shop	n	y
008 066900300	319	24TH ST	N/A	C2+	1911	WV2		n	y
008 066900200	323-25	24TH ST	N/A	C2+	1907-08	WV2		n	y
<b>Richmond Avenue District ASI (RA2)</b>									
009 068505100	2819	RICHMOND AVE	N/A	Fc2+	1917	RA2		n	y
009 068505200	2820	RICHMOND AVE	N/A	D2+	1915	RA2		n	y
009 068505000	2823	RICHMOND AVE	N/A	D2+	1915	RA2		n	y
009	2824	RICHMOND	N/A	D2+	1915	RA2		n	y

\*Yellow shading indicates that the resource is considered a historic resource for CEQA purposes.

City of Oakland (OCHS) ratings: Individual property: A, highest importance; B, major importance; C, secondary importance; D, minor importance; E, of no particular interest; \* or F, too recent to rate. District status: 1, in an Area of Primary Importance; 2, in an Area of Secondary Importance; 3, not in a district; + contributor to district's significance, - noncontributory, \* potential contributor e.g. if restored.

NRHP ratings: 1) Property listed in the National Register (NR) or California Register (CR); 2) Properties determined eligible for listing in the NR or CR; 3) Appears eligible for the NR or CR through survey evaluation; 4) Appears eligible for NR or CR through other evaluation; 5) Properties recognized as historically significant by local government; 6) Not eligible for listing or designation as specified; 7) Not evaluated for NR or CR, or needs reevaluation.



**APPENDIX A**  
**TABLE OF SURVEYED BUILDINGS WITHIN THE PROJECT AREA**

APN	Street Address	NRHP Rating	OCHS Rating	New Rating	Year Built	District	Historic Name	CEQA Historic Resource (y/n)	PDHP (y/n)
068505300									
009									
068504900	2827	AVE	N/A	D2+	1915	RA2		n	y
009		RICHMOND							
068505400	2828	AVE	N/A	D2+	1910	RA2		n	y
009		RICHMOND							
068505500	2830	AVE	N/A	D2+	1914	RA2		n	y
009		RICHMOND							
068504800	2831	AVE	N/A	D2+	1915	RA2		n	y
009		RICHMOND							
068505600	2836	AVE	N/A	D2+	1915	RA2		n	y
009									
068505800	269	29TH ST	N/A	D2+	1915	RA2		n	y
009									
068505700	273	29TH ST	N/A	D2+	1917	RA2		n	y
009									
068504700	277	29TH ST	N/A	D2+	1914	RA2		n	y
009									
068504600	281	29TH ST	N/A	C2+	1914	RA2		n	y
<b>Richmond Boulevard District ASI (RCH)</b>									
009									
070401000	3007	BROOK ST	N/A	D2+	C2+	1900	RCH	n	y
009									
070400900	3009	BROOK ST	N/A	C2+	1900	RCH		n	y
009									
070302800	3010	BROOK ST	N/A	D2+	1912	RCH		n	y
009									
070302900	3014	BROOK ST	N/A	D2+	1916	RCH		n	y
009									
070303000	3016	BROOK ST	N/A	D2+	1911	RCH		n	y
009									
070303100	3018	BROOK ST	N/A	D2+	1914	RCH		n	y

\*Yellow shading indicates that the resource is considered a historic resource for CEQA purposes.

City of Oakland (OCHS) ratings: Individual property: A, highest importance; B, major importance; C, secondary importance; D, minor importance; E, of no particular interest; \* or F, too recent to rate. District status: 1, in an Area of Primary Importance; 2, in an Area of Secondary Importance; 3, not in a district; + contributor to district's significance, - noncontributory, \* potential contributor e.g. if restored.

NRHP ratings: 1) Property listed in the National Register (NR) or California Register (CR); 2) Properties determined eligible for listing in the NR or CR; 3) Appears eligible for the NR or CR through survey evaluation; 4) Appears eligible for NR or CR through other evaluation; 5) Properties recognized as historically significant by local government; 6) Not eligible for listing or designation as specified; 7) Not evaluated for NR or CR, or needs reevaluation.

**APPENDIX A**  
**TABLE OF SURVEYED BUILDINGS WITHIN THE PROJECT AREA**

APN	Street Address	NRHP Rating	OCHS Rating	New Rating	Year Built	District	Historic Name	CEQA Historic Resource (y/n)	PDHP (y/n)
009									
070303200	3024 BROOK ST	N/A	D2+		1922	RCH		n	y
009									
070303300	3028 BROOK ST	N/A	F2-	E2-	1950s	RCH		n	n
009									
070303400	3032 BROOK ST	N/A	C2+		1910	RCH		n	y
009									
070303500	3036 BROOK ST	N/A	C2+		1910s	RCH		n	y
009									
070303600	3048 BROOK ST	N/A	D2+		1906	RCH		n	y
009									
073102200	3384 AVE	N/A	D2+		1900	RCH		n	y
009									
073100100	3388 AVE	N/A	D2+		1900	RCH		n	y
009									
070200300	251 30TH ST	N/A	Dc2+		1895	RCH		n	y
009									
070401000	3007 BROOK ST	N/A	D2+	C2+	1900	RCH		n	y
<b>No District Affiliation</b>									
010									
076800300	123 BAY PLACE	5S2	C3		1924-25		Parkside Manor Apartments	n	y
008									
066601300	2301 BROADWAY	6Z	Ed3		1917-18		Goldwater (Mandel) store building	n	n
008									
066601401	2315 BROADWAY	N/A	Ec3		1922		McCaslin (John & Lillian) store building	n	n
008	2335-						Dinsmore Brothers Auto Accessories		
066600900	37 BROADWAY	7N1	Eb+3		1920		bldg.	n	n
008									
066600800	2343 BROADWAY	4S7	Ec3		1924-25		Kiel (Arthur) auto showroom	n	n
008									
066600700	2345 BROADWAY	5S2	Eb-3		1920		J.E. French Dodge showroom	n	n
008									
067300300	2404 BROADWAY	N/A	F3	E3	1943			n	n
008	2420-								
	BROADWAY	6Z	Ed3		1912-13		Abrahamson Brothers store building	n	n

\*Yellow shading indicates that the resource is considered a historic resource for CEQA purposes.

City of Oakland (OCHS) ratings: Individual property: A, highest importance; B, major importance; C, secondary importance; D, minor importance; E, of no particular interest; \* or F, too recent to rate. District status: 1, in an Area of Primary Importance; 2, in an Area of Secondary Importance; 3, not in a district; + contributor to district's significance, - noncontributory, \* potential contributor e.g. if restored.

NRHP ratings: 1) Property listed in the National Register (NR) or California Register (CR); 2) Properties determined eligible for listing in the NR or CR; 3) Appears eligible for the NR or CR through survey evaluation; 4) Appears eligible for NR or CR through other evaluation; 5) Properties recognized as historically significant by local government; 6) Not eligible for listing or designation as specified; 7) Not evaluated for NR or CR, or needs reevaluation.

**APPENDIX A**  
**TABLE OF SURVEYED BUILDINGS WITHIN THE PROJECT AREA**

APN	Street Address	NRHP Rating	OCHS Rating	New Rating	Year Built	District	Historic Name	CEQA Historic Resource (y/n)	PDHP (y/n)
067300200	36								
009	2501-								
068300300	11 BROADWAY	5S2	Dc3		1924-25		Sullivan (D.J.) store building	n	n
009									
068300200	2523 BROADWAY	5S2	Dc3		1925-26		Ferguson (Susan) store building	n	n
009	2533-								
068303700	55 BROADWAY	6Z	D3		1913-15		Abrahamson (Hugo) shop and garage	n	n
009	2601-								
068400302	19 BROADWAY	3S	A3 (LM)		1913-14		First Presbyterian Church	y	y
009									
070303700	3050 BROOK ST	N/A	F3	E3	1931			n	n
009									
070303800	3060 BROOK ST	N/A	D3		1910s			n	n
008	2307- HARRISON								
067000800	11 ST	N/A	C3		1908			n	y
008	2315- HARRISON								
067000700	21 ST	N/A	C3		1909		Pozzi (Romeo) flats	n	y
010 0768 005	HARRISON								
00	2332 ST	3S	A3	Ba3	1925-26		YMCA Blue Triangle Club	y	y
008	HARRISON								
067000600	2333 ST	N/A	A3 (LM)		1915-18		Seventh Church of Christ Scientist	y	y
010	HARRISON								
076800205	2336 ST	N/A	*3	D3	1950s			n	n
008	HARRISON								
067000500	2337 ST	N/A	C3		1917		Moana Apartments	n	y
010	HARRISON								
076800204	2340 ST	N/A		D3	1950s			n	n
010	HARRISON								
076800201	2344 ST	N/A		E3	1950s			n	n
008	2345- HARRISON								
067000400	59 ST	5S2	Dc3		1931-32		Nielsen (A.K.) garage	n	n
009	PIEDMONT								
073101602	3356 AVE	N/A	*d3		1946		White (Robert) Garage	n	n

\*Yellow shading indicates that the resource is considered a historic resource for CEQA purposes.

City of Oakland (OCHS) ratings: Individual property: A, highest importance; B, major importance; C, secondary importance; D, minor importance; E, of no particular interest; \* or F, too recent to rate. District status: 1, in an Area of Primary Importance; 2, in an Area of Secondary Importance; 3, not in a district; + contributor to district's significance, - noncontributory, \* potential contributor e.g. if restored.

NRHP ratings: 1) Property listed in the National Register (NR) or California Register (CR); 2) Properties determined eligible for listing in the NR or CR; 3) Appears eligible for the NR or CR through survey evaluation; 4) Appears eligible for NR or CR through other evaluation; 5) Properties recognized as historically significant by local government; 6) Not eligible for listing or designation as specified; 7) Not evaluated for NR or CR, or needs reevaluation.

**APPENDIX A**  
**TABLE OF SURVEYED BUILDINGS WITHIN THE PROJECT AREA**

APN	Street Address	NRHP Rating	OCHS Rating	New Rating	Year Built	District	Historic Name	CEQA Historic Resource (y/n)	PDHP (y/n)
009 073200502 008	3403 2300- 12	PIEDMONT AVE VALDEZ ST	N/A	*3				n	n
066901200 008	2342 2429- 31	VALDEZ ST VALDEZ ST VALDEZ ST	N/A	Dc3	1922		Enterprise Hall Assn.-Makelim(H.) garage	n	n
066901700 008			5S2	C3	1930			n	y
067200600			N/A	C3	1909-10		Ford (Edward A.) flats	n	y
008 066801103 008	2344- 50	WEBSTER ST	N/A	Dc3	1919		Muller & Faulkner garage	n	n
067201401 008	2406	WEBSTER ST	N/A	C3	1945		C.P. Hunt Auto Accessories building	n	y
067201800 008	2410 2424- 28	WEBSTER ST WEBSTER ST WEBSTER ST	5S2	*3	D3	1956	C. P. Hunt Co. Annex	n	n
067201900 008			5S2	Ec3	1917		Taylor (James P.) garage	n	n
067202000 008	2442 2500- 06	WEBSTER ST WEBSTER ST WEBSTER ST	N/A	C3	1929-30			n	y
067202100 008			N/A	Dc3	*D	1929-30	J. A. Kitchen Auto Repair Garage	n	n
067200100 009	2530- 68	WEBSTER ST	6Z	Ed3	1912-13		Abrahamson Bros. store building	n	n
070101300 009	2938 2940- 44	WEBSTER ST WEBSTER ST WEBSTER ST	N/A	F3	1910s			n	n
070101400 009			N/A	F3	1935			n	n
070100101 009	2950	WEBSTER ST	N/A	Fc3	*d3	1900s		n	n
070500101 009	3030	WEBSTER ST	N/A	F3	1960			n	n
070500107 009	3120 3324	WEBSTER ST WEBSTER ST	N/A	C3	1930s			n	y
			N/A	F3	1937			n	n

\*Yellow shading indicates that the resource is considered a historic resource for CEQA purposes.

City of Oakland (OCHS) ratings: Individual property: A, highest importance; B, major importance; C, secondary importance; D, minor importance; E, of no particular interest; \* or F, too recent to rate. District status: 1, in an Area of Primary Importance; 2, in an Area of Secondary Importance; 3, not in a district; + contributor to district's significance, - noncontributory, \* potential contributor e.g. if restored.

NRHP ratings: 1) Property listed in the National Register (NR) or California Register (CR); 2) Properties determined eligible for listing in the NR or CR; 3) Appears eligible for the NR or CR through survey evaluation; 4) Appears eligible for NR or CR through other evaluation; 5) Properties recognized as historically significant by local government; 6) Not eligible for listing or designation as specified; 7) Not evaluated for NR or CR, or needs reevaluation.



**APPENDIX A**  
**TABLE OF SURVEYED BUILDINGS WITHIN THE PROJECT AREA**

APN	Street Address	NRHP Rating	OCHS Rating	New Rating	Year Built	District	Historic Name	CEQA Historic Resource (y/n)	PDHP (y/n)
073000805									
009									
073000904	3334 WEBSTER ST	N/A	F3		1910s			n	n
008	200-								
067000900	06 23RD ST	N/A	C3		1915		Sunnyside Apartments	n	y
008									
066800500	320 23RD ST	N/A	C3		1923			n	y
008	326-								
066800600	48 23RD ST	6Z	Ed3	D3	1922		Chestnut (Mary) store	n	n
008									
066601500	444 23RD ST	7N1	Cb+3		1919		Elliott (C.T.) shop – Valley Auto Garage	n	y
008	266-								
067102001	72 24TH ST	N/A	C3	*3	1925-41		United Automotive Service	n	y
008	300-								
067102101	02 24TH ST	6Z	D3		1930		Wiggin (Charles) garage	n	n
008									
067102303	304 24TH ST	N/A	C3		1930		Orin Drive Gate	n	y
008							Weber (Louise)-Murbach (Simon & Lena) house	n	y
067201000	352 24TH ST	N/A	C3		1890-92		Schaefer (C.)-Snow (W.)-Portee (D.) house	n	y
008							Bearing & Equipment Co.- Colyear Motor Sales	n	y
067201100	354 24TH ST	N/A	C3		1896-97			n	y
008	355-								
066800300	63 24TH ST	N/A	C3		1929-30			n	y
008									
067201200	360 24TH ST	N/A	Dc3		1903			n	n
008									
067201303	366 24TH ST	N/A	X	D3	1938			n	n
008									
066800203	367 24TH ST	N/A	C3		1902-03		Muller (Hugo) flats	n	y
008							Weaver-Wells Co. auto salesroom & garage	n	n
066600500	421 24TH ST	6Z	D3		1929			n	n
008	329-								
067200200	33 26TH ST	5S2	Dc3		1917		Leach (F.A.) building	n	n

\*Yellow shading indicates that the resource is considered a historic resource for CEQA purposes.

City of Oakland (OCHS) ratings: Individual property: A, highest importance; B, major importance; C, secondary importance; D, minor importance; E, of no particular interest; \* or F, too recent to rate. District status: 1, in an Area of Primary Importance; 2, in an Area of Secondary Importance; 3, not in a district; + contributor to district's significance, - noncontributory, \* potential contributor e.g. if restored.

NRHP ratings: 1) Property listed in the National Register (NR) or California Register (CR); 2) Properties determined eligible for listing in the NR or CR; 3) Appears eligible for the NR or CR through survey evaluation; 4) Appears eligible for NR or CR through other evaluation; 5) Properties recognized as historically significant by local government; 6) Not eligible for listing or designation as specified; 7) Not evaluated for NR or CR, or needs reevaluation.

**APPENDIX A**  
**TABLE OF SURVEYED BUILDINGS WITHIN THE PROJECT AREA**

APN	Street Address		NRHP Rating	OCHS Rating	New Rating	Year Built	District	Historic Name	CEQA Historic Resource (y/n)	PDHP (y/n)
010 079800308 008	290- 92	27TH ST	N/A	D3	C3	1945-46		Schwarz(H.)-Chanslor & Lyon Co. building	n	n
067100501 008	293	27TH ST	N/A	F3	E3	1950			n	n
067100402 010	295	27TH ST	N/A	X	*3	1963			n	n
079800307 009	294	27TH ST	N/A	F3		1961			n	n
068501806 009	315	27TH ST	7N1	*b+3		1962-64		Biff's II Coffee Shop	n	n
068403701	371	28TH ST	N/A	D3		1940s			n	n

Source: OCHS 2009

\*Yellow shading indicates that the resource is considered a historic resource for CEQA purposes.

City of Oakland (OCHS) ratings: Individual property: A, highest importance; B, major importance; C, secondary importance; D, minor importance; E, of no particular interest; \* or F, too recent to rate. District status: 1, in an Area of Primary Importance; 2, in an Area of Secondary Importance; 3, not in a district; + contributor to district's significance, - noncontributory, \* potential contributor e.g. if restored.

NRHP ratings: 1) Property listed in the National Register (NR) or California Register (CR); 2) Properties determined eligible for listing in the NR or CR; 3) Appears eligible for the NR or CR through survey evaluation; 4) Appears eligible for NR or CR through other evaluation; 5) Properties recognized as historically significant by local government; 6) Not eligible for listing or designation as specified; 7) Not evaluated for NR or CR, or needs revaluation.

**Table of NRHP "5" Rated buildings within the project Area\***

APN	Street Address		NRHP Rating	OCHS Rating	Year Built	District	Historic Name	CEQA Historic Resource (y/n)	PDHP (y/n)
Upper Broadway Auto Row District ASI (AU2)									
009 068501901	2720	BROADWAY	5D2	Ed2*	1916	AU2	Archibald(R.)-Sohst Auto Repair garage	n	y
009 068506800	2800	BROADWAY	5B	Ec2*	1917	AU2	Harrison (H.O.)-Pioneer Motor Co. garage	n	y
009 068506901	2816-20	BROADWAY	5B	Cb-2+	1916	AU2	Gray (Harry)-Neher (Don) Ford Co. garage	n	y
009 068507000	2838-40	BROADWAY	5B	Ec2*	1925	AU2	Neher (Don) Ford garage	n	y
009 068507100	2848-50	BROADWAY	5B	Ec2*	1907	AU2	Interurban Express-Anderson (W.) garage	n	y
009 068503400	2856-60	BROADWAY	5B	Dc2+	1916	AU2	Bell & Boyd Overland Auto garage	n	y
009 068600200	2857	BROADWAY	5D2	D2+	1915-18	AU2	Maxwell (Nellie) garage	n	y
009 070100700	2915-19	BROADWAY	5B	C2+	1914	AU2	Hannaberg (A.)-Pacheco (Louis A.) garage	n	y
009 070100500	2935-37	BROADWAY	5B	Dc2+	1915	AU2	Meads (O.J.)-Monette Used Cars building	n	y
009 070401200	3000	BROADWAY	5B	C2+	1917	AU2	Gilpin-Owen-Webb Motor Co. garage	n	y
009 070401101	3012-20	BROADWAY	5B	C2+	1915	AU2	Burrows-Hebrank Hunter & Peacock garage	n	y
009 070401400	3022	BROADWAY	5D2	D2+	1922	AU2	Lacazette – Thayer - Laugel Glass Co. shop	n	y
009 070400700	3040	BROADWAY	5B	Dc2+	1915	AU2	McDonell Auto Top-Risdon Speedometer shop	n	y
009 070400500	3048-50	BROADWAY	5B	Dc2*	1921-22	AU2	Prosser (J.L.)-The Brake Shop building	n	y
009 070400400	3060	BROADWAY	5B	Dc2+	1924	AU2	Roberts (E.H.)-Farrow-Kreplin(G.) garage	n	y
009 070400300	3068	BROADWAY	5B	Dc2*	1914	AU2	Greuner(W.M.)-Brasch & McKorkle showroom	n	y
009 070400100	3080	BROADWAY	5B	C2+	1915	AU2	McClurg(J.A.)-Schwimley-Remmer garage	n	y
009 073000300	3329	BROADWAY	5B	Dc2+	1919	AU2	Barry (J.J.)-Baston Tire & Supply store	n	y
009 070300100	3320-26	PIEDMONT AV	5B	Dc2+	1918	AU2	Greuner (W.M.)-Sutherland Tire showroom	n	y
009 070101000	2924	WEBSTER ST	5B	Dc2+	1923-24	AU2	Salinger (A.M.)-Babb (A.L.) garage	n	y
009 068503601	293-95	29TH ST	5B	Dc2+	1917	AU2	Hardy (Mary L.)-J.E.French Co. building	n	y

**Waverly Street Residential District ASI (WV2)**

\*The City will be addressing these resources separately.

**Table of NRHP "5" Rated buildings within the project Area\***

APN	Street Address		NRHP Rating	OCHS Rating	Year Built	District	Historic Name	CEQA Historic Resource (y/n)	PDHP (y/n)
008 066900403	315	24TH ST	5B	C2+	1925	WV2	Butler (C.H.)-United Auto Repair shop	n	y
<b>No District Affiliation</b>									
010 076800300	123	BAY PLACE	5S2	C3	1924-25		Parkside Manor Apartments	n	y
008 066600700	2345	BROADWAY	5S2	Eb-3	1920		J.E. French Dodge showroom	n	n
009 068300300	2501-11	BROADWAY	5S2	Dc3	1924-25		Sullivan (D.J.) store building	n	n
009 068300200	2523	BROADWAY	5S2	Dc3	1925-26		Ferguson (Susan) store building	n	n
008 067000400	2345-59	HARRISON ST	5S2	Dc3	1931-32		Nielsen (A.K.) garage Enterprise Hall Assn.-Makelim(H.)	n	n
008 066901700	2342	VALDEZ ST	5S2	C3	1930		garage	n	y
008 067201800	2410	WEBSTER ST	5S2	*3	1956		C. P. Hunt Co. Annex	n	n
008 067201900	2424-28	WEBSTER ST	5S2	Ec3	1917		Taylor (James P.) garage	n	n
008 067200200	329-33	26TH ST	5S2	Dc3	1917		Leach (F.A.) building	n	n

Source: OCHS 2009

\*The City will be addressing these resources separately.



---

## **APPENDIX B**

---

### **Original DPR 523 Forms and Additional Revised Information**

**AU2**

---

**Upper Broadway Auto Row District ASI**



**District Name:** Upper Broadway Auto Row District ASI (AU2)

**Location:** 2720-3400 Broadway/Brook/Piedmont/Webster/28<sup>th</sup>-34<sup>th</sup> Street

**Building Date Range:** 1910s-1940s

**Description:**

The Broadway Auto Row District is identified as an ASI for the City of Oakland within the project area. The Broadway Auto Row District includes buildings historically constructed for automobile related uses: auto and auto accessory factories, showrooms, repair and parking garages, and service stations. Upper Broadway was referred to as “Auto Row” by the mid-1910s.

Automobile-related buildings constructed on Broadway in the early twentieth century abut the sidewalk and provide a “window wall of storefronts” to display the vehicles. Storefronts were large, often reaching from floor to ceiling, to afford open views of showrooms from the street and sidewalk.

The Broadway Auto Row District is a distinctive early 20th century commercial district of approximately 49 buildings on 53 assessor’s parcels, all of which are in the project area. Approximately 34 properties contribute to the district’s significance. Most buildings date from the 1910s through 1940s, and main property types are Beaux Arts and Moderne automobile showrooms, early 20th century utilitarian service garages, and 1920s decorative brick commercial buildings. Within this district, four buildings are rated either A or B. The district is considered to be of secondary local importance (ASI).

(F): Factual; (E): Estimated

City of Oakland (OCHS) ratings: Individual property: A, highest importance; B, major importance; C, secondary importance; D, minor importance; E, of no particular interest; \* or F, too recent to rate. District status: 1, in an Area of Primary Importance; 2, in an Area of Secondary Importance; 3, not in a district; + contributor to district’s significance, - noncontributory, \* potential contributor e.g. if restored.

State of California - The Resources Agency  
DEPARTMENT OF PARKS AND RECREATION  
PRIMARY RECORD

Primary # \_\_\_\_\_  
HRI # \_\_\_\_\_  
Trinomial \_\_\_\_\_  
NRHP Status Code: 7

Page P1 of 1

Other Listings OCHS Ed2\*  
Review Code \_\_\_\_\_ Reviewer \_\_\_\_\_ Date \_\_\_\_\_

\*P1. a. Resource Identifier (assign a name or number): Serial No. 1103  
b. Other Identifier: Archibald(R.)-Sohst Auto Repair garage

\*P2. Location:

a. County Alameda

\*b. Address 2720 BROADWAY

City Oakland, CA

Zip 94612

\*c. UTM: USGS 7.5' Quad Oakland West Date 1980; Zone:

mE / mN

\*d. Other Locational Data (e.g. parcel #, legal description, additional UTM's, etc.)

Parcel no.: 009 0685 019 01 S

\*P3. a. Description (Describe resource and its major elements. Include design, materials, condition, alterations, size, setting, etc.):

2720 BROADWAY is an early 20th century service garage (now remodeled) in the Upper Broadway Auto Row district. It is one story, trapezoidal plan, on an interior lot, on the south part of the parcel. It has a straight parapet, pilaster and bay composition, and storefront. Exterior walls are brick and stucco. Roof is composition. Structure is brick bearing wall. Sanborn maps describe it as brick. The building has plate glass and tile base. Present use is automobile dealership, Broadway Volkswagen. Surroundings are densely built up, commercial.

Visible alterations include new facade, painted brick, style changed completely. The building is in good condition; its integrity is poor.

b. Resource attributes: HP06--service garage

\*P4. Resources present: /X/Building //Structure //Object //Site //District /X/Element of District (ASI) //Other

\*P5. a. Photograph or Drawing

P5. b. Photo number: 603-6A

Photo date: 10/18/91



\*P6. Date Constructed/Age, and Source:

//Prehistoric /X/Historic //Both

1916 F

building permit

\*P7. Owner and Address:

VORELCO INC c/o MAIL CODE  
4A01

3800 HAMLIN RD  
AUBURN HILLS MI 48326

\*P8. Recorded by (name, affiliation, address):

Oakland Cultural Heritage  
Survey, 1 City Hall Plaza,  
Oakland 94612 (510-238-3941)

\*P9. Date Recorded: 09/30/94

\*P10. Type of Survey: //Intensive

/X/Reconnaissance //Other

\*P11. Report Citation: OCHS Completion Report, CLG Project #06-93-80101, 9/30/94 (URM Citywide)

\*Attachments: /X/None //Location Map //Sketch Map //Continuation Sheet //Building, Structure, and Object Record //Other



State of California - The Resources Agency  
DEPARTMENT OF PARKS AND RECREATION  
BUILDING, STRUCTURE, AND OBJECT RECORD

Page B1 of 1

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

HRI # \_\_\_\_\_

\*NRHP Status Code: 5D

Local/Other Rating: Ed2\*

\*Resource Name or #: Serial No. 1103  
2720 BROADWAY Oakland CA 94612

B1. Historic Name: Archibald(R.)-Sohst Auto Repair garage

B2. Common Name: Broadway Volkswagen

B3. Original Use: Commerce/auto service

B4. Present Use: Commerce/specialty store

\*B5. Architectural Style: early 20th century

\*B6. Construction History: built 1916, altered  
new facade, painted brick, style changed completely

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

\*B8. Related Features:

B9a. Architect: not named on permit

b. Builder: Whalin Brothers

\*B10. Significance: Theme: masonry buildings (auto related)

Area: Oakland

Period: 1850-1948 Property Type: service garage

N.R. Criteria: N/A

(Discuss importance in terms of context as defined by theme, period, and geographic scope. Also address integrity.)

2720 BROADWAY, the Archibald (R.)-Sohst Auto Repair garage, was originally a representative example of an early 20th century service garage (now remodeled). It was built in 1916, architect not named on permit and builder Whalin Brothers. It is dated by building permit 43760, and was originally valued at \$11,000. Remodelings have affected its historic character. Historically the building reflects motor transportation and the auto industry. The original owner and developer, about 1916, was Robert Archibald, resident on Montecito Avenue. The property is also associated with William H. Sohst, commercial occupant c.1920s-30s, carriage company, later auto repair.

The Oakland Cultural Heritage Survey rates this property Ed2\* (E, of no particular interest; potentially D, minor importance, if restored). It is a contingency contributor to the locally important Upper Broadway Auto Row district (Area of Secondary Importance: 2\*). If its integrity is restored, its contribution to the district should be reevaluated. Its district status makes it a historic property under Oakland's Historic Preservation Element. It does not appear eligible for the National Register, however, since its architectural integrity has been seriously compromised and there are more significant examples.

B11. Resource Attributes: HP06--service garage

\*B12. References:

Building and alteration permits, Sanborn maps, 1912-1935, 1951, 1970s; directories & phone books; city & county block books; name and subject indexes, Oakland History Room, OPL

B13. Remarks:

Primary Record submitted 9/30/94.

\*B14. Evaluator: Betty Marvin

\*Date of Evaluation: 02/22/94

Date Recorded: 09/30/95

(This space reserved for official comments.)

(Sketch map, <sup>^</sup>N<sup>^</sup> north at top.)



State of California - The Resources Agency  
DEPARTMENT OF PARKS AND RECREATION  
PRIMARY RECORD

Primary # \_\_\_\_\_  
HRI # \_\_\_\_\_  
Trinomial \_\_\_\_\_  
NRHP Status Code: 7

Page P1 of 1

Other Listings OCHS Cb+2+  
Review Code \_\_\_\_\_ Reviewer \_\_\_\_\_ Date \_\_\_\_\_

- \*P1. a. Resource Identifier (assign a name or number): Serial No. 1108  
b. Other Identifier: Pacific Nash Co. auto sales and garage

\*P2. Location:

a. County Alameda

\*b. Address 2740 BROADWAY/SE COR 28TH ST  
City Oakland, CA

Zip 94612

\*c. UTM: USGS 7.5' Quad Oakland West Date 1980; Zone:

mE /

mN

\*d. Other Locational Data (e.g. parcel #, legal description, additional UTMs, etc.)  
Parcel no.: 009 0685 019 01 N

- \*P3. a. Description (Describe resource and its major elements. Include design, materials, condition, alterations, size, setting, etc.):

2740 BROADWAY is an Art Deco automobile showroom in the Upper Broadway Auto Row district. It is two stories, trapezoidal plan, on a corner lot, on the north part of the parcel. It has a straight parapet with decorated pilaster caps, and pilaster and bay composition. Exterior walls are brick. Roof is composition. Foundation is concrete. Structure is reinforced concrete. Sanborn maps describe it as concrete with brick facade. The building has terra cotta ornament and large windows with metal sash. Present use is automobile dealership, Broadway Volkswagen. Surroundings are densely built up, commercial.

Visible alterations include signs, some ornament removed, ground floor alteration, transom covered. The building is in excellent condition; its integrity is fair.

b. Resource attributes: HP06--automobile showroom

- \*P4. Resources present: /X/Building //Structure //Object //Site //District /X/Element of District (ASI) //Other

\*P5. a. Photograph or Drawing

P5. b. Photo number: 603-3A  
Photo date: 10/18/91



- \*P6. Date Constructed/Age, and Source:  
//Prehistoric /X/Historic //Both  
1929 F  
building permit

\*P7. Owner and Address:  
VORELCO INC c/o MAIL CODE  
4A01  
3800 HAMLIN RD  
AUBURN HILLS MI 48326

\*P8. Recorded by (name, affiliation, address):  
Oakland Cultural Heritage  
Survey, 1 City Hall Plaza,  
Oakland 94612 (510-238-3941)

\*P9. Date Recorded: 09/30/94

\*P10. Type of Survey: //Intensive  
/X/Reconnaissance //Other

- \*P11. Report Citation: OCHS Completion Report, CLG Project #06-93-80101, 9/30/94 (URM Citywide)

\*Attachments: /X/None //Location Map //Sketch Map //Continuation Sheet //Building, Structure, and Object Record //Other

\*Resource Name or #: Serial No. 1117  
2816-20 BROADWAY Oakland CA 94611

- B1. Historic Name: Gray (Harry)-Neher (Don) Ford Co.garage  
B2. Common Name: Saturn of Oakland  
B3. Original Use: Commerce/specialty  
B4. Present Use: Commerce/specialty store  
\*B5. Architectural Style: Beaux Arts derivative  
\*B6. Construction History: built 1916  
awnings, new windows, painted brick  
\*B7. Moved? ☒ / No / Yes / Unknown Date: Original Location:  
\*B8. Related Features:

B9a. Architect: Richardson & Burrell

b. Builder: Sommarstrom Brothers  
N. Clark & Son (terra cotta)

- \*B10. Significance: Theme: masonry buildings (auto related) Area: Oakland  
Period: 1850-1948 Property Type: automobile showroom N.R. Criteria: N/A  
(Discuss importance in terms of context as defined by theme, period, and geographic scope. Also address integrity.)

2816-20 BROADWAY, the Gray (Harry)-Neher (Don) Ford Company garage, is a very good example of a Beaux Arts derivative automobile showroom - service garage. It was built in 1916, architect Richardson & Burrell and builder Sommarstrom Brothers. Terra cotta was by N. Clark & Son of Alameda (job #1142). It is dated by building permit 41840, and was originally valued at \$20,000. Plans are on file with the City of Oakland. Historically the building reflects motor transportation and the auto industry. The original owner and developer, about 1916-30s, was Harry P. Gray, mechanical engineer, residing in Piedmont. The property is also associated with E. Veitch c.1921, auto dealership here, and Don Neher, owner and commercial occupant c.1925-30, Ford dealer. Oakland architects C.E. Richardson and Clay Burrell practiced as partners in the mid-1910s, designing apartments and commercial buildings, often with rich terra cotta ornament.

The Oakland Cultural Heritage Survey rates this property Cb-2+ (C, secondary importance or superior example; potentially B-, major importance, landmark quality, if restored), particularly for its design quality and type/style and architect. It is a primary contributor to the locally important Upper Broadway Auto Row district (Area of Secondary Importance: 2+). Its Survey rating makes it a historic property under Oakland's Preservation Element. It does not appear eligible for the National Register, however, since there are more significant examples.

(see plans continuation page)

B11. Resource Attributes: HP06--automobile showroom - service garage

\*B12. References:

Building and alteration permits, Sanborn maps, 1912-1935, 1951, 1970s; directories & phone books; city & county block books; name and subject indexes, Oakland History Room, OPL

(Sketch map, <sup>^</sup>N<sup>^</sup> north at top.)

B13. Remarks:

Primary Record submitted 9/30/94.

\*B14. Evaluator: Betty Marvin

\*Date of Evaluation: 02/23/94

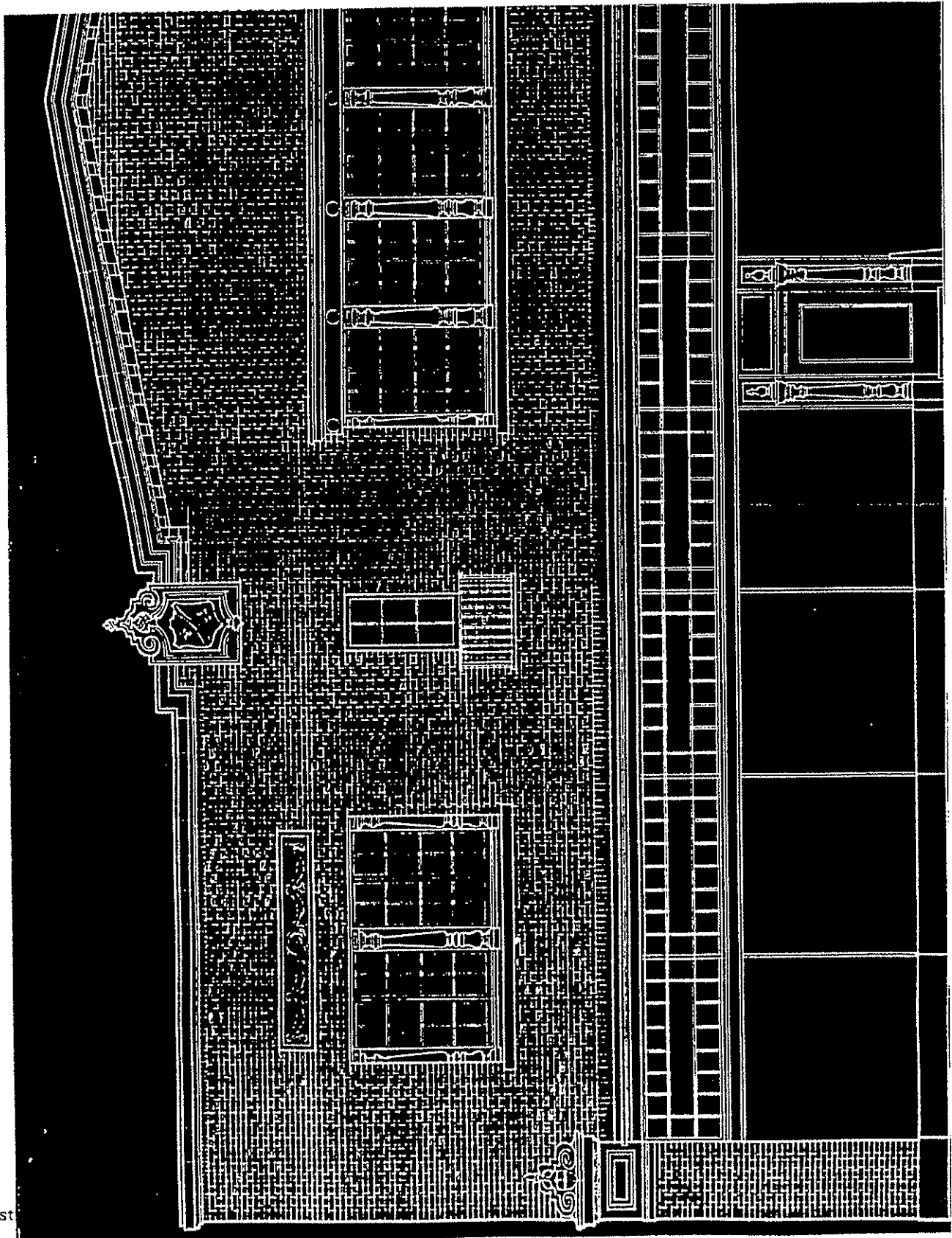
Date Recorded: 09/30/95

(This space reserved for official comments.)



\*Recorded by Oakland Cultural Heritage Survey \*Date 09/30/95 /X/ Continuation / / Update

Permit #41840, 04/19/16 Plans and specs on file with City of Oakland (excerpt)  
Is brick garage for Harry P. Gray, E Bway 109N/28th St, Richardson & Burrell arch.





State of California - The Resources Agency  
DEPARTMENT OF PARKS AND RECREATION  
PRIMARY RECORD

Primary # \_\_\_\_\_  
HRI # \_\_\_\_\_  
Trinomial \_\_\_\_\_  
NRHP Status Code: 7

Page P1 of 1

Other Listings OCHS Ec2\*  
Review Code \_\_\_\_\_ Reviewer \_\_\_\_\_ Date \_\_\_\_\_

- \*P1. a. Resource Identifier (assign a name or number): Serial No. 1114  
b. Other Identifier: Harrison (H.O.)-Pioneer Motor Co. garage

\*P2. Location:

a. County Alameda

\*b. Address 2800 BROADWAY/NE COR 28TH ST  
City Oakland, CA

Zip 94611

\*c. UTM: USGS 7.5' Quad Oakland West Date 1980; Zone:

mE / mN

\*d. Other Locational Data (e.g. parcel #, legal description, additional UTM's, etc.)  
Parcel no.: 009 0685 068 00

- \*P3. a. Description (Describe resource and its major elements. Include design, materials, condition, alterations, size, setting, etc.):

2800 BROADWAY is an early 20th century automobile showroom (now remodeled) in the Upper Broadway Auto Row district. It is one and two stories, trapezoidal plan, on a corner lot. It has a straight parapet, storefront, and transom. Exterior walls are stucco over brick. Roof is composition. Foundation is concrete. Structure is reinforced concrete and brick bearing wall. Sanborn maps describe it as concrete with brick facade. The building has plate glass and tile base. Present use is one-story store. Surroundings are densely built up, commercial.

Visible alterations include upper-floor addition, new facade, window infill, ornament removed, stucco, style changed completely. The building is in good condition; its integrity is poor.

b. Resource attributes: HP06--automobile showroom

- \*P4. Resources present: /X/Building //Structure //Object //Site //District /X/Element of District (ASI) //Other

\*P5. a. Photograph or Drawing

P5. b. Photo number: 603-5A  
Photo date: 10/18/91

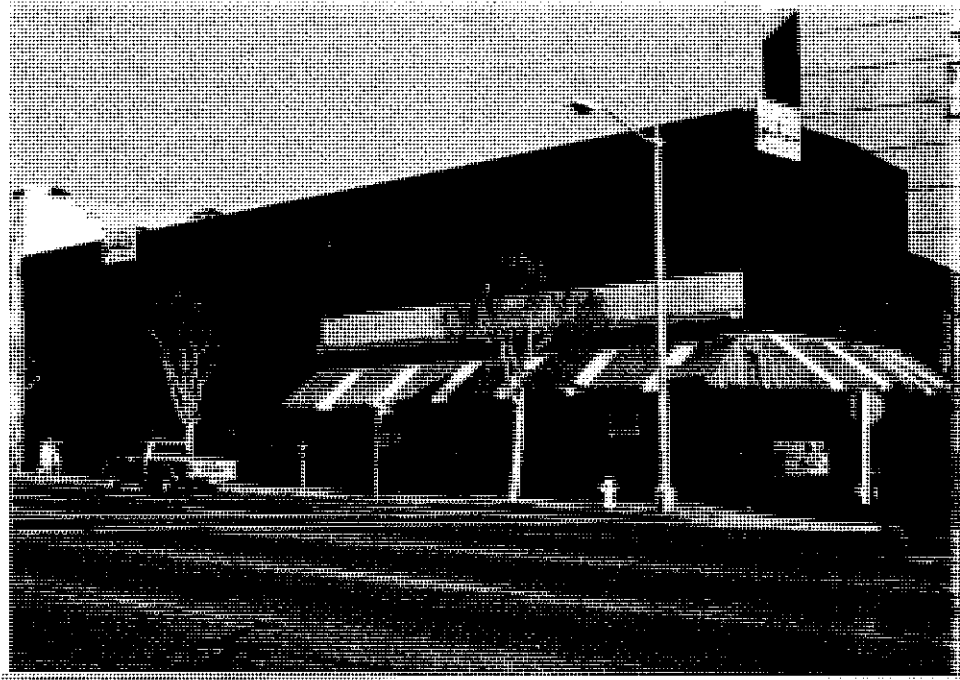
\*P6. Date Constructed/Age, and Source:  
//Prehistoric /X/Historic //Both  
1917 F rem 1946  
building permit

\*P7. Owner and Address:  
WELLS FARGO BK & UN TR c/o  
WELLS FARGO AU #5108  
P O BOX 63700  
SAN FRANCISCO CA 94163

\*P8. Recorded by (name, affiliation, address):  
Oakland Cultural Heritage  
Survey, 1 City Hall Plaza,  
Oakland 94612 (510-238-3941)

\*P9. Date Recorded: 09/30/94

\*P10. Type of Survey: //Intensive  
/X/Reconnaissance //Other



- \*P11. Report Citation: OCHS Completion Report, CLG Project #06-93-80101, 9/30/94 (URM Citywide)

\*Attachments: /X/None //Location Map //Sketch Map //Continuation Sheet //Building, Structure, and Object Record //Other

\*Resource Name or #: Serial No. 1114  
2800 BROADWAY/NE COR 28TH ST Oakland CA 94611

- B1. Historic Name: Harrison (H.O.)-Pioneer Motor Co. garage  
B2. Common Name: None  
B3. Original Use: Commerce/specialty  
B4. Present Use: Commerce/specialty store  
\*B5. Architectural Style: early 20th century  
\*B6. Construction History: built 1917, remodeled 1946etc  
upper-floor addition, new facade, window infill, ornament removed, stucco,  
style changed completely  
\*B7. Moved? /X/No / /Yes / /Unknown Date: Original Location:  
\*B8. Related Features:

B9a. Architect: Miller, J.R.

b. Builder: Christensen, C.

- \*B10. Significance: Theme: masonry buildings (auto related) Area: Oakland  
Period: 1850-1948 Property Type: automobile showroom N.R. Criteria: N/A  
(Discuss importance in terms of context as defined by theme, period, and geographic scope. Also address integrity.)

2800 BROADWAY, the Harrison (H.O.)-Pioneer Motor Co. garage, was originally a very good example of an early 20th century automobile showroom (now remodeled). It was built in 1917, architect J.R. Miller and builder C. Christensen. It is dated by building permit 45070, and was originally valued at \$18,000. Plans are on file with the City of Oakland. It was remodeled in 1946 and other times. Historically the building reflects motor transportation and the auto industry. The original owner, developer and business, about 1917-20s, was H.O. Harrison, Dodge Brothers motor vehicles. The property is also associated with Pioneer Motor Company, commercial occupant c.1920s, auto and truck dealership.

The Oakland Cultural Heritage Survey rates this property Ec2\* (E, of no particular interest; potentially C, secondary importance or superior example, if restored). It is a contingency contributor to the locally important Upper Broadway Auto Row district (Area of Secondary Importance: 2\*). If its integrity is restored, its contribution to the district should be reevaluated. Its Survey rating makes it a historic property under Oakland's Historic Preservation Element. It does not appear eligible for the National Register, however, since its architectural integrity has been seriously compromised and there are more significant examples.

(see plans continuation page)

- B11. Resource Attributes: HP06--automobile showroom

\*B12. References:

Building and alteration permits, Sanborn maps, 1912-1935, 1951, 1970s; directories & phone books; city & county block books; name and subject indexes, Oakland History Room, OPL

B13. Remarks:

Primary Record submitted 9/30/94.

\*B14. Evaluator: Betty Marvin

\*Date of Evaluation: 02/22/94

Date Recorded: 09/30/95

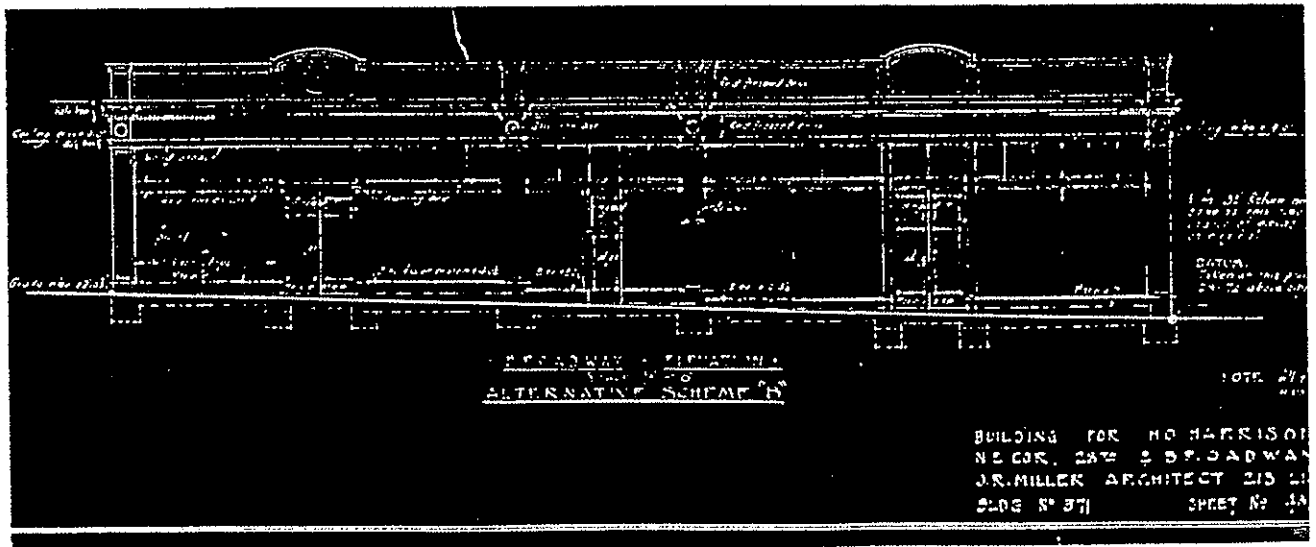
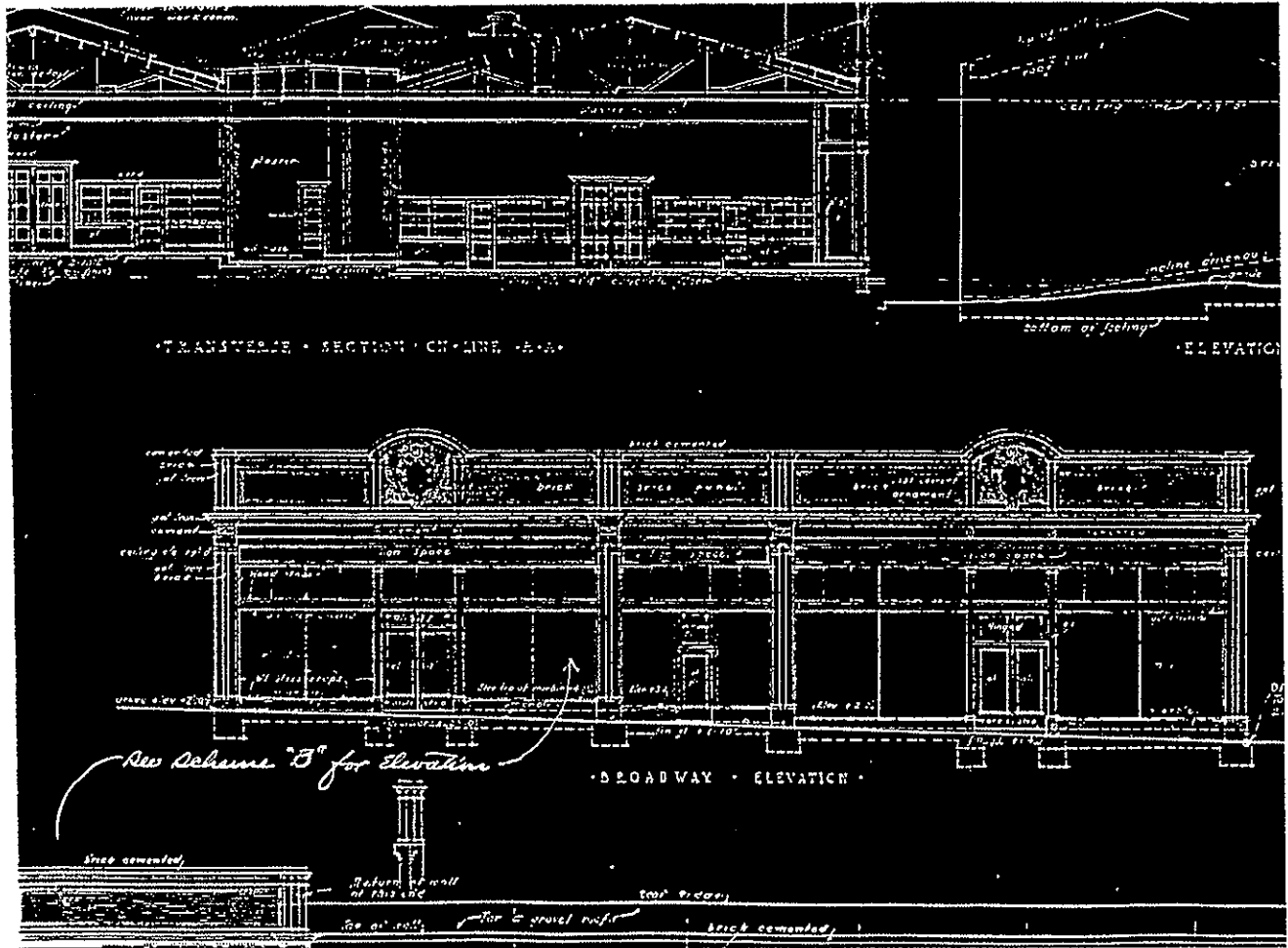
(This space reserved for official comments.)

(Sketch map, <sup>^</sup>N<sup>^</sup> north at top.)



\*Recorded by Oakland Cultural Heritage Survey \*Date 09/30/95 /X/ Continuation / / Update

Permit #45070, 03/01/17 Plans and specs on file with City of Oakland (excerpt)  
Is concrete&brick garage for H.O. Harrison, NE COR 28th & Broadway, J.R. Miller arch.



State of California - The Resources Agency  
DEPARTMENT OF PARKS AND RECREATION  
PRIMARY RECORD

Primary # \_\_\_\_\_  
HRI # \_\_\_\_\_  
Trinomial \_\_\_\_\_  
NRHP Status Code: 7

Page P1 of 2

Other Listings OCHS Cb+2+  
Review Code \_\_\_\_\_ Reviewer \_\_\_\_\_ Date \_\_\_\_\_

\*P1. a. Resource Identifier (assign a name or number): Serial No. 60099

b. Other Identifier: Arnstein-Field & Lee Star showroom

\*P2. Location:

\*b. Address 2801-25 BROADWAY/2800-24 WEBSTER

City Oakland, CA

a. County Alameda

Zip 94609

\*c. UTM: USGS 7.5' Quad Oakland West Date 1959 (1980)

Zone: mE / mN

\*d. Other Locational Data (e.g. parcel #, legal description, additional UTMs, etc.)

Parcel no.: 009 0686 004 00

\*P3. a. Description (Describe resource and its major elements. Include design, materials, condition, alterations, size, setting, etc.):

2801-25 BROADWAY is a Beaux Arts derivative-Spanish Colonial automobile showroom and store building, in the Upper Broadway Auto Row district. It is high one story with mezzanine, a long narrow flatiron shape about 240' long, on a gore lot. It has four peaked parapets on each side, over arched doors or windows with fanlight ornament, and wide cornices on brackets between the elevated parapets. Exterior walls are stucco with 16 large plate glass storefront bays on each facade (now boarded up). The narrow end of the building was glazed on all sides, a showcase just wide enough for a single car. Sanborn maps describe the structure as wood frame with posts of brick. Roof is composition. Foundation is concrete. The building has tiled parapets and elaborate millwork and stucco ornament at the eaves and windows: densely set brackets under the pent roofs, corbeling and quatrefoils screened with spindles on the raised parapets, and lattice railings in front of the mezzanine windows.

(see continuation page)

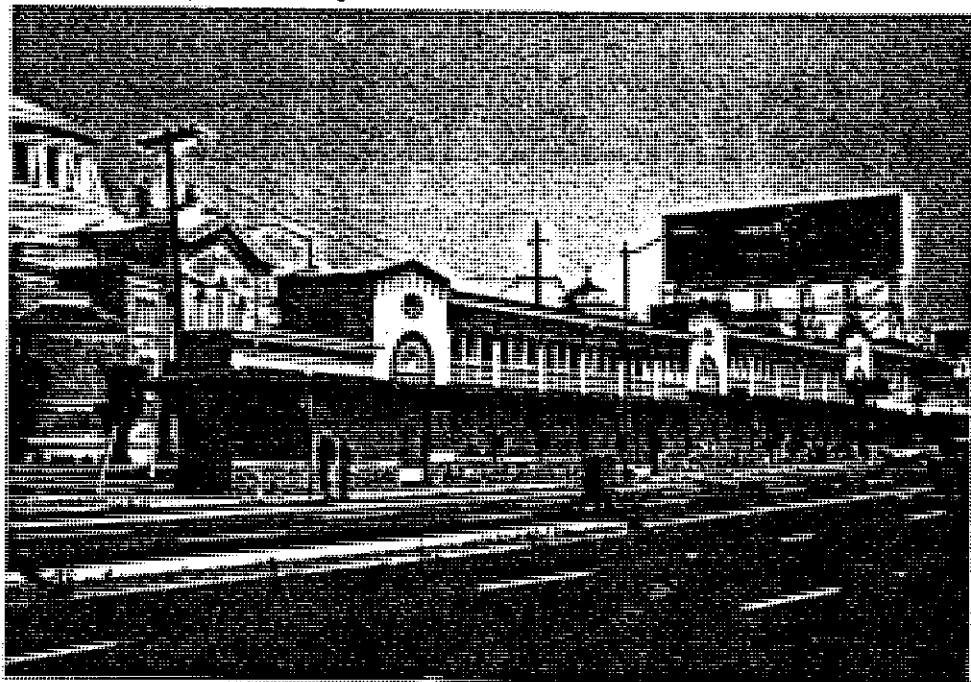
b. Resource attributes: HP06--automobile showroom

\*P4. Resources present: /X/Building //Structure //Object //Site //District /X/Element of District (ASI) //Other

\*P5. a. Photograph or Drawing

P5. b. Photo number: 714-24

Photo date: 06/01/96



\*P6. Date Constructed/Age, and Source:

//Prehistoric /X/Historic //Both

1916 F

building permit #42244  
Walter D. Reed, architect

\*P7. Owner and Address:

SOUZA L E & C F TRS & PERATA

RICHARD & GLORIA

2111 LONDONDERRY CT

WALNUT CREEK CA 94596

\*P8. Recorded by (name, affiliation, address):

Oakland Cultural Heritage  
Survey, 1 City Hall Plaza,  
Oakland 94612 (510-238-3941)

\*P9. Date Recorded: 09/30/96

\*P10. Type of Survey: //Intensive

/X/Reconnaissance //Other

\*P11. Report Citation: OCHS Completion Report, CLG Project #06-95-10104, 9/30/96 (Citywide)

\*Attachments: //None //Location Map //Sketch Map /X/Continuation Sheet //Building, Structure, and Object Record //Other

State of California - The Resources Agency  
DEPARTMENT OF PARKS AND RECREATION  
PRIMARY RECORD

Primary # \_\_\_\_\_  
HRI # \_\_\_\_\_  
Trinomial \_\_\_\_\_  
NRHP Status Code: 7

Page P1 of 2

Other Listings OCHS Cb+2+

Review Code \_\_\_\_\_ Reviewer \_\_\_\_\_ Date \_\_\_\_\_

\*P1. a. Resource Identifier (assign a name or number): Serial No. 60099  
b. Other Identifier: Arnstein-Field & Lee Star showroom

\*P2. Location:

a. County Alameda

\*b. Address 2801-25 BROADWAY/2800-24 WEBSTER  
City Oakland, CA

Zip 94609

\*c. UTM: USGS 7.5' Quad Oakland West Date 1959 (1980)

Zone: mE / mN

\*d. Other Locational Data (e.g. parcel #, legal description, additional UTM's, etc.)

Parcel no.: 009 0686 004 00

\*P3. a. Description (Describe resource and its major elements. Include design, materials, condition, alterations, size, setting, etc.):

2801-25 BROADWAY is a Beaux Arts derivative-Spanish Colonial automobile showroom and store building, in the Upper Broadway Auto Row district. It is high one story with mezzanine, a long narrow flatiron shape about 240' long, on a gore lot. It has four peaked parapets on each side, over arched doors or windows with fanlight ornament, and wide cornices on brackets between the elevated parapets. Exterior walls are stucco with 16 large plate glass storefront bays on each facade (now boarded up). The narrow end of the building was glazed on all sides, a showcase just wide enough for a single car. Sanborn maps describe the structure as wood frame with posts of brick. Roof is composition. Foundation is concrete. The building has tiled parapets and elaborate millwork and stucco ornament at the eaves and windows: densely set brackets under the pent roofs, corbeling and quatrefoils screened with spindles on the raised parapets, and lattice railings in front of the mezzanine windows.

(see continuation page)

b. Resource attributes: HP06--automobile showroom

\*P4. Resources present: /X/Building //Structure //Object //Site //District /X/Element of District (ASI) //Other

\*P5. a. Photograph or Drawing

P5. b. Photo number: 714-24  
Photo date: 06/01/96



\*P6. Date Constructed/Age, and Source:  
//Prehistoric /X/Historic //Both  
1916 F  
building permit

\*P7. Owner and Address:  
SOUZA L E & C F TRS & PERATA  
RICHARD & GLORIA  
2111 LONDONDERRY CT  
WALNUT CREEK CA 94596

\*P8. Recorded by (name, affiliation, address):  
Oakland Cultural Heritage  
Survey, 1 City Hall Plaza,  
Oakland 94612 (510-238-3941)

\*P9. Date Recorded: 09/30/96

\*P10. Type of Survey: //Intensive  
/X/Reconnaissance //Other

\*P11. Report Citation: OCHS Completion Report, CLG Project #06-95-10104, 9/30/96 (Citywide)

\*Attachments: //None //Location Map //Sketch Map /X/Continuation Sheet //Building, Structure, and Object Record //Other



Page P2 of 2

\*Resource Name or #: Ser. No. 60099-None

2801-25 BROADWAY/2800-24 WEBSTER Oakland CA

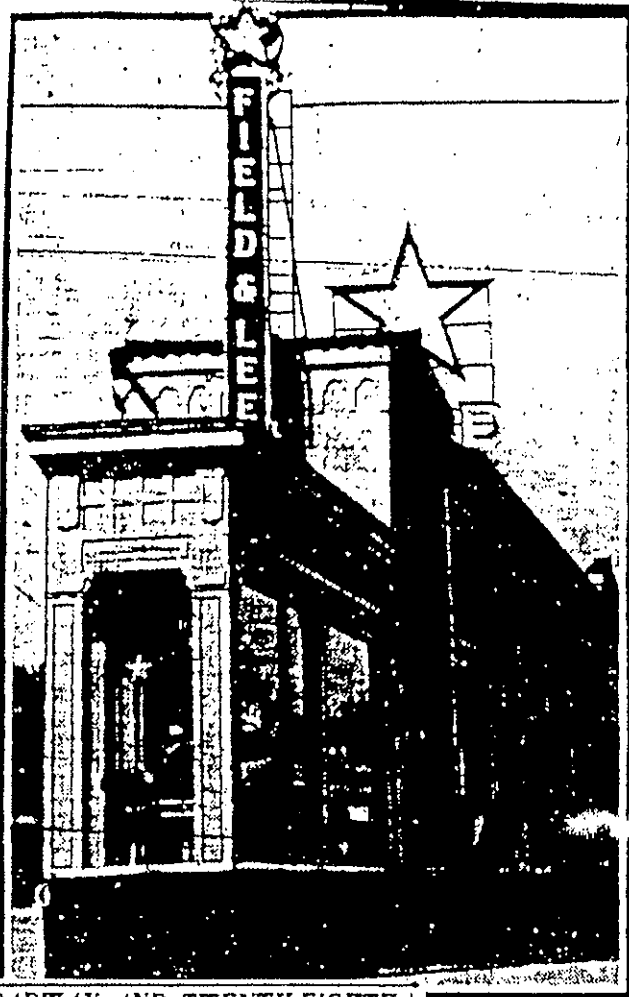
\*Recorded by Oakland Cultural Heritage Survey \*Date 09/30/96 /X/ Continuation / / Update

P3a. Description:

Present use is miscellaneous commercial (mostly vacant). Surroundings are densely built up, commercial. Visible alterations include brick base, some windows changed, building mostly boarded up. The building is in fair condition; its integrity is good.

Oakland Tribune, September 6, 1925  
(right)

Oakland Tribune, January 30, 1921  
(below)



THIS IS THE NEW SCRIPPS-BOOTH HOME AT BROADWAY AND TWENTH-EIGHTH streets, which Shouse & Aronson, formally, open this week. Below are two of the Scripps Booth cars which will be exhibited at the Show. They are the touring and roadster types.



Oakland Cultural Heritage Survey  
RESEARCH FORM FOR BUILDINGS

ADDRESS: 2801-55 Broadway / 2800-24 Webster  
 Estimated Year 1920s (If pre-1905, to OHR) PS map/ Rating C2+ 341A  
 Existing OCHS file? (WO, CD, AP, URM, NCR, Bldgs outside Survey, Neighborhoods?) \_\_\_\_\_  
 Green # Map (from binder or PS) 34 Green # Permit 42244  
Garage - Walter D. Reed 1916-17

ORIGINAL BUILDING PERMIT

Building Permit # 42244 Date 6/4/1916  
 Owner Oliver Bernstein Address \_\_\_\_\_  
 Builder P.A. Palmer Address \_\_\_\_\_  
 Architect Walter D. Reed Address \_\_\_\_\_  
 Description 15. Class C Store bldg  
 Location NW cor 28th + Broadway Cost 2000 Date Finaled 4  
 Blueprints/Plans Available? Yes ☐ No ☐

ADDRESS FICHE: Original Permit on Address Fiche \_\_\_\_\_ or Tray 7 \_\_\_\_\_  
 Alterations:

NO PERMIT?

Sanborns: 1903? 1889?  
 Edwards?

CITY DIRECTORIES

Year	Name	Listing
1917	<del>Armstein</del> <u>Armstein</u>	<u>6bV</u>
1921, 25	"	

1936 Reverse Directory: 2801: Consumers Credit Co.; Pac. Finance Corp.; 2802: Motor Vehicle Loan Co; 2807 Perfect Fit Mfg. Co. Inc. - Auto Seat Covers

1967 Reverse Directory: Key Insurance Co, Exchange

Architect File:

WPA Cards:

Customer Name: \_\_\_\_\_ Phone \_\_\_\_\_ Date \_\_\_\_\_



**Address:** 2801-25 Broadway / 2800-24 Webster

**APN:** 009 0686 004 00

**Construction Date:** 1916 (F)

**Historic Name:** Arnstein-Field & Lee Star showroom

**OCHS Rating:** Cb+2+, of secondary importance, contributor to a district, PDHP;

**2009 ESA Reconnaissance Survey Finding:** B2+

**Existing surveys:** OCHS, 1994 Citywide URM Survey (Intensive)

**Description:**

2801-25 Broadway / 2800-24 Webster is a single story Beaux Arts derivative Spanish Colonial commercial building. The long, flatiron building extends approximately 200 feet, and has four peaked parapets on each side over arched doors or windows with fan lights. Exterior walls are stucco with large plate glass storefront windows.

**Evaluation:**

**2009 ESA Reconnaissance Survey Finding:** From visual inspection by ESA in March 2009, the property appears restored from when it was originally evaluated in 1994, with the removal of modern ornamentation. It is the professional opinion of ESA that the building currently possesses a B2+ rating.

In ESA's professional opinion 2801-25 Broadway / 2800-24 Webster is considered an historical resource for CEQA purposes.

(F): Factual; (E): Estimated

City of Oakland (OCHS) ratings: Individual property: A, highest importance; B, major importance; C, secondary importance; D, minor importance; E, of no particular interest; \* or F, too recent to rate. District status: 1, in an Area of Primary Importance; 2, in an Area of Secondary Importance; 3, not in a district; + contributor to district's significance, - noncontributory, \* potential contributor e.g. if restored.

State of California - The Resources Agency  
DEPARTMENT OF PARKS AND RECREATION  
PRIMARY RECORD

Primary # \_\_\_\_\_  
HRI # \_\_\_\_\_  
Trinomial \_\_\_\_\_  
NRHP Status Code: 7

Page P1 of 1

Other Listings OCHS Cb-2+  
Review Code \_\_\_\_\_ Reviewer \_\_\_\_\_ Date \_\_\_\_\_

\*P1. a. Resource Identifier (assign a name or number): Serial No. 1117  
b. Other Identifier: Gray(Harry P.)-Neher(Don) Ford Co.garage

\*P2. Location:

a. County Alameda

\*b. Address 2816-20 BROADWAY  
City Oakland, CA

Zip 94611

\*c. UTM: USGS 7.5' Quad Oakland West Date 1980; Zone: mE / mN

\*d. Other Locational Data (e.g. parcel #, legal description, additional UTM's, etc.)  
Parcel no.: 009 0685 069 01

\*P3. a. Description (Describe resource and its major elements. Include design, materials, condition, alterations, size, setting, etc.):

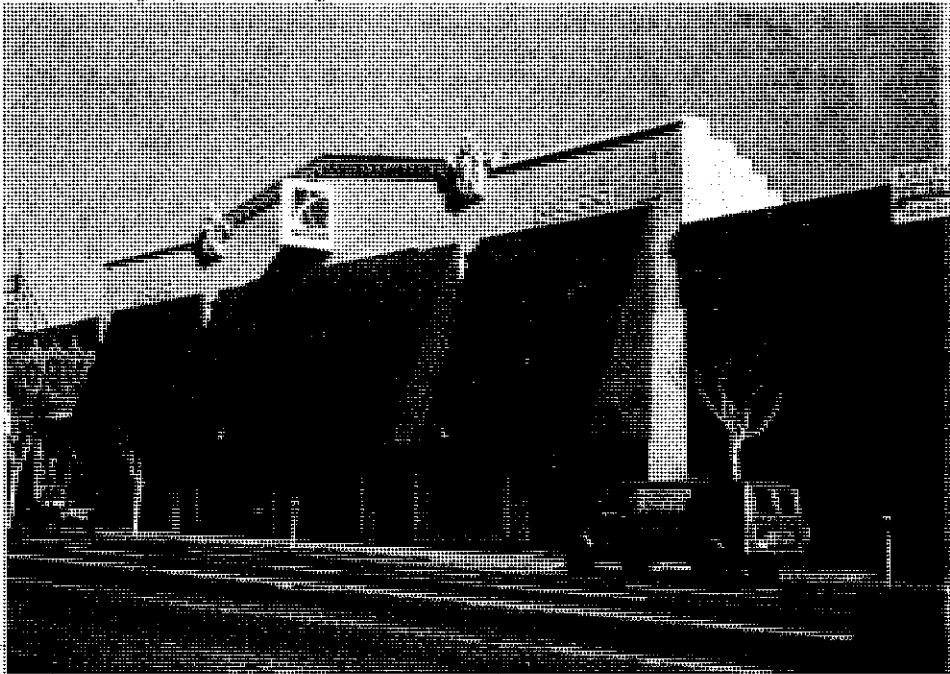
2816-20 BROADWAY is a Beaux Arts derivative automobile showroom - service garage, in the Upper Broadway Auto Row district. It is two stories, irregular plan, on an interior lot. It has a peaked parapet with dentils, pilaster and bay composition, and storefront with transom. Exterior walls are glazed brick and common brick. Roof is composition. Foundation is concrete. Structure is brick bearing wall. Sanborn maps describe it as brick. The building has classical ornaments in cast concrete. Present use is automobile showroom, Saturn of Oakland. Surroundings are densely built up, commercial.

Visible alterations include awnings, new windows, painted brick. The building is in excellent condition; its integrity is good.

b. Resource attributes: HP06--automobile showroom

\*P4. Resources present: /X/Building //Structure //Object //Site //District /X/Element of District (ASI) //Other

\*P5. a. Photograph or Drawing



P5. b. Photo number: 603-4A  
Photo date: 10/18/91

\*P6. Date Constructed/Age, and Source:  
//Prehistoric /X/Historic //Both  
1916 F  
building permit

\*P7. Owner and Address:  
CLAR HARVEY J & DONNA J TRS  
230 MORAGA WY  
ORINDA CA 94563

\*P8. Recorded by (name, affiliation, address):  
Oakland Cultural Heritage  
Survey, 1 City Hall Plaza,  
Oakland 94612 (510-238-3941)

\*P9. Date Recorded: 09/30/94

\*P10. Type of Survey: //Intensive  
/X/Reconnaissance //Other

\*P11. Report Citation: OCHS Completion Report, CLG Project #06-93-80101, 9/30/94 (URM Citywide)

\*Attachments: /X/None //Location Map //Sketch Map //Continuation Sheet //Building, Structure, and Object Record //Other

\*Resource Name or #: Serial No. 1117  
2816-20 BROADWAY Oakland CA 94611

- B1. Historic Name: Gray (Harry)-Neher (Don) Ford Co.garage  
B2. Common Name: Saturn of Oakland  
B3. Original Use: Commerce/specialty  
\*B5. Architectural Style: Beaux Arts derivative  
\*B6. Construction History: built 1916  
awnings, new windows, painted brick  
\*B7. Moved? ☒ No / ☐ Yes / ☐ Unknown Date: \_\_\_\_\_ Original Location: \_\_\_\_\_  
\*B8. Related Features:

B4. Present Use: Commerce/specialty store

B9a. Architect: Richardson & Burrell

b. Builder: Sommarstrom Brothers

N. Clark & Son (terra cotta)

- \*B10. Significance: Theme: masonry buildings (auto related) Area: Oakland  
Period: 1850-1948 Property Type: automobile showroom N.R. Criteria: N/A  
(Discuss importance in terms of context as defined by theme, period, and geographic scope. Also address integrity.)

2816-20 BROADWAY, the Gray (Harry)-Neher (Don) Ford Company garage, is a very good example of a Beaux Arts derivative automobile showroom - service garage. It was built in 1916, architect Richardson & Burrell and builder Sommarstrom Brothers. Terra cotta was by N. Clark & Son of Alameda (job #1142). It is dated by building permit 41840, and was originally valued at \$20,000. Plans are on file with the City of Oakland. Historically the building reflects motor transportation and the auto industry. The original owner and developer, about 1916-30s, was Harry P. Gray, mechanical engineer, residing in Piedmont. The property is also associated with E. Veitch c.1921, auto dealership here, and Don Neher, owner and commercial occupant c.1925-30, Ford dealer. Oakland architects C.E. Richardson and Clay Burrell practiced as partners in the mid-1910s, designing apartments and commercial buildings, often with rich terra cotta ornament.

The Oakland Cultural Heritage Survey rates this property Cb-2+ (C, secondary importance or superior example; potentially B-, major importance, landmark quality, if restored), particularly for its design quality and type/style and architect. It is a primary contributor to the locally important Upper Broadway Auto Row district (Area of Secondary Importance: 2+). Its Survey rating makes it a historic property under Oakland's Preservation Element. It does not appear eligible for the National Register, however, since there are more significant examples.

(see plans continuation page)

- B11. Resource Attributes: HP06--automobile showroom - service garage

\*B12. References:

Building and alteration permits, Sanborn maps, 1912-1935, 1951, 1970s; directories & phone books; city & county block books; name and subject indexes, Oakland History Room, OPL

(Sketch map, <sup>^</sup>N<sup>^</sup> north at top.)

B13. Remarks:

Primary Record submitted 9/30/94.

\*B14. Evaluator: Betty Marvin

\*Date of Evaluation: 02/23/94

Date Recorded: 09/30/95

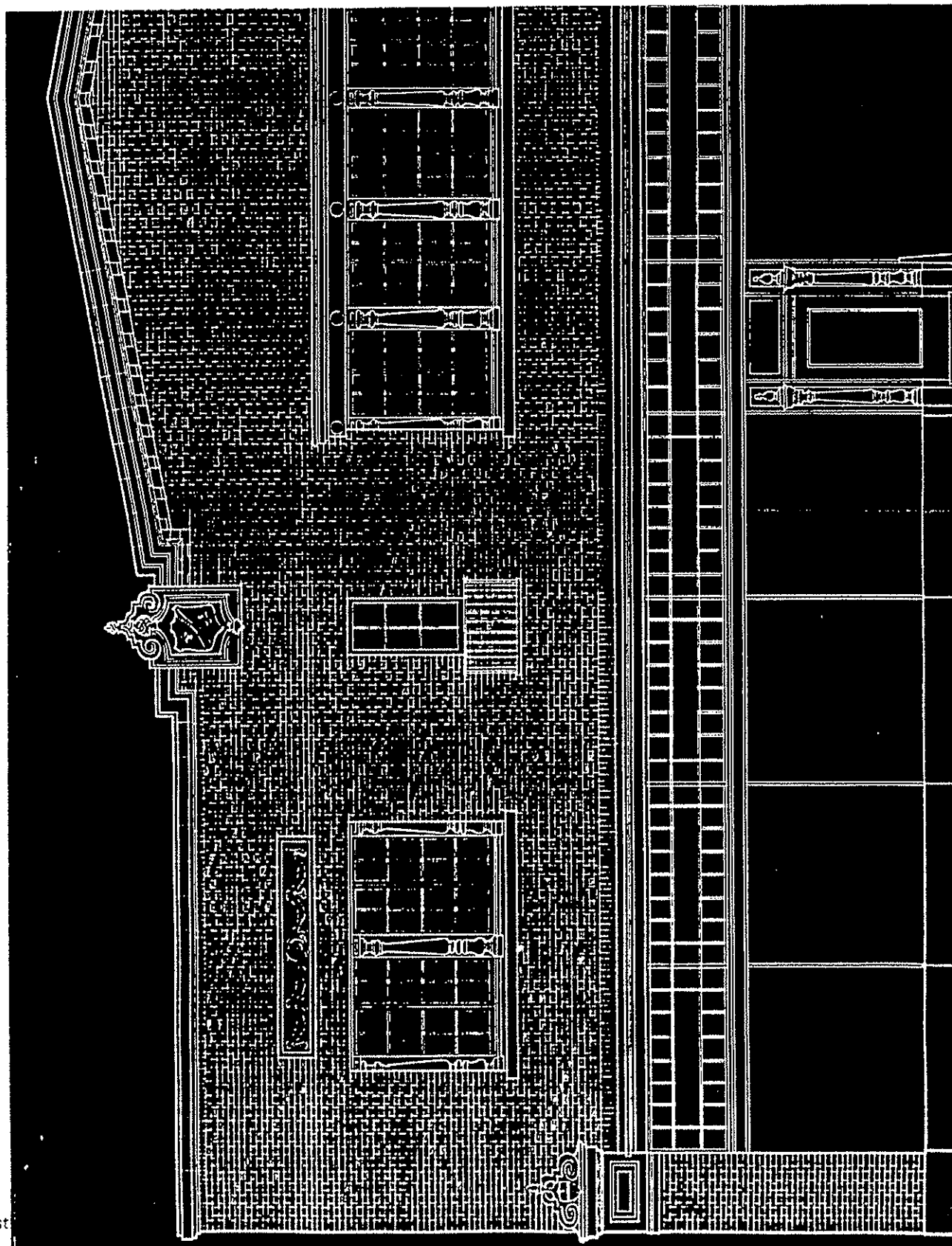
(This space reserved for official comments.)





\*Recorded by Oakland Cultural Heritage Survey \*Date 09/30/95 /X/ Continuation / / Update

Permit #41840, 04/19/16 Plans and specs on file with City of Oakland (excerpt)  
Is brick garage for Harry P. Gray, E Bway 109N/28th St, Richardson & Burrell arch.



State of California - The Resources Agency  
DEPARTMENT OF PARKS AND RECREATION  
PRIMARY RECORD

Primary # \_\_\_\_\_  
HRI # \_\_\_\_\_  
Trinomial \_\_\_\_\_  
NRHP Status Code: 7

Page P1 of 1

Other Listings OCHS Ec2\*  
Review Code \_\_\_\_\_ Reviewer \_\_\_\_\_ Date \_\_\_\_\_

\*P1. a. Resource Identifier (assign a name or number): Serial No. 1124  
b. Other Identifier: Neher (Don) Ford garage

\*P2. Location:

\*b. Address 2838-40 BROADWAY  
City Oakland, CA

a. County Alameda

Zip 94611

\*c. UTM: USGS 7.5' Quad Oakland West Date 1980; Zone:

mE / mN

\*d. Other Locational Data (e.g. parcel #, legal description, additional UTMs, etc.)  
Parcel no.: 009 0685 070 00

\*P3. a. Description (Describe resource and its major elements. Include design, materials, condition, alterations, size, setting, etc.):

2838-40 BROADWAY is an early 20th century service garage (now remodeled) in the Upper Broadway Auto Row district. It is high one story, rectangular plan, on an interior lot. It has a straight parapet, storefront, and vehicle door. Exterior walls are brick and stucco. Roof is composition. Foundation is concrete. Structure is brick bearing wall. Sanborn maps describe it as brick with truss roof and wood posts along walls. The building has aluminum windows and tile base. Present use is commercial repair garage, King of Seat Covers. Supportive elements include signs. Surroundings are densely built up, commercial.

Visible alterations include new facade, signs, style changed completely. The building is in good condition; its integrity is poor.

b. Resource attributes: HP06--service garage

\*P4. Resources present: /X/Building //Structure //Object //Site //District /X/Element of District (ASI) //Other

\*P5. a. Photograph or Drawing

P5. b. Photo number: 603-2A  
Photo date: 10/18/91



\*P6. Date Constructed/Age, and Source:  
//Prehistoric /X/Historic //Both  
1925 F rem 1950  
building permit

\*P7. Owner and Address:  
GOODHUE NEIL B & DIANE C ETAL  
c/o LAPHAM COMPANY INC  
1425 LEIMERT BL  
OAKLAND CA 94602

\*P8. Recorded by (name, affiliation, address):  
Oakland Cultural Heritage  
Survey, 1 City Hall Plaza,  
Oakland 94612 (510-238-3941)

\*P9. Date Recorded: 09/30/94

\*P10. Type of Survey: //Intensive  
/X/Reconnaissance //Other

\*P11. Report Citation: OCHS Completion Report, CLG Project #06-93-80101, 9/30/94 (URM Citywide)

\*Attachments: /X/None //Location Map //Sketch Map //Continuation Sheet //Building, Structure, and Object Record //Other  
Substitute DPR 523A-Test (ochsp1.frm, rev 7/19/94)

\*Resource Name or #: Serial No. 1124  
2838-40 BROADWAY Oakland CA 94611

B1. Historic Name: Neher (Don) Ford garage  
B2. Common Name: King of Seat Covers  
B3. Original Use: Commerce/auto service  
B4. Present Use: Commerce/auto service  
\*B5. Architectural Style: early 20th century  
\*B6. Construction History: built 1925, remodeled 1950  
new facade, signs, style changed completely  
\*B7. Moved? /X/No / /Yes / /Unknown Date: Original Location:  
\*B8. Related Features: signs

B9a. Architect: Ronneberg, Trygve

b. Builder: Stockholm, Charles & Son  
Gladding McBean (terra cotta)

\*B10. Significance: Theme: masonry buildings (auto related) Area: Oakland  
Period: 1850-1948 Property Type: service garage N.R. Criteria: N/A  
(Discuss importance in terms of context as defined by theme, period, and geographic scope. Also address integrity.)

2838-40 BROADWAY, the Neher (Don) Ford garage, was originally a representative example of an early 20th century service garage (now remodeled). It was built in 1925, architect Trygve Ronneberg and builder Charles Stockholm & Son. Terra cotta was by Gladding McBean of Lincoln, California (job #1778). It is dated by building permit A 57, and was originally valued at \$9,500. It was remodeled in 1950. Historically the building reflects motor transportation and the auto industry, and 1920s speculative development. The original owner and developer, about 1925, was Trygve Ronneberg, engineer. The property is also associated with Don Neher, c.1930s, Ford dealer. Engineer Trygve Ronneberg appears as designer of a number of Oakland industrial and auto-related buildings in the 1910s and 20s; he worked in Willis Polk's office from about 1907, and practiced as a consulting engineer through the 1930s.

The Oakland Cultural Heritage Survey rates this property Ec2\* (E, of no particular interest; potentially C, secondary importance or superior example, if restored). It is a contingency contributor to the locally important Upper Broadway Auto Row district (Area of Secondary Importance: 2\*). If its integrity is restored, or the district's period of significance revised to include the 1950 remodeling and sign, it should be reevaluated. Its Survey rating makes it a historic property under Oakland's Preservation Element. It does not appear eligible for the National Register, however, since its architectural integrity has been seriously compromised and there are more significant examples.

B11. Resource Attributes: HP06--service garage

\*B12. References:

Building and alteration permits, Sanborn maps, 1912-1935, 1951, 1970s; directories & phone books; city & county block books; name and subject indexes, Oakland History Room, OPL

B13. Remarks:

Primary Record submitted 9/30/94.

\*B14. Evaluator: Betty Marvin

\*Date of Evaluation: 02/24/94

Date Recorded: 09/30/95

(This space reserved for official comments.)

(Sketch map, <sup>^</sup>N<sup>^</sup> north at top.)



State of California - The Resources Agency  
DEPARTMENT OF PARKS AND RECREATION  
PRIMARY RECORD

Primary # \_\_\_\_\_  
HRI # \_\_\_\_\_  
Trinomial \_\_\_\_\_  
NRHP Status Code: 7

Page P1 of 1

Other Listings OCHS Ec2\*  
Review Code \_\_\_\_\_ Reviewer \_\_\_\_\_ Date \_\_\_\_\_

- \*P1. a. Resource Identifier (assign a name or number): Serial No. 1125  
b. Other Identifier: Interurban Express-Anderson (W.W.) garage

\*P2. Location:

a. County Alameda

\*b. Address 2848-50 BROADWAY  
City Oakland, CA

Zip 94611

\*c. UTM: USGS 7.5' Quad Oakland West Date 1980; Zone: mE / mN

\*d. Other Locational Data (e.g. parcel #, legal description, additional UTM's, etc.)  
Parcel no.: 009 0685 071 00

- \*P3. a. Description (Describe resource and its major elements. Include design, materials, condition, alterations, size, setting, etc.):

2848-50 BROADWAY is an early 20th century service garage (now remodeled) in the Upper Broadway Auto Row district. It is high one story, irregular plan, on an interior lot. It has a straight parapet and vehicle door. Exterior walls are stucco over brick. Roof is composition. Structure is brick bearing wall. Sanborn maps describe it as brick with concrete floor, truss roof, wood posts along walls and numerous wire glass skylights. The building has plate glass and metal doors. Present use is commercial repair garage, Mark Morris Tires. Surroundings are densely built up, commercial.

Visible alterations include new doors and windows, bay infill, stucco, new facade, style changed completely. The building is in good condition; its integrity is poor.

b. Resource attributes: HP06--service garage

- \*P4. Resources present: /X/Building //Structure //Object //Site //District /X/Element of District (ASI) //Other

\*P5. a. Photograph or Drawing



P5. b. Photo number: 603-1A  
Photo date: 10/18/91

- \*P6. Date Constructed/Age, and Source:  
//Prehistoric /X/Historic //Both  
1907 F rem 1937  
building permit

\*P7. Owner and Address:  
GOODHUE NEIL B & DIANE C ETAL  
c/o LAPHAM COMPANY INC  
1425 LEIMERT BL  
OAKLAND CA 94602

\*P8. Recorded by (name, affiliation, address):  
Oakland Cultural Heritage  
Survey, 1 City Hall Plaza,  
Oakland 94612 (510-238-3941)

\*P9. Date Recorded: 09/30/94

\*P10. Type of Survey: //Intensive  
/X/Reconnaissance //Other

- \*P11. Report Citation: OCHS Completion Report, CLG Project #06-93-80101, 9/30/94 (URM Citywide)

\*Attachments: /X/None //Location Map //Sketch Map //Continuation Sheet //Building, Structure, and Object Record //Other

\*Resource Name or #: Serial No. 1125  
2848-50 BROADWAY Oakland CA 94611

B1. Historic Name: Interurban Express-Anderson (W.) garage  
B2. Common Name: Mark Morris Tires  
B3. Original Use: Commerce/auto service  
B4. Present Use: Commerce/auto service  
\*B5. Architectural Style: early 20th century  
\*B6. Construction History: built 1907, remodeled 1937 & 1957  
new doors and windows, bay infill, stucco, new facade, style changed  
completely  
\*B7. Moved? /X/No / /Yes / /Unknown Date: Original Location:  
\*B8. Related Features:

B9a. Architect: Nichols, Leo L. (attrib) b. Builder: Nichols, Leo L.

\*B10. Significance: Theme: masonry buildings (auto related) Area: Oakland  
Period: 1850-1948 Property Type: service garage N.R. Criteria: N/A  
(Discuss importance in terms of context as defined by theme, period, and geographic scope. Also address integrity.)

2848-50 BROADWAY, the Interurban Express-Anderson (W.) garage, was originally a representative example of an early 20th century garage (now remodeled). It was built in 1907, builder and probable designer Leo L. Nichols. It is dated by building permit 6828, and was originally valued at \$4,500. It was remodeled in 1937 and 1957. Historically the building reflects very early motor transportation and the auto industry. The original owner, developer and business, about 1907, was Interurban Motor Express. The property is also associated with Walter W. Anderson, owner and commercial occupant c.1930s, autos. Architect Leo L. Nichols worked as a draftsman with A.W. Pattiani in the 1890s, as an architect (often with his relative C.E. Nichols as builder) from the late 1890s to the 1910s, and thereafter as a contractor. He designed many distinctive shingle and craftsman houses.

The Oakland Cultural Heritage Survey rates this property Ec2\* (E, of no particular interest; potentially C, secondary importance or superior example, if restored). It is a contingency contributor to the locally important Upper Broadway Auto Row district (Area of Secondary Importance: 2\*). If its integrity is restored, its contribution to the district should be reevaluated. Its Survey rating makes it a historic property under Oakland's Historic Preservation Element. It does not appear eligible for the National Register, however, since its architectural integrity has been seriously compromised and there are more significant examples.

B11. Resource Attributes: HP06--service garage

\*B12. References:  
Building and alteration permits, Sanborn maps, 1912-1935, 1951, 1970s; directories & phone books; city & county block books; name and subject indexes, Oakland History Room, OPL

B13. Remarks:  
Primary Record submitted 9/30/94.

\*B14. Evaluator: Betty Marvin  
\*Date of Evaluation: 02/24/94  
Date Recorded: 09/30/95

(This space reserved for official comments.)

(Sketch map, ^N^ north at top.)





State of California - The Resources Agency  
DEPARTMENT OF PARKS AND RECREATION  
PRIMARY RECORD

Primary # \_\_\_\_\_  
HRI # \_\_\_\_\_  
Trinomial \_\_\_\_\_  
NRHP Status Code: 7

Page P1 of 1

Other Listings OCHS Dc2+  
Review Code \_\_\_\_\_ Reviewer \_\_\_\_\_ Date \_\_\_\_\_

\*P1. a. Resource Identifier (assign a name or number): Serial No. 50012

b. Other Identifier: Bell & Boyd Overland Auto garage

\*P2. Location:

a. County Alameda

\*b. Address 2856-60 BROADWAY/SE COR 29TH ST

City Oakland, CA

Zip 94611

\*c. UTM: USGS 7.5' Quad Oakland West Date 1980; Zone:

mE /

rnN

\*d. Other Locational Data (e.g. parcel #, legal description, additional UTMs, etc.)

Parcel no.: 009 0685 034 00

\*P3. a. Description (Describe resource and its major elements. Include design, materials, condition, alterations, size, setting, etc.):

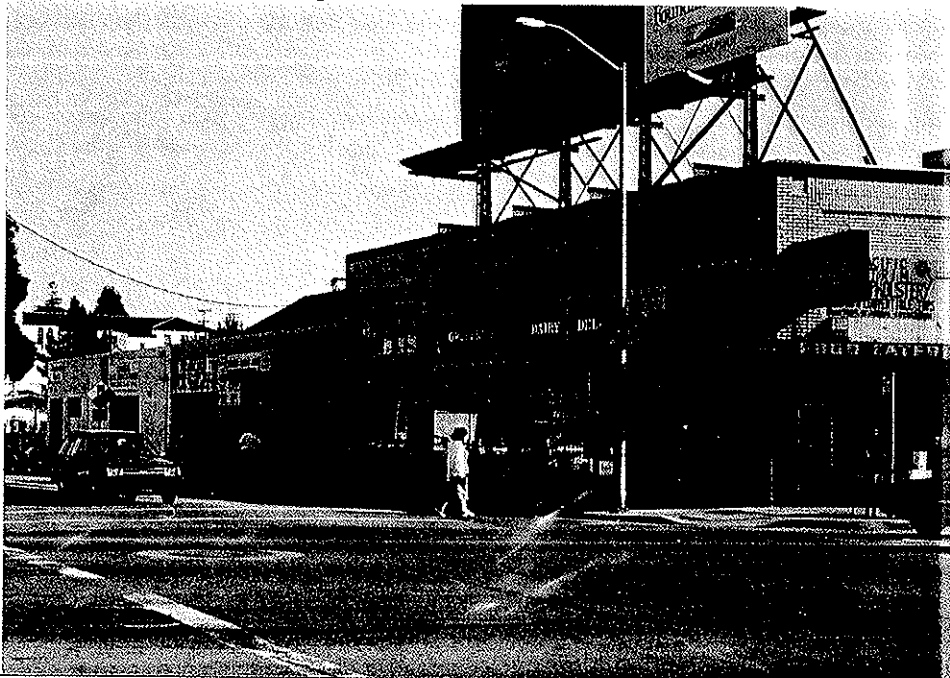
2856-60 BROADWAY is a early 20th century decorative brick service garage in the Upper Broadway Auto Row district. It is one story and mezzanine, irregular plan, on a corner lot. It has a straight parapet, pilaster and bay composition, and inset corner entry. Exterior walls are pressed brick. Roof is composition. Foundation is concrete. Structure is brick bearing wall. Sanborn maps describe it as brick with truss roof and wood posts. The building has plate glass and transom. Present use is one-story store, Broadway Liquors-Pacific Auto. Surroundings are densely built up, commercial.

Visible alterations include painted brick, ornament removed, storefront changed, entry changed, style changed completely. The building is in good condition; its integrity is fair.

b. Resource attributes: HP06--service garage

\*P4. Resources present: /X/Building //Structure //Object //Site //District /X/Element of District (ASI) //Other

\*P5. a. Photograph or Drawing



P5. b. Photo number: 603-OA

Photo date: 10/18/91

\*P6. Date Constructed/Age, and Source:

//Prehistoric /X/Historic //Both

1916 F rem 1956

building permit

\*P7. Owner and Address:

BOERO GEORGE E & LUCILLE TRS

c/o HEATH ANGELO JR

300 LAKESIDE DR

OAKLAND CA 94612

\*P8. Recorded by (name, affiliation, address):

Oakland Cultural Heritage

Survey, 1 City Hall Plaza,

Oakland 94612 (510-238-3941)

\*P9. Date Recorded: 09/30/94

\*P10. Type of Survey: //Intensive

/X/Reconnaissance //Other

\*P11. Report Citation: OCHS Completion Report, CLG Project #06-93-80101, 9/30/94 (URM Citywide)

\*Attachments: /X/None //Location Map //Sketch Map //Continuation Sheet //Building, Structure, and Object Record //Other

Substitute DPR 523A-Test (ochsp1.frm, rev 7/19/94)

\*Resource Name or #: Serial No. 50012  
2856-60 BROADWAY/SE COR 29TH ST Oakland CA 94611

- B1. Historic Name: Bell & Boyd Overland Auto garage  
B2. Common Name: Broadway Liquors-Pacific Auto  
B3. Original Use: Commerce/auto service B4. Present Use: Commerce/specialty store  
\*B5. Architectural Style: Beaux Arts derivative - 1920s decorative brick  
\*B6. Construction History: built 1916, remodeled 1956etc  
painted brick, ornament removed, storefront changed, entry changed, style  
changed completely  
\*B7. Moved? /X/No / /Yes / /Unknown Date: Original Location:  
\*B8. Related Features:

B9a. Architect: Voorhees, Fred D.

b. Builder: Stockholm & Allyn

- \*B10. Significance: Theme: masonry buildings (auto related) Area: Oakland  
Period: 1850-1948 Property Type: service garage N.R. Criteria: N/A  
(Discuss importance in terms of context as defined by theme, period, and geographic scope. Also address integrity.)

2856-60 BROADWAY, the Bell & Boyd Overland Auto garage, is a very good example of a Beaux Arts derivative-1920s decorative brick service garage. It was built in 1916, architect Fred D. Voorhees and builder Stockholm & Allyn. It is dated by building permit 41848, and was originally valued at \$18,000. Plans are on file with the City of Oakland showing elaborate brickwork, glazing, and marquees. It was remodeled in 1956 and other times. Historically the building reflects neighborhood commercial development. It is an early example of the decorative brick commercial style that became popular in the 1920s. The original owner and developer, about 1916, was Henry Abrahamson, dry goods downtown. The property is also associated with Bell & Boyd Overland Auto c.1920s, Willys-Overland-Whippet, and Chester Weaver c.1930s-40s, Lincoln and Ford dealer. Architect Fred D. Voorhees, trained as an engineer at Mare Island, was active in Oakland in the 1890s-1920s, and designed many early business blocks, schools, and shingle and Mission revival houses.

The Oakland Cultural Heritage Survey rates this property Dc2+ (D, minor importance; potentially C, secondary importance or superior example, if restored). It is a contributor to the locally important Upper Broadway Auto Row district (Area of Secondary Importance: 2+). Its Survey rating makes it a historic property under Oakland's Historic Preservation Element. It does not appear eligible for the National Register, however, since there are more significant examples.

(see plans continuation page)

B11. Resource Attributes: HP06--service garage

- \*B12. References:  
Building and alteration permits, Sanborn maps, 1912-1935, 1951, 1970s; directories & phone books; city & county block books; name and subject indexes, Oakland History Room, OPL

B13. Remarks:  
Primary Record submitted 9/30/94.

- \*B14. Evaluator: Betty Marvin  
\*Date of Evaluation: 02/24/94  
Date Recorded: 09/30/95

(This space reserved for official comments.)

(Sketch map, <sup>^</sup>N<sup>^</sup> north at top.)



State of California - The Resources Agency  
DEPARTMENT OF PARKS AND RECREATION  
PRIMARY RECORD

Primary # \_\_\_\_\_  
HRI # \_\_\_\_\_  
Trinomial \_\_\_\_\_  
NRHP Status Code: 7

Page P1 of 1

Other Listings OCHS D2+  
Review Code \_\_\_\_\_ Reviewer \_\_\_\_\_ Date \_\_\_\_\_

\*P1. a. Resource Identifier (assign a name or number): Serial No. 1127  
b. Other Identifier: Maxwell (Nellie) garage

\*P2. Location:

\*b. Address 2857 BROADWAY/2860 WEBSTER  
City Oakland, CA

a. County Alameda

Zip 94611

\*c. UTM: USGS 7.5' Quad Oakland West Date 1980; Zone:

mE / mN

\*d. Other Locational Data (e.g. parcel #, legal description, additional UTM's, etc.)  
Parcel no.: 009 0686 002 00

\*P3. a. Description (Describe resource and its major elements. Include design, materials, condition, alterations, size, setting, etc.):

2857 BROADWAY is an early 20th century service garage in the Upper Broadway Auto Row district. It is high one story, trapezoidal plan, on a double-ended lot. It has a straight parapet, truss roof, and vehicle door. Exterior walls are brick. Roof is composition. Structure is brick bearing wall. Sanborn maps describe it as brick. The building has skylights and transom. Present use is commercial repair garage, Performance Autoworks. Surroundings are densely built up, commercial.

Visible alterations include signs, new doors and windows. The building is in good condition; its integrity is fair.

b. Resource attributes: HP06--service garage

\*P4. Resources present: /X/Building //Structure //Object //Site //District /X/Element of District (ASI) //Other

\*P5. a. Photograph or Drawing

P5. b. Photo number: 655-37  
Photo date: 02/20/94



\*P6. Date Constructed/Age, and Source:  
//Prehistoric /X/Historic //Both  
1915-18 F  
assessor's block books

\*P7. Owner and Address:  
PERATA RICHARD & GLORIA  
460 MOUNTAIN BL  
OAKLAND CA 94611

\*P8. Recorded by (name, affiliation, address):  
Oakland Cultural Heritage  
Survey, 1 City Hall Plaza,  
Oakland 94612 (510-238-3941)

\*P9. Date Recorded: 09/30/94

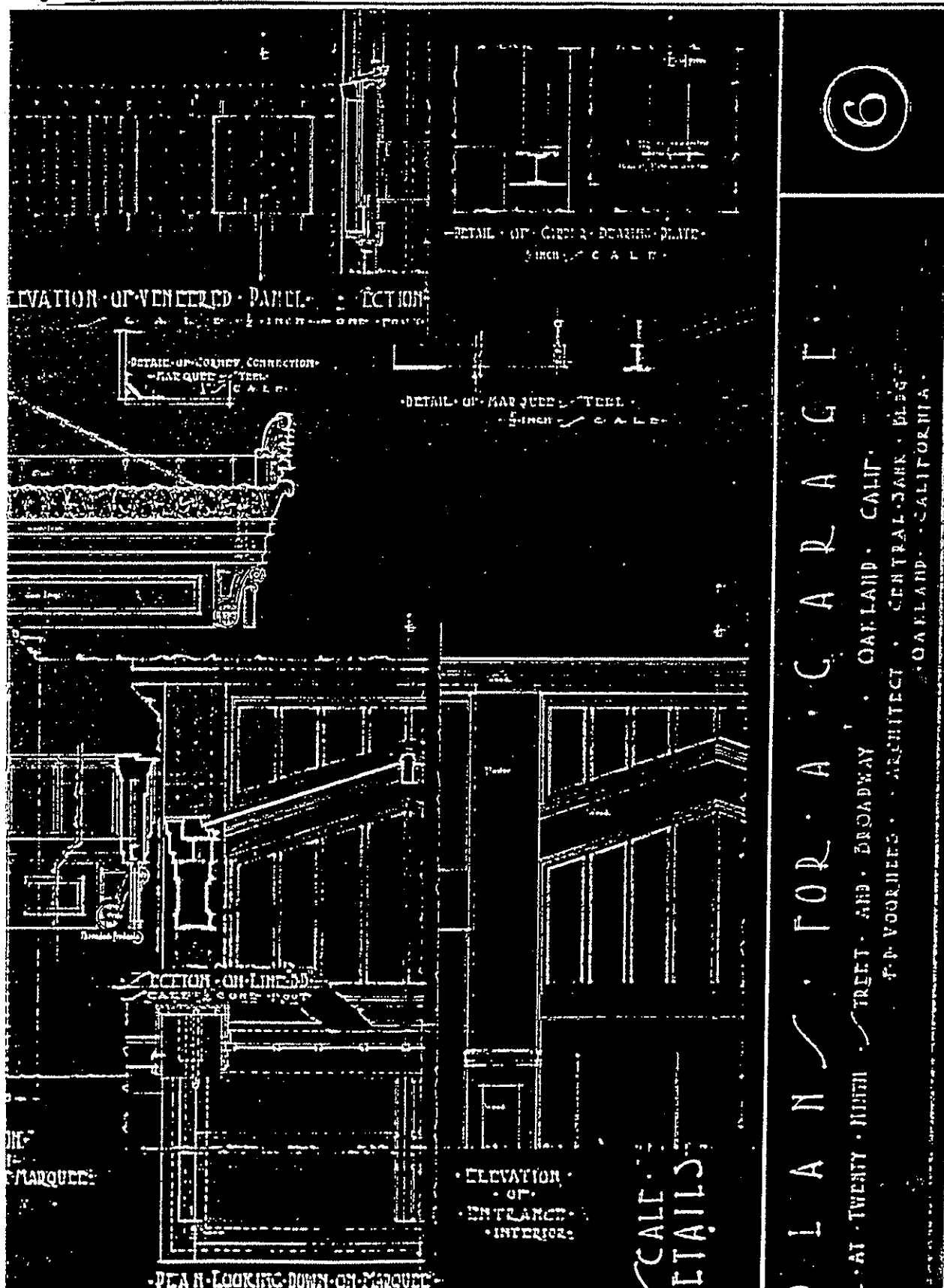
\*P10. Type of Survey: //Intensive  
/X/Reconnaissance //Other

\*P11. Report Citation: OCHS Completion Report, CLG Project #06-93-80101, 9/30/94 (URM Citywide)

\*Attachments: /X/None //Location Map //Sketch Map //Continuation Sheet //Building, Structure, and Object Record //Other

\*Recorded by Oakland Cultural Heritage Survey \*Date 09/30/95 /X/ Continuation / / Update

Permit #41848, 04/21/16 Plans and specs on file with City of Oakland (excerpt)  
1s brick garage for Henry Abrahamson, SE COR 29th St & Bway, Fred D. Voorhees arch.



State of California - The Resources Agency  
DEPARTMENT OF PARKS AND RECREATION  
BUILDING, STRUCTURE, AND OBJECT RECORD

Page B1 of 1

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

HRI # \_\_\_\_\_

\*NRHP Status Code: 5D

Local/Other Rating: D2+

\*Resource Name or #: Serial No. 1127  
2857 BROADWAY/2860 WEBSTER Oakland CA 94611

B1. Historic Name: Maxwell (Nellie) garage

B2. Common Name: Performance Autoworks

B3. Original Use: Commerce/auto service

B4. Present Use: Commerce/auto service

\*B5. Architectural Style: early 20th century

\*B6. Construction History: built 1915-18, altered  
signs, new doors and windows

\*B7. Moved? /X/No / /Yes / /Unknown Date: \_\_\_\_\_

Original Location: \_\_\_\_\_

\*B8. Related Features: \_\_\_\_\_

B9a. Architect: unknown

b. Builder: unknown

\*B10. Significance: Theme: masonry buildings (auto related)

Area: Oakland

Period: 1850-1948 Property Type: service garage

N.R. Criteria: N/A

(Discuss importance in terms of context as defined by theme, period, and geographic scope. Also address integrity.)

2857 BROADWAY, the Maxwell (Nellie) garage, is a representative example of an early 20th century service garage (now remodeled). It was built in 1915-18, architect and builder unknown. It is dated by assessor's block books, and was originally valued at \$2,400. Remodelings have affected its historic character. Historically the building reflects motor transportation and the auto industry. The original owner and developer, about 1915-25, was Nellie Maxwell, nearby resident and developer of at least two other buildings in the area, 19 Randwick Avenue and 3318 Piedmont Avenue (1926).

The Oakland Cultural Heritage Survey rates this property D2+ (D, minor importance). It is a contributor to the locally important Upper Broadway Auto Row district (Area of Secondary Importance: 2+). Its district status makes it a historic property under Oakland's Historic Preservation Element. It does not appear eligible for the National Register, however, since there are more significant examples.

B11. Resource Attributes: HP06--service garage

\*B12. References:

Building and alteration permits, Sanborn maps, 1912-1935, 1951, 1970s; directories & phone books; city & county block books; name and subject indexes, Oakland History Room, OPL

B13. Remarks:

Primary Record submitted 9/30/94.

\*B14. Evaluator: Betty Marvin

\*Date of Evaluation: 02/24/94

Date Recorded: 09/30/95

(This space reserved for official comments.)

(Sketch map,  north at top.)





State of California - The Resources Agency  
DEPARTMENT OF PARKS AND RECREATION  
PRIMARY RECORD

Primary # \_\_\_\_\_  
HRI # \_\_\_\_\_  
Trinomial \_\_\_\_\_  
NRHP Status Code: 7

Page P1 of 1

Other Listings OPB Prelim. B\*2+  
Review Code \_\_\_\_\_ Reviewer \_\_\_\_\_ Date \_\_\_\_\_

\*P1. a. Resource Identifier (assign a name or number): Serial No. B1200

b. Other Identifier: Lady Lelma's-Scharman building

a. County Alameda

\*P2. Location:

\*b. Address 2863-69 BROADWAY/SW COR 29TH ST  
City Oakland, CA

Zip

\*c. UTM: USGS 7.5' Quad

Date

Zone:

mE /

mN

\*d. Other Locational Data (e.g. parcel #, legal description, additional UTM's, etc.)

Parcel no.: 009 0686 001 01

\*P3. a. Description (Describe resource and its major elements. Include design, materials, condition, alterations, size, setting, etc.):

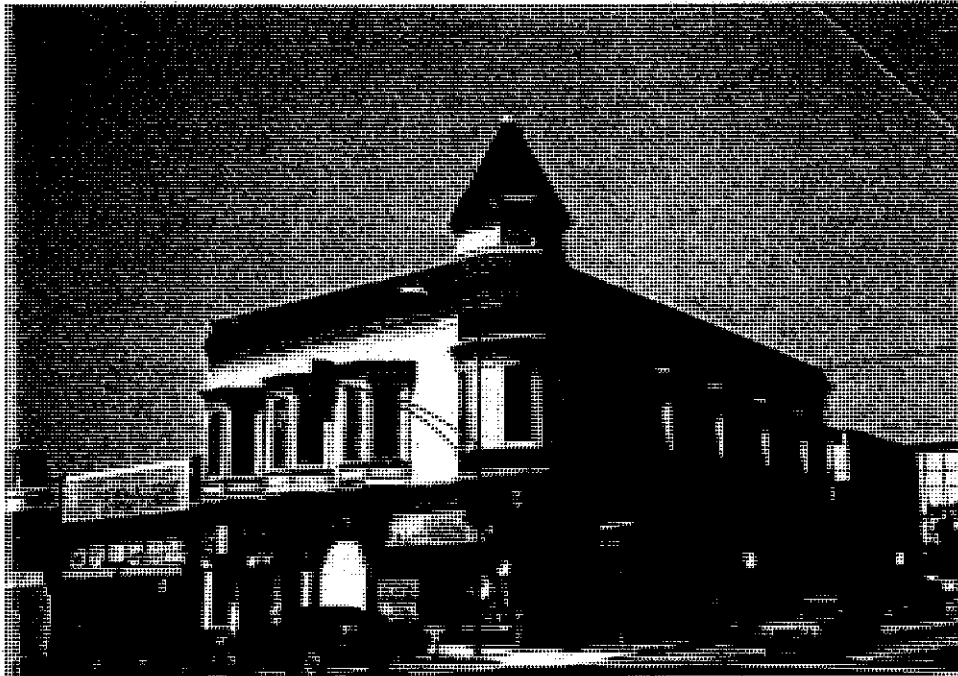
2863-69 BROADWAY is a Queen Anne commercial building designed by Charles Mau, in the Upper Broadway Auto Row district. It is two stories, slightly trapezoidal plan, on a corner lot. It has a pent roof on both street sides, slender round corner tower with witch's cap roof, and multiple angled bays on the second story. There is a small window with pediment in the top of the tower. Exterior walls are horizontal board and shingles. Roof is composition shingle. Structure is wood frame. The building has paneling in the frieze and under the bays, and swags over the windows. The ground floor has plate glass storefronts and pressed brick pilasters, probably from the 1920s. Present use is store below apartments/office (vacant). Surroundings are densely built up, commercial, residential. The building is very old for its neighborhood.

Visible alterations include storefronts, windows boarded up, security grilles. The building is in good condition; its integrity is good.

b. Resource attributes: HP06--commercial building

\*P4. Resources present: /X/Building //Structure //Object //Site //District /X/Element of District (ASI) //Other

\*P5. a. Photograph or Drawing



P5. b. Photo number: 714-21  
Photo date: 06/01/96

\*P6. Date Constructed/Age, and Source:

//Prehistoric /X/Historic //Both  
1892 F rem 1920s

Edwards Transcript of Records

\*P7. Owner and Address:

WILLIAMS LELMA L  
496 7TH ST  
OAKLAND CA 94607

\*P8. Recorded by (name, affiliation, address):

Oakland Cultural Heritage  
Survey, 1 City Hall Plaza,  
Oakland 94612 (510-238-3941)

\*P9. Date Recorded: 09/30/96

\*P10. Type of Survey: //Intensive

/X/Reconnaissance //Other

\*P11. Report Citation: OCHS Completion Report, CLG Project #06-95-10104, 9/30/96 (Citywide)

\*Attachments: /X/None //Location Map //Sketch Map //Continuation Sheet //Building, Structure, and Object Record //Other

State of California - The Resources Agency  
DEPARTMENT OF PARKS AND RECREATION  
PRIMARY RECORD

Primary # \_\_\_\_\_  
HRI # \_\_\_\_\_  
Trinomial \_\_\_\_\_  
NRHP Status Code: 7

Page P1 of 1

Other Listings OPB Prelim. B\*2+  
Review Code \_\_\_\_\_ Reviewer \_\_\_\_\_ Date \_\_\_\_\_

\*P1. a. Resource Identifier (assign a name or number): Serial No. B1200  
b. Other Identifier: Lady Lelma's-Scharman building

\*P2. Location:

a. County Alameda

\*b. Address 2863-69 BROADWAY/SW COR 29TH ST  
City Oakland, CA

Zip

\*c. UTM: USGS 7.5' Quad

Date

Zone:

mE /

mN

\*d. Other Locational Data (e.g. parcel #, legal description, additional UTM's, etc.)

Parcel no.: 009 0686 001 01

\*P3. a. Description (Describe resource and its major elements. Include design, materials, condition, alterations, size, setting, etc.):

2863-69 BROADWAY is a Queen Anne commercial building designed by Charles Mau, in the Upper Broadway Auto Row district. It is two stories, slightly trapezoidal plan, on a corner lot. It has a pent roof on both street sides, slender round corner tower with witch's cap roof, and multiple angled bays on the second story. There is a small window with pediment in the top of the tower. Exterior walls are horizontal board and shingles. Roof is composition shingle. Structure is wood frame. The building has paneling in the frieze and under the bays, and swags over the windows. The ground floor has plate glass storefronts and pressed brick pilasters, probably from the 1920s. Present use is store below apartments/office (vacant). Surroundings are densely built up, commercial, residential. The building is very old for its neighborhood.

Visible alterations include storefronts, windows boarded up, security grilles. The building is in good condition; its integrity is good.

b. Resource attributes: HP06--commercial building

\*P4. Resources present: /X/Building //Structure //Object //Site //District /X/Element of District (ASI) //Other

\*P5. a. Photograph or Drawing

P5. b. Photo number: 714-21  
Photo date: 06/01/96



\*P6. Date Constructed/Age, and Source:  
//Prehistoric /X/Historic //Both  
3/6/1892 F rem 1920s  
Edwards Transcript of Records  
owner Morris Scharman, arch. Charles Mau

\*P7. Owner and Address:  
WILLIAMS LELMA L  
496 7TH ST  
OAKLAND CA 94607

\*P8. Recorded by (name, affiliation, address):  
Oakland Cultural Heritage  
Survey, 1 City Hall Plaza,  
Oakland 94612 (510-238-3941)

\*P9. Date Recorded: 09/30/96

\*P10. Type of Survey: //Intensive  
/X/Reconnaissance //Other

\*P11. Report Citation: OCHS Completion Report, CLG Project #06-95-10104, 9/30/96 (Citywide)

\*Attachments: /X/None //Location Map //Sketch Map //Continuation Sheet //Building, Structure, and Object Record //Other

More:  $AaBb$

PR1 only  
1892  
Edward  
347-25

ADDRESS: 2863-69 Broadway / 301 29th St Edward  
Estimated Year 1890s (If pre-1905, to OHR) PS map/Rating Bx 2+ 34A alt  
Existing OCHS file? (WO, CD, AP, URM, NCR, Bldgs outside Survey, Neighborhoods?) \_\_\_\_\_  
Green # Map (from binder or PS) 34 Green # Permit 617 1700

Building Permit #	Edwards	Date	8/6/1892
Owner	Morris Scharman	Address	
Builder	Ingerson + Gore	Address	
Architect	Chas. May	Address	

Description 2c bldg

Location Below SW Prospect Cost 6500 Date Finaled           

Blueprints/Plans Available? Yes ☒ No ☐ + S Orchard 150 E/ Webster?

ADDRESS FICHE: Original Permit on Address Fiche \_\_\_\_\_ or Tray 7 \_\_\_\_\_

Alterations:

Alterations:

1902 BB vol 9 - Martide Salmon. Nov 5 N 275' black (1941-47)  
#B27857 Hq 490, A. I. Masone End opening in wall #140  
1951 Hapt & Dredge  
1954 Red pit in FL  
1964 Code violation - some small

## NO PERMIT?

Sanborns: 1903? 1889?

Edwards?

no fee for 201 29th St, of permit for

## CITY DIRECTORIES

Year	Name	Listing
------	------	---------

[illegible]

1936 Reverse Directory: 2863: Broadway Buffet, 2865: Pendell, Refre B.  
2869: General Finance Corp + Rodman Duplicate for

1967 Reverse Directory: Fore. Int. Travel, Foreign Club, etc.  
1867: Pers. & Soc. Sec. & Prof.

Architect File:

WPA Cards:

Customer Name: \_\_\_\_\_ Phone: \_\_\_\_\_ Date: \_\_\_\_\_

Oakland Cultural Heritage Survey  
RESEARCH FORM FOR BUILDINGS

AaBb

PR1 only

1892

Edwards

34A 200

ADDRESS: 2863-69 Broadway / 301 29th StEstimated Year 1890s (If pre-1905, to OHR) PS map/Rating B\* 2+

Existing OCHS file? (WO, CD, AP, URM, NCR, Bldgs outside Survey, Neighborhoods?)

Green # Map (from binder or PS) 34 Green # Permit 617 1900

## ORIGINAL BUILDING PERMIT

Building Permit # EdwardsDate 8/6/1892Owner Morris Scharman

Address

Builder Ingerson + Gore

Address

Architect Chas Mau

Address

Description 2s bldgLocation Bdwy SW ProspectCost 6500

Date Finaled

Blueprints/Plans Available? Yes \_\_\_\_\_ No \_\_\_\_\_ + S Orchard 150 E/ Webster?ADDRESS FICHE: Original Permit on Address Fiche \_\_\_\_\_ or Tray 7 \_\_\_\_\_

## Alterations:

1902 BB vol 9 - Mattida Scharman owns N 275' block (1941-47 Bdwy)  
 1947 D. John Scharman (owner building) 450  
 #B27857 8/10/49 o. A.J. Maselli 800 opening in wall and  
 1951 4 apt + 1000 sq ft  
 1952 200 sq ft in 12  
 1964 300 sq ft addition (owner Scharman)

## NO PERMIT?

Sanborns: 1903? 1889?

Edwards?

no fiche for 301 29th St, of permit for

## CITY DIRECTORIES

Year Name

Listing

1894-95	Scharman, Morris (Cape)	manuf + dealer in cigars, tobaced + smokers articles; 1073 Bdwy r. 572 15th



1936 Reverse Directory: 2863: Broadway Buffet, 2865: Pender II, Ref & B.  
 2869: General Finance Corp + Rodman Duplication

1967 Reverse Directory: Pender II, Ref & B.  
 2869: Pender II, Ref & B.

Architect File:

WPA Cards:



**Address:** 2863-69 Broadway

**APN:** 009 0686 001 01

**Construction Date:** 1892 (remodeled 1920s) (F)

**Historic Name:** Lady Lelma's – Scharman building

**OCHS Rating:** B\*2+, of major importance, contributor to a district, DHP

**2009 ESA Reconnaissance Survey Finding:** same

**Existing surveys:** OCHS, 1996 Citywide Survey

**Description:**

2863-69 Broadway is a Queen Anne commercial building measuring two stories tall on a corner lot. The building, one of the oldest in the plan area, sits on a slightly trapezoidal plan and has a pent roof on both street sides. There is a slender round corner tower with a witch's cap roof, and multiple angled bays on the second story. The wood frame structure has a composition shingle roof, and the ground floor has plate glass storefronts and pressed brick pilasters.

**Evaluation:**

**2009 ESA Reconnaissance Survey Finding:** integrity unchanged - retain B\*2+ rating

In ESA's professional opinion 2863-69 Broadway is considered an historical resource for CEQA purposes.

(F): Factual; (E): Estimated

City of Oakland (OCHS) ratings: Individual property: A, highest importance; B, major importance; C, secondary importance; D, minor importance; E, of no particular interest; \* or F, too recent to rate. District status: 1, in an Area of Primary Importance; 2, in an Area of Secondary Importance; 3, not in a district; + contributor to district's significance, - noncontributory, \* potential contributor e.g. if restored.



State of California - The Resources Agency  
DEPARTMENT OF PARKS AND RECREATION  
PRIMARY RECORD

Primary # \_\_\_\_\_  
HRI # \_\_\_\_\_  
Trinomial \_\_\_\_\_  
NRHP Status Code: 7

Page P1 of 1

Other Listings OCHS C2+

Review Code \_\_\_\_\_ Reviewer \_\_\_\_\_ Date \_\_\_\_\_

- \*P1. a. Resource Identifier (assign a name or number): Serial No. 1134  
b. Other Identifier: Hannaberg (A.)-Pacheco (Louis A.) garage

\*P2. Location:

a. County Alameda

\*b. Address 2915-19 BROADWAY

City Oakland, CA

Zip 94611

\*c. UTM: USGS 7.5' Quad Oakland West Date 1980; Zone: mE / mN

\*d. Other Locational Data (e.g. parcel #, legal description, additional UTM's, etc.)

Parcel no.: 009 0701 007 00

- \*P3. a. Description (Describe resource and its major elements. Include design, materials, condition, alterations, size, setting, etc.):

2915-19 BROADWAY is a Beaux Arts derivative automobile showroom in the Upper Broadway Auto Row district. It is high one story, trapezoidal plan, on an interior lot. It has a stepped parapet, truss roof, and pilaster and bay composition. Exterior walls are pressed brick and common brick. Roof is composition. Foundation is concrete. Structure is brick bearing wall. Sanborn maps describe it as brick with wood posts. The building has three-dimensional brickwork and plate glass. Present use is automobile dealership, European Motors Ltd.. Surroundings are densely built up, commercial.

Visible alterations include new doors and windows, transom covered, signs, painted brick. The building is in excellent condition; its integrity is good.

b. Resource attributes: HP06--automobile showroom

- \*P4. Resources present: /X/Building / /Structure / /Object / /Site / /District /X/Element of District (ASI) / /Other

\*P5. a. Photograph or Drawing

P5. b. Photo number: 601-2  
Photo date: 09/30/91



- \*P6. Date Constructed/Age, and Source:  
/ /Prehistoric /X/Historic / /Both  
1914 F  
building permit

\*P7. Owner and Address:  
BARSOTTI JULES M c/o EUROPEAN  
MOTORS LTD  
2915 BROADWAY  
OAKLAND CA 94611

\*P8. Recorded by (name, affiliation, address):  
Oakland Cultural Heritage  
Survey, 1 City Hall Plaza,  
Oakland 94612 (510-238-3941)

\*P9. Date Recorded: 09/30/94

\*P10. Type of Survey: / /Intensive  
/X/Reconnaissance / /Other

- \*P11. Report Citation: OCHS Completion Report, CLG Project #06-93-80101, 9/30/94 (URM Citywide)

\*Attachments: /X/None / /Location Map / /Sketch Map / /Continuation Sheet / /Building, Structure, and Object Record / /Other

\*Resource Name or #: Serial No. 1134  
2915-19 BROADWAY Oakland CA 94611

- B1. Historic Name: Hannaberg (A.)-Pacheco (Louis A.) garage  
B2. Common Name: European Motors Ltd.  
B3. Original Use: Commerce/specialty  
B4. Present Use: Commerce/specialty store  
\*B5. Architectural Style: Beaux Arts derivative  
\*B6. Construction History: built 1914  
new doors and windows, transom covered, signs, painted brick  
\*B7. Moved? ☒ No / ☐ Yes / ☐ Unknown Date: \_\_\_\_\_ Original Location: \_\_\_\_\_  
\*B8. Related Features:

B9a. Architect: not named on plans b. Builder: Hannaberg, A. (owner)

- \*B10. Significance: Theme: masonry buildings (auto related) Area: Oakland  
Period: 1850-1948 Property Type: automobile showroom N.R. Criteria: N/A  
(Discuss importance in terms of context as defined by theme, period, and geographic scope. Also address integrity.)

2915-19 BROADWAY, the Hannaberg (A.)-Pacheco (Louis A.) garage, is a very good example of a Beaux Arts derivative automobile showroom and service garage. It was built in 1914, architect not named on plans and builder A. Hannaberg (owner). It is dated by building permit 37040, and was originally valued at \$5,000. Plans are on file with the City of Oakland. Historically the building reflects motor transportation and the auto industry. The original owner and developer, about 1914, was August Hannaberg, unidentified. The property is also associated with Louis A. Pacheco c.1915, auto dealer, and a series of short term auto businesses, mostly used cars.

The Oakland Cultural Heritage Survey rates this property C2+ (C, secondary importance or superior example), particularly for its design quality and historical associations as a pre-1915 auto showroom. It is a contributor to the locally important Upper Broadway Auto Row district (Area of Secondary Importance: 2+). Its Survey rating makes it a historic property under Oakland's Historic Preservation Element. It does not appear eligible for the National Register, however, since there are more significant examples.

(see plans continuation page)

- B11. Resource Attributes: HP06--automobile showroom & service garage

- \*B12. References:  
Building and alteration permits, Sanborn maps, 1912-1935, 1951, 1970s; directories & phone books; city & county block books; name and subject indexes, Oakland History Room, OPL

(Sketch map, <sup>^</sup>N<sup>^</sup> north at top.)

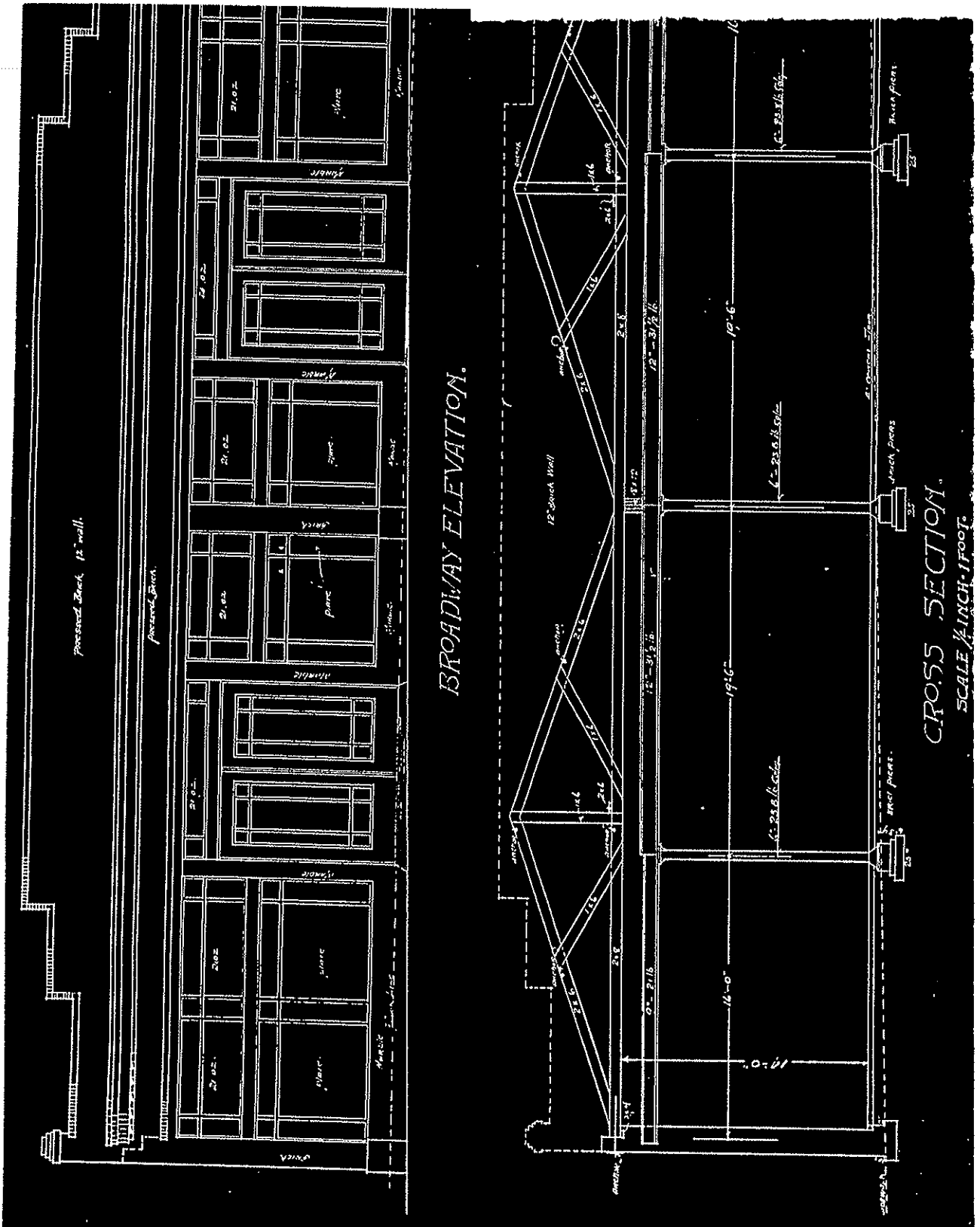
- B13. Remarks:  
Primary Record submitted 9/30/94.

- \*B14. Evaluator: Betty Marvin  
\*Date of Evaluation: 02/24/94  
Date Recorded: 09/30/95  
(This space reserved for official comments.)



\*Recorded by Oakland Cultural Heritage Survey \*Date 09/30/95 /X/ Continuation / / Update

Permit #37040, 11/09/14 Plans and specs on file with City of Oakland (excerpt)  
1s brick garage for A. Hannaberg, W Broadway 66 N 29th St., not named on plans arch.





**Address:** 2943 Broadway

**APN:** 009 070100401

**Construction Date:** 1952 (F)

**Historic Name:** Hollidge Hydramatic Service

**OCHS Rating:** \*2-, too recent to rate

**2009 ESA Reconnaissance Survey Finding:** E2-

**Existing surveys:** OCHS, 1986 Preliminary Survey

**Description:**

2943 Broadway is a single story commercial building with a flat roof, large vehicle door, and hollow clay tile exterior walls.

**Evaluation:**

**2009 ESA Reconnaissance Survey Finding:** From visual inspection by ESA in March 2009, the property appears to possess a E2- rated building due to its lack of distinctive characteristics and its modern appearance which implies recent modifications to the original structure.

In ESA's professional opinion 2943 Broadway is not considered an historical resource for CEQA purposes.

(F): Factual; (E): Estimated

City of Oakland (OCHS) ratings: Individual property: A, highest importance; B, major importance; C, secondary importance; D, minor importance; E, of no particular interest; \* or F, too recent to rate. District status: 1, in an Area of Primary Importance; 2, in an Area of Secondary Importance; 3, not in a district; + contributor to district's significance, - noncontributory, \* potential contributor e.g. if restored.

State of California - The Resources Agency  
DEPARTMENT OF PARKS AND RECREATION  
PRIMARY RECORD

Primary # \_\_\_\_\_  
HRI # \_\_\_\_\_  
Trinomial \_\_\_\_\_  
NRHP Status Code: 7

Page P1 of 1

Other Listings OCHS B+2+  
Review Code \_\_\_\_\_ Reviewer \_\_\_\_\_ Date \_\_\_\_\_

\*P1. a. Resource Identifier (assign a name or number): Serial No. 1144  
b. Other Identifier: Firestone Tire & Rubber service station

\*P2. Location:

a. County Alameda

\*b. Address 2946-64 BROADWAY/SE COR 30TH ST  
City Oakland, CA

Zip 94611

\*c. UTM: USGS 7.5' Quad Oakland West Date 1980; Zone: mE / mN

\*d. Other Locational Data (e.g. parcel #, legal description, additional UTMs, etc.)  
Parcel no.: 009 0702 002 00

\*P3. a. Description (Describe resource and its major elements. Include design, materials, condition, alterations, size, setting, etc.):

2946-64 BROADWAY is an Art Deco service garage in the Upper Broadway Auto Row district. It is high one story and mezzanine, trapezoidal plan, on a corner lot. It has a truss roof, decorated parapet, rounded corner, and recessed entry. Exterior walls are cast concrete and terra cotta on the street fronts: fluted terra cotta pilasters and an elaborate cast concrete leaf-patterned parapet with crests marked "F" (Firestone) over each bay. Roof is composition. Foundation is concrete. Structure is concrete frame with URM infill. Sanborn maps describe it as brick with concrete fireproof basement. The building has metal sash in most bays, and a single deep recessed bay facing Broadway, with wood garage doors along its inside wall (called "concourse" on plans). Present use is commercial repair garage, Oakland Nissan. Surroundings are densely built up, commercial. Visible alterations include some windows changed on corner showroom, fixtures (pumps etc.) removed from concourse. The building is in excellent condition; its integrity is excellent.

b. Resource attributes: HP06--service garage

\*P4. Resources present: /X/Building //Structure //Object //Site //District /X/Element of District (ASI) //Other

\*P5. a. Photograph or Drawing

P5. b. Photo number: 602-35  
Photo date: 10/18/91



\*P6. Date Constructed/Age, and Source:  
//Prehistoric /X/Historic //Both  
1930 F rem 1951  
building permit

\*P7. Owner and Address:  
HAGSTROM PROPERTIES  
PO BOX 1488  
ORINDA CA 94563

\*P8. Recorded by (name, affiliation, address):  
Oakland Cultural Heritage  
Survey, 1 City Hall Plaza,  
Oakland 94612 (510-238-3941)

\*P9. Date Recorded: 09/30/94

\*P10. Type of Survey: //Intensive  
/X/Reconnaissance //Other

\*P11. Report Citation: OCHS Completion Report, CLG Project #06-93-80101, 9/30/94 (URM Citywide)

\*Attachments: /X/None //Location Map //Sketch Map //Continuation Sheet //Building, Structure, and Object Record //Other



\*Resource Name or #: Serial No. 1144  
2946-64 BROADWAY/SE COR 30TH ST Oakland CA 94611

- B1. Historic Name: Firestone Tire & Rubber service station  
B2. Common Name: Oakland Nissan  
B3. Original Use: Commerce/auto service  
B4. Present Use: Commerce/auto service  
\*B5. Architectural Style: Art Deco  
\*B6. Construction History: built 1930, remodeled 1951etc  
some windows changed, fixtures removed  
\*B7. Moved? /X/No / /Yes / /Unknown Date: Original Location:  
\*B8. Related Features:  
B9a. Architect: McCall, Charles W. b. Builder: Paige, Harold L.  
N. Clark & Son (terra cotta)  
\*B10. Significance: Theme: masonry buildings (auto related) Area: Oakland  
Period: 1850-1948 Property Type: service garage N.R. Criteria: N/A  
(Discuss importance in terms of context as defined by theme, period, and geographic scope. Also address integrity.)

2946-64 BROADWAY, the Firestone Tire & Rubber service station, is a very good example of an Art Deco service garage. It was built in 1930, architect Charles W. McCall and builder Harold L. Paige. Terra cotta was by N. Clark & Son of Alameda (job #1766). It is dated by permit A42182, valued at \$59,650. Plans are on file with the City of Oakland, showing a round glass-enclosed corner office, and a pump island in the front recess. It was remodeled in 1951 (remodel storefronts, \$16,947) and other times. Historically the building reflects motor transportation and the auto industry, and national businesses and industries in Oakland. The original owner and commercial occupant, 1930s, was Firestone Tire & Rubber. Architect Charles McCall (b.1878) was trained in England and practiced in Oakland from 1901 into the 1940s. He specialized in medium to large commercial buildings; his unique contribution to Oakland is the Wholesale Produce Market.

The Oakland Cultural Heritage Survey rates this property B-2+ (B, major importance, landmark quality), particularly for its design quality and type/style and designer. It is a primary contributor to the locally important Upper Broadway Auto Row district (Area of Secondary Importance: 2+). Its Survey rating makes it a historic property under Oakland's Preservation Element. It does not appear eligible for the National Register, however, since there are more significant examples.

(see plans continuation page)

- B11. Resource Attributes: HP06--service garage  
\*B12. References:  
Building and alteration permits, Sanborn maps, 1912-1935, 1951, 1970s; directories & phone books; city & county block books; name and subject indexes, Oakland History Room, OPL

- B13. Remarks:  
Primary Record submitted 9/30/94.

- \*B14. Evaluator: Betty Marvin  
\*Date of Evaluation: 03/28/94  
Date Recorded: 09/30/95

(This space reserved for official comments.)

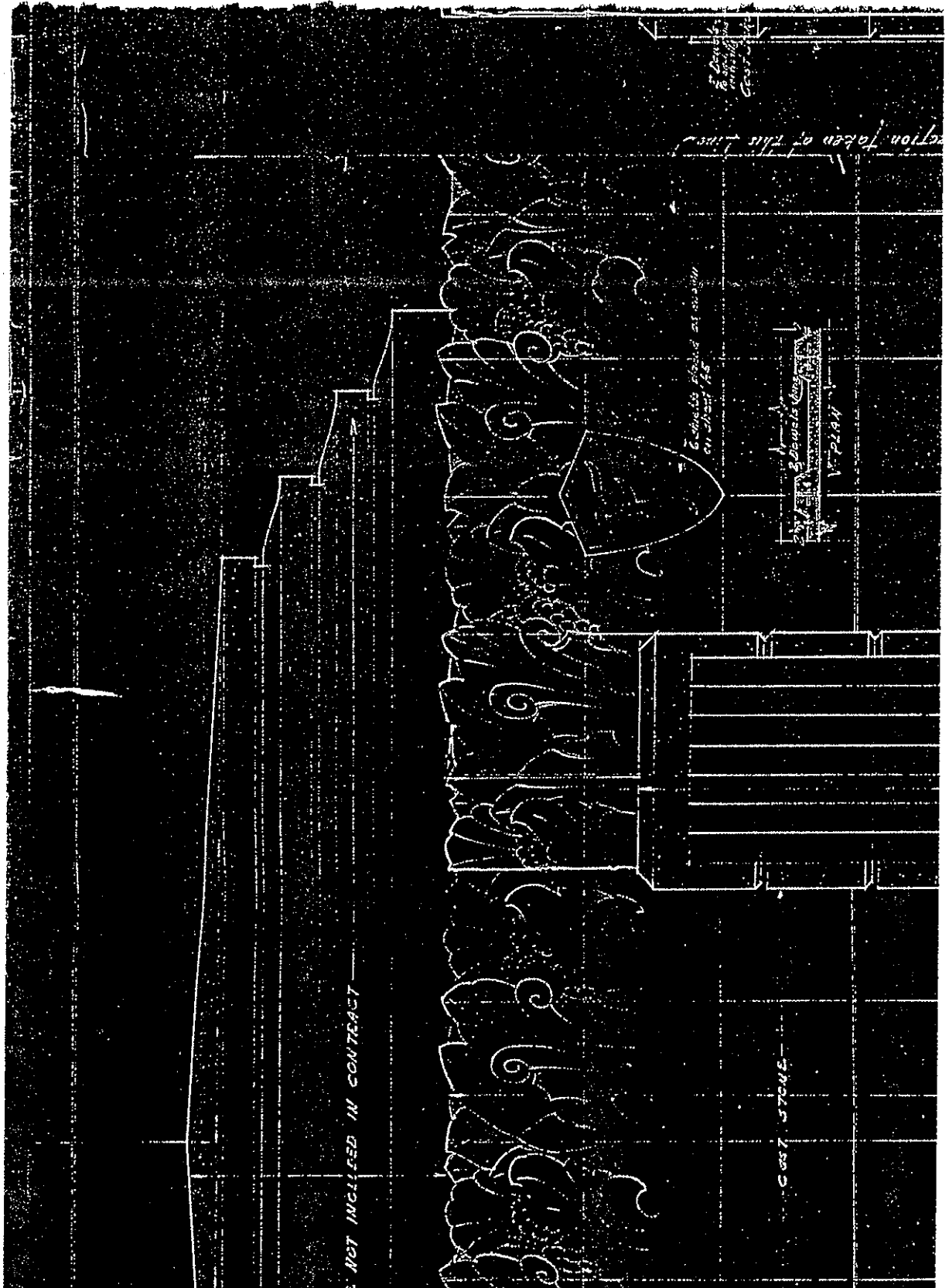
(Sketch map, ^N^ north at top.)



\*Resource Name or #: Ser. No. 1144-Firestone Tire & Rubber service station  
2946-64 BROADWAY/SE COR 30TH ST Oakland CA 94611

\*Recorded by Oakland Cultural Heritage Survey \*Date 09/30/95 /X/ Continuation / / Update

Permit #A42182, 02/11/30 Plans and specs on file with City of Oakland (excerpt)  
1s conc/tile serv station for Firestone Tire&Rubber Co., SE COR 30th C.W. McCall arch.



State of California - The Resources Agency  
DEPARTMENT OF PARKS AND RECREATION  
PRIMARY RECORD

Primary # \_\_\_\_\_  
HRI # \_\_\_\_\_  
Trinomial \_\_\_\_\_  
NRHP Status Code: 7

Page P1 of 1

Other Listings OCHS C2+

Review Code \_\_\_\_\_ Reviewer \_\_\_\_\_ Date \_\_\_\_\_

\*P1. a. Resource Identifier (assign a name or number): Serial No. 1150

b. Other Identifier: Owen-Forman-Webb Motor Co. garage

\*P2. Location:

a. County Alameda

\*b. Address 3000 BROADWAY/NE COR 30TH ST

City Oakland, CA

Zip 94611

\*c. UTM: USGS 7.5' Quad Oakland West Date 1980; Zone:

mE / mN

\*d. Other Locational Data (e.g. parcel #, legal description, additional UTM's, etc.)

Parcel no.: 009 0704 012 00

\*P3. a. Description (Describe resource and its major elements. Include design, materials, condition, alterations, size, setting, etc.):

3000 BROADWAY is an Arts and Crafts automobile showroom in the Upper Broadway Auto Row district. It is one story and mezzanine, trapezoidal plan, on a corner lot. It has a decorated parapet, pilaster and bay composition and tall transoms. Exterior walls are stucco over hollow clay tile. Roof is composition. Foundation is concrete. Structure is masonry bearing wall. Sanborn maps describe it as hollow terra cotta tile with wood posts. The building has tapered concrete piers with square capitals. The parapet has elaborate white glazed terra cotta coping and a panelled frieze with diamond shaped tile ornament. Present use is automobile dealership, Oakland Nissan. Supportive elements include similar neighbor. Surroundings are densely built up, commercial.

Visible alterations include ornament removed, transom covered, new windows. The building is in good condition; its integrity is good.

b. Resource attributes: HP06--automobile showroom

\*P4. Resources present: /X/Building //Structure //Object //Site //District /X/Element of District (ASI) //Other

\*P5. a. Photograph or Drawing

P5. b. Photo number: 602-34

Photo date: 10/18/91

\*P6. Date Constructed/Age, and Source:

//Prehistoric /X/Historic //Both

1917 F

building permit

\*P7. Owner and Address:

BIRGE ANN C TR & CHAMBERLAIN

OWEN TR & RATCHYE H W

1 GREENWOOD CM

BERKELEY CA 94708

\*P8. Recorded by (name, affiliation, address):

Oakland Cultural Heritage

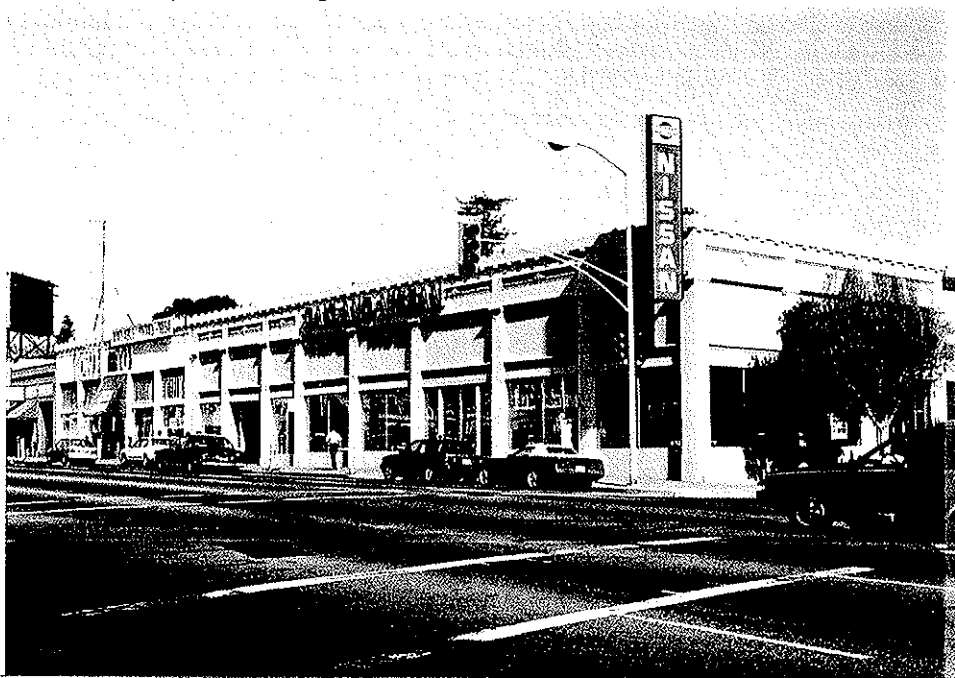
Survey, 1 City Hall Plaza,

Oakland 94612 (510-238-3941)

\*P9. Date Recorded: 09/30/94

\*P10. Type of Survey: //Intensive

/X/Reconnaissance //Other



\*P11. Report Citation: OCHS Completion Report, CLG Project #06-93-80101, 9/30/94 (URM Citywide)

\*Attachments: //None //Location Map //Sketch Map /X/Continuation Sheet //Building, Structure, and Object Record //Other

State of California - The Resources Agency  
DEPARTMENT OF PARKS AND RECREATION  
BUILDING, STRUCTURE, AND OBJECT RECORD

Page B1 of 2

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

\*NRHP Status Code: 5B  
Local/Other Rating: C2+

\*Resource Name or #: Serial No. 1150  
3000 BROADWAY/NE COR 30TH ST Oakland CA 94611

- B1. Historic Name: Gilpin-Owen-Webb Motor Co. garage  
B2. Common Name: Oakland Nissan  
B3. Original Use: Commerce/specialty  
B4. Present Use: Commerce/specialty store  
\*B5. Architectural Style: Arts and Crafts  
\*B6. Construction History: built 1917  
ornament removed, transom covered, new windows  
\*B7. Moved? ☒ No / ☐ Yes / ☐ Unknown Date: \_\_\_\_\_ Original Location: \_\_\_\_\_  
\*B8. Related Features: \_\_\_\_\_

B9a. Architect: Smith, A.W.

b. Builder: Schnebly & Hostrawser

- \*B10. Significance: Theme: masonry buildings (auto related) Area: Oakland  
Period: 1850-1948 Property Type: automobile showroom N.R. Criteria: N/A  
(Discuss importance in terms of context as defined by theme, period, and geographic scope. Also address integrity.)

3000 BROADWAY, the Gilpin-Owen-Webb Motor Co. garage, is a very good example of an Arts and Crafts automobile showroom. It was built in 1917, architect A.W. Smith and builder Schnebly & Hostrawser. It is dated by building permit 45610, and was originally valued at \$18,000. Plans are on file with the City of Oakland. Historically the building reflects motor transportation and the auto industry, and speculative development. The original owner and developer, about 1917, was Hattie Owen, residing nearby on Webster with Gilpin. The property is also associated with Mary B. Gilpin, owner and developer c.1917, widow, relative in electrical business, and a succession of auto dealerships, commercial occupant c.1921-43. Oakland architect A.W. Smith (1864-1933) attended Oakland High School, began work as a carpenter, and designed hundreds of highly individual buildings in a 40-year career, most notably mannered and exuberant Craftsman and Shingle houses and decorative brick commercial buildings.

The Oakland Cultural Heritage Survey rates this property C2+ (C, secondary importance or superior example), particularly for its design quality and type/style and architect. It is a contributor to the locally important Upper Broadway Auto Row district (Area of Secondary Importance: 2+). Its Survey rating makes it a historic property under Oakland's Preservation Element. It does not appear eligible for the National Register, however, since there are more significant examples.

(see plans continuation page)

B11. Resource Attributes: HP06--automobile showroom

\*B12. References:

Building and alteration permits, Sanborn maps, 1912-1935, 1951, 1970s; directories & phone books; city & county block books; name and subject indexes, Oakland History Room, OPL

B13. Remarks:

Primary Record submitted 9/30/94.

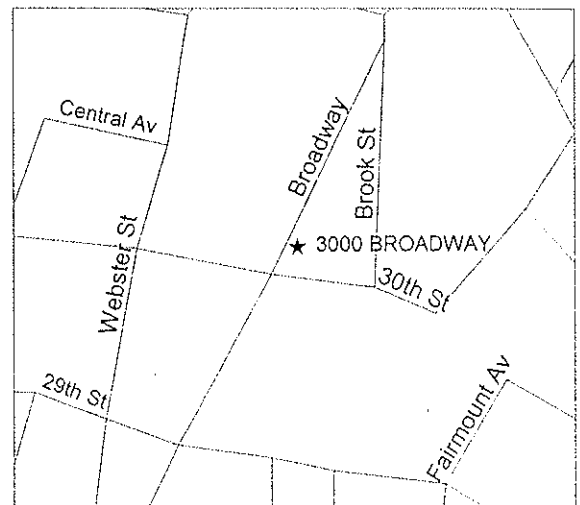
\*B14. Evaluator: Betty Marvin

\*Date of Evaluation: 02/25/94

Date Recorded: 09/30/95

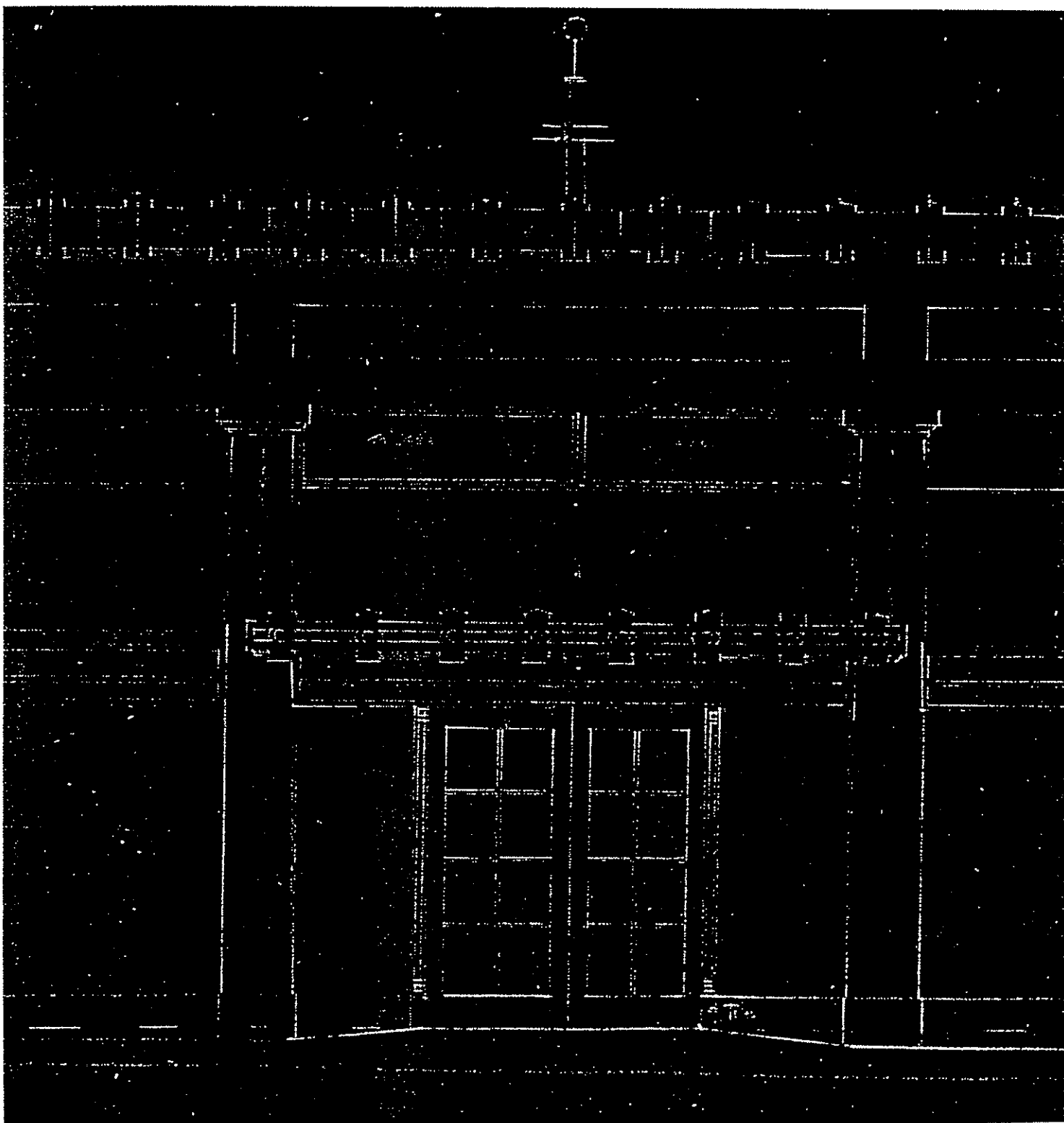
(This space reserved for official comments.)

(Sketch map, <sup>^</sup>N<sup>^</sup> north at top.)



\*Recorded by Oakland Cultural Heritage Survey \*Date 09/30/95 /X/ Continuation / / Update

Permit #45610, 05/07/17 Plans and specs on file with City of Oakland (excerpt)  
Is concrete garage for Mary & Owen, Hattie Gilpin, NE cor Orchard & Bway, A.W. Smith arch.







**Address:** 3001-3077 Broadway

**APN:** 009 070500400

**Construction Date:** 1946 (F)

**Historic Name:** n/a

**OCHS Rating:** D2+, of minor importance, contributor to a district, PDHP;

**2009 ESA Reconnaissance Survey Finding:** same

**Existing surveys:** OCHS, 1986 Preliminary Survey

**Description:**

3001-3077 Broadway is a single story commercial building with a flat roof and awnings extending over the roof. The exterior walls are wood siding with metal sash windows.

**Evaluation:**

**2009 ESA Reconnaissance Survey Finding:** appearance unchanged - retain D2+ rating

In ESA's professional opinion 3001-3077 Broadway is not considered an historical resource for CEQA purposes.

(F): Factual; (E): Estimated

City of Oakland (OCHS) ratings: Individual property: A, highest importance; B, major importance; C, secondary importance; D, minor importance; E, of no particular interest; \* or F, too recent to rate. District status: 1, in an Area of Primary Importance; 2, in an Area of Secondary Importance; 3, not in a district; + contributor to district's significance, - noncontributory, \* potential contributor e.g. if restored.

State of California - The Resources Agency  
DEPARTMENT OF PARKS AND RECREATION  
PRIMARY RECORD

Primary # \_\_\_\_\_  
HRI # \_\_\_\_\_  
Trinomial \_\_\_\_\_  
NRHP Status Code: 7

Page P1 of 1

Other Listings OCHS C2+

Review Code \_\_\_\_\_ Reviewer \_\_\_\_\_ Date \_\_\_\_\_

- \*P1. a. Resource Identifier (assign a name or number): Serial No. 1156  
b. Other Identifier: Burrows-Hebrank Hunter & Peacock garage

\*P2. Location:

a. County Alameda

\*b. Address 3012-20 BROADWAY/250 30TH/BROOK  
City Oakland, CA

Zip 94611

\*c. UTM: USGS 7.5' Quad Oakland West Date 1980; Zone: mE / mN

\*d. Other Locational Data (e.g. parcel #, legal description, additional UTM's, etc.)

Parcel no.: 009 0704 011 01

- \*P3. a. Description (Describe resource and its major elements. Include design, materials, condition, alterations, size, setting, etc.):

3012-20 BROADWAY is a Beaux Arts derivative automobile showroom and early 20th century utilitarian service garage in the Upper Broadway Auto Row district. It is high one story, irregular plan, on a double-ended lot. It has a decorated parapet, pilaster and bay composition, and storefront with vehicle door. Exterior walls are brick and stucco. Roof is composition. Foundation is concrete. Structure is brick bearing wall. Sanborn maps describe it as brick with wood posts. The building has plate glass and a high transom with ornamental sash. Present use is automobile dealership, formerly Downtown Toyota, now vacant. Supportive elements include similar neighbor. Surroundings are densely built up, commercial.

Visible alterations include stucco, some windows changed. The building is in good condition; its integrity is good.

b. Resource attributes: HP06--automobile showroom

- \*P4. Resources present: /X/Building //Structure //Object //Site //District /X/Element of District (ASI) //Other

\*P5. a. Photograph or Drawing

P5. b. Photo number: 649-28  
Photo date: 04/04/93

- \*P6. Date Constructed/Age, and Source:  
//Prehistoric /X/Historic //Both  
1915 F add 1917  
building permit

- \*P7. Owner and Address:  
BURROWS ROBERT H & RUTH A TRS  
219 RAMONA AV  
PIEDMONT CA 94611

- \*P8. Recorded by (name, affiliation, address):  
Oakland Cultural Heritage  
Survey, 1 City Hall Plaza,  
Oakland 94612 (510-238-3941)

- \*P9. Date Recorded: 09/30/94

- \*P10. Type of Survey: //Intensive  
/X/Reconnaissance //Other



- \*P11. Report Citation: OCHS Completion Report, CLG Project #06-93-80101, 9/30/94 (URM Citywide)

- \*Attachments: /X/None //Location Map //Sketch Map //Continuation Sheet //Building, Structure, and Object Record //Other

State of California - The Resources Agency  
DEPARTMENT OF PARKS AND RECREATION  
BUILDING, STRUCTURE, AND OBJECT RECORD

Page B1 of 2

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

HRI # \_\_\_\_\_

\*NRHP Status Code: 5B

Local/Other Rating: C2+

\*Resource Name or #: Serial No. 1156  
3012-20 BROADWAY/250 30TH/BROOK Oakland CA 94611

B1. Historic Name: Burrows-Hebrank Hunter & Peacock garage

B2. Common Name: Downtown Toyota

B3. Original Use: Commerce/specialty

B4. Present Use: Commerce/specialty store

\*B5. Architectural Style: Beaux Arts derivative and early 20th century utilitarian

\*B6. Construction History: built 1915, addition 1917  
stucco, some windows changed

\*B7. Moved? /X/No / /Yes / /Unknown Date: \_\_\_\_\_

Original Location: \_\_\_\_\_

\*B8. Related Features: \_\_\_\_\_

B9a. Architect: Voorhees, Fred D.

Richardson & Burrell('17)

b. Builder: Schnebly & Hostrawser

& Pedgrift

\*B10. Significance: Theme: masonry buildings (auto related)

Area: Oakland

Period: 1850-1948 Property Type: automobile showroom

N.R. Criteria: N/A

(Discuss importance in terms of context as defined by theme, period, and geographic scope. Also address integrity.)

3012-20 BROADWAY, the Burrows-Hebrank Hunter & Peacock garage, is a very good example of a Beaux Arts derivative automobile showroom, and early 20th century utilitarian service garage. It was built in 1915, architect Fred D. Voorhees and builder Schnebly & Hostrawser. It is dated by building permit 37925, and was originally valued at \$10,000. Plans are on file with the City of Oakland. An addition was made in 1917, matching 3000 Broadway next door. Historically the building reflects motor transportation and the auto industry. The original owner and developer, about 1915 & 17, was M.H. & G.W. Burrows, unidentified. The property is also associated with Hebrank Hunter & Peacock, c.1921, and Forman Motor Co. c.1935-40s, and Collier Motors (Hudson) c.1935-40s, all garages and dealerships. Architect Fred D. Voorhees, trained as an engineer at Mare Island, was active in Oakland in the 1890s-1920s, and designed many of the city's early business blocks, schools, and shingle and Mission revival houses.

The Oakland Cultural Heritage Survey rates this property C2+ (C, secondary importance or superior example), particularly for its design quality. It is a contributor to the locally important Upper Broadway Auto Row district (Area of Secondary Importance: 2+). Its Survey rating makes it a historic property under Oakland's Preservation Element. It does not appear eligible for the National Register, however, since there are more significant examples.

(see plans continuation page)

B11. Resource Attributes: HP06--automobile showroom & service garage

\*B12. References:

Building and alteration permits, Sanborn maps, 1912-1935, 1951, 1970s; directories & phone books; city & county block books; name and subject indexes, Oakland History Room, OPL

(Sketch map, <sup>^</sup>N<sup>^</sup> north at top.)

B13. Remarks:

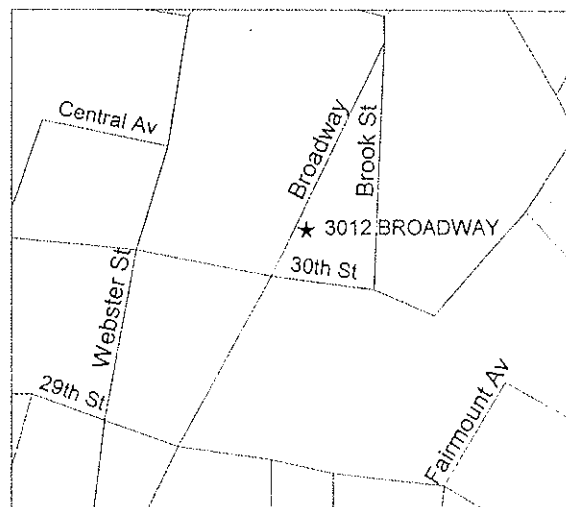
Primary Record submitted 9/30/94.

\*B14. Evaluator: Betty Marvin

\*Date of Evaluation: 03/03/94

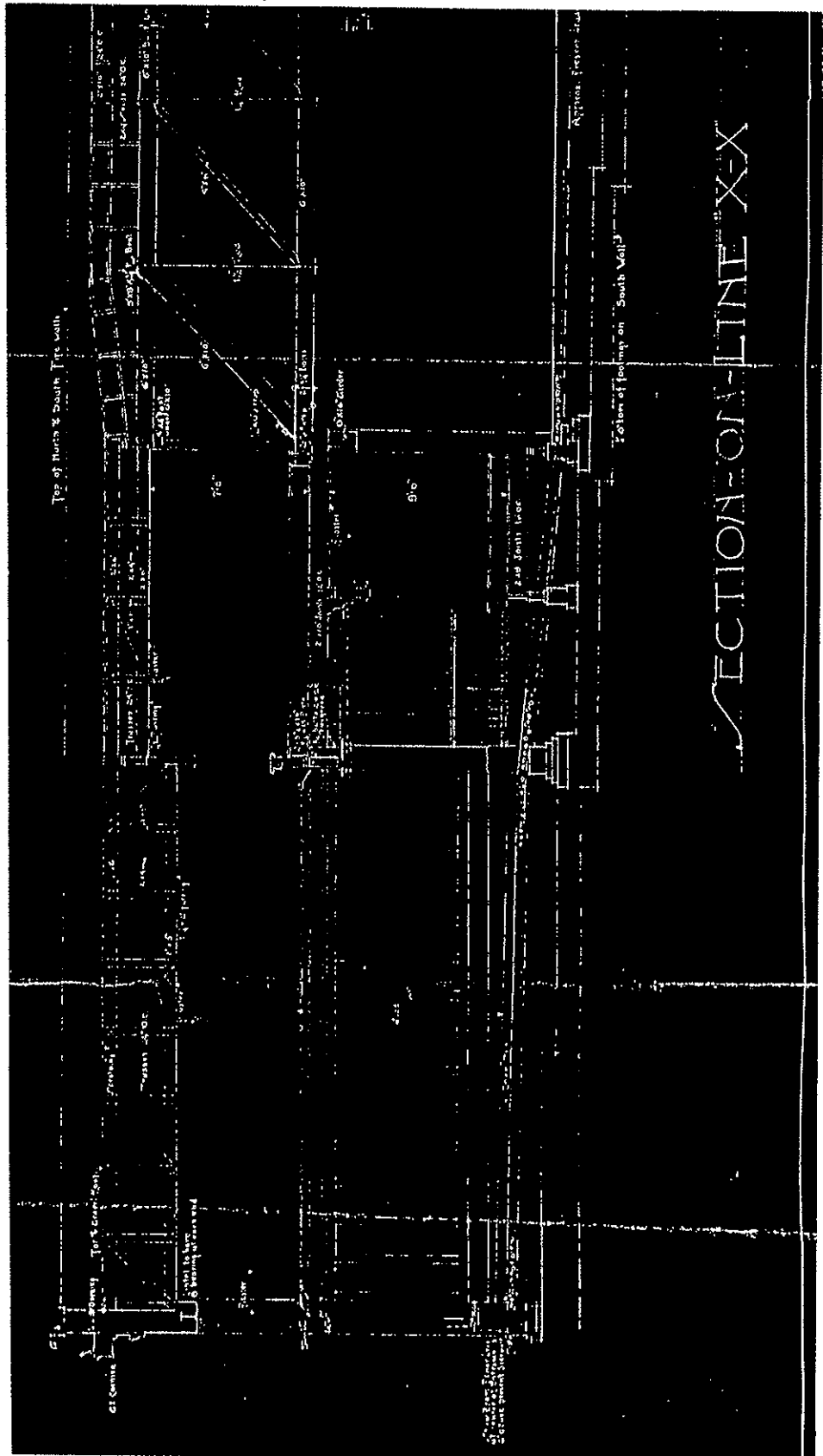
Date Recorded: 09/30/95

(This space reserved for official comments.)



\*Recorded by Oakland Cultural Heritage Survey \*Date 09/30/95 /X/ Continuation / / Update

Permit #37925, 03/08/15 Plans and specs on file with City of Oakland (excerpt)  
Is br garage for M.A.H. Burrows, E Broadway 122 N Orchard, Fred D. Voorhees arch.



State of California - The Resources Agency  
DEPARTMENT OF PARKS AND RECREATION  
PRIMARY RECORD

Primary # \_\_\_\_\_  
HRI # \_\_\_\_\_  
Trinomial \_\_\_\_\_  
NRHP Status Code: 7

Page P1 of 1

Other Listings OCHS D2+  
Review Code \_\_\_\_\_ Reviewer \_\_\_\_\_ Date \_\_\_\_\_

- \*P1. a. Resource Identifier (assign a name or number): Serial No. 1163  
b. Other Identifier: Lacazette-Thayer-Laugel Glass Co. shop

\*P2. Location:

a. County Alameda

\*b. Address 3022 BROADWAY/3011 BROOK ST  
City Oakland, CA

Zip 94611

\*c. UTM: USGS 7.5' Quad Oakland West Date 1980;

Zone:

mE /

mN

\*d. Other Locational Data (e.g. parcel #, legal description, additional UTM's, etc.)

Parcel no.: 009 0704 014 00

- \*P3. a. Description (Describe resource and its major elements. Include design, materials, condition, alterations, size, setting, etc.):

3022 BROADWAY is a 1920s decorative brick commercial building in the Upper Broadway Auto Row district. It is one story, trapezoidal plan, on a double-ended lot. It has a straight parapet, storefront, and vehicle door. Exterior walls are pressed brick and common brick. Roof is composition. Foundation is concrete. Structure is brick bearing wall. Sanborn maps describe it as brick. The building has three-dimensional brickwork and panelled frieze. Present use is commercial repair garage, Roger's Autoworks. Surroundings are densely built up, commercial.

Visible alterations include awnings, signs, storefront changed. The building is in good condition; its integrity is good.

b. Resource attributes: HP06--commercial building

- \*P4. Resources present: /X/Building //Structure //Object //Site //District /X/Element of District (ASI) //Other

\*P5. a. Photograph or Drawing



P5. b. Photo number: 602-33  
Photo date: 10/18/91

- \*P6. Date Constructed/Age, and Source:  
//Prehistoric /X/Historic //Both  
1922 F  
building permit

\*P7. Owner and Address:  
HAVANA LORRAINE M TR  
204 RAMONA AV  
EL CERRITO CA 94530

\*P8. Recorded by (name, affiliation, address):  
Oakland Cultural Heritage  
Survey, 1 City Hall Plaza,  
Oakland 94612 (510-238-3941)

\*P9. Date Recorded: 09/30/94

\*P10. Type of Survey: //Intensive  
/X/Reconnaissance //Other

- \*P11. Report Citation: OCHS Completion Report, CLG Project #06-93-80101, 9/30/94 (URM Citywide)

\*Attachments: /X/None //Location Map //Sketch Map //Continuation Sheet //Building, Structure, and Object Record //Other



State of California - The Resources Agency  
DEPARTMENT OF PARKS AND RECREATION  
BUILDING, STRUCTURE, AND OBJECT RECORD

Page B1 of 1

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

\*NRHP Status Code: 5D  
Local/Other Rating: D2+

\*Resource Name or #: Serial No. 1163  
3022 BROADWAY/3011 BROOK ST Oakland CA 94611

- B1. Historic Name: Lacazette-Thayer-Laugel Glass Co. shop  
B2. Common Name: Roger's Autoworks  
B3. Original Use: Commerce  
B4. Present Use: Commerce/auto service  
\*B5. Architectural Style: 1920s decorative brick  
\*B6. Construction History: built 1922  
awnings, signs, storefront changed  
\*B7. Moved? ☒ No / ☐ Yes / ☐ Unknown Date: \_\_\_\_\_ Original Location: \_\_\_\_\_  
\*B8. Related Features:

B9a. Architect: not named on permit b. Builder: McPherson, S.W.

- \*B10. Significance: Theme: masonry buildings (auto related) Area: Oakland  
Period: 1850-1948 Property Type: commercial building N.R. Criteria: N/A  
(Discuss importance in terms of context as defined by theme, period, and geographic scope. Also address integrity.)

3022 BROADWAY, the Lacazette-Thayer-Laugel Glass Co. shop, is a representative example of a 1920s decorative brick commercial building. It was built in 1922, architect not named on permit and builder S.W. McPherson. It is dated by building permit 67331, and was originally valued at \$6,200. Historically the building reflects motor transportation and the auto industry, and 1920s speculative development. It is part of a row of double-frontage auto-related buildings with one-story public fronts on Broadway and one or two-story utilitarian elevations on Brook Street. The original owner and developer, about 1922, was Eugene Lacazette, resided this site previously. The property is also associated with Otis Thayer, commercial occupant c.1930s, auto painting, and Charles Laugel, commercial occupant c.1940s, Laugel Glass Company.

The Oakland Cultural Heritage Survey rates this property D2+ (D, minor importance). It is a contributor to the locally important Upper Broadway Auto Row district (Area of Secondary Importance: 2+). Its district status makes it a historic property under Oakland's Historic Preservation Element. It does not appear eligible for the National Register, however, since there are more significant examples.

B11. Resource Attributes: HP06--commercial building

- \*B12. References:  
Building and alteration permits, Sanborn maps, 1912-1935, 1951, 1970s; directories & phone books; city & county block books; name and subject indexes, Oakland History Room, OPL

B13. Remarks:  
Primary Record submitted 9/30/94.

- \*B14. Evaluator: Betty Marvin  
\*Date of Evaluation: 02/24/94  
Date Recorded: 09/30/95

(This space reserved for official comments.)

(Sketch map, <sup>^</sup>N<sup>^</sup> north at top.)





**Address:** 3026 Broadway

**APN:** 009 070401500

**Construction Date:** 1963 (F)

**Historic Name:** n/a

**OCHS Rating:** F2-

**2009 ESA Reconnaissance Survey Finding:** E2-

**Existing surveys:** OCHS, 1986 Preliminary Survey

**Description:**

3026 Broadway is a single story commercial building with a flat roof and brick and stucco exterior walls. An awning extends over the first floor, covering metal sash plate glass windows.

**Evaluation:**

**2009 ESA Reconnaissance Survey Finding:** From visual inspection by ESA in March 2009, the property appears modified from when it was originally evaluated in 1986. It is the professional opinion of ESA that the building currently possesses a E2- rating due to its lack of distinctive characteristics and its modern appearance which implies recent modifications to the original structure.

In ESA's professional opinion 3026 Broadway is not considered an historical resource for CEQA purposes.

(F): Factual; (E): Estimated

City of Oakland (OCHS) ratings: Individual property: A, highest importance; B, major importance; C, secondary importance; D, minor importance; E, of no particular interest; \* or F, too recent to rate. District status: 1, in an Area of Primary Importance; 2, in an Area of Secondary Importance; 3, not in a district; + contributor to district's significance, - noncontributory, \* potential contributor e.g. if restored.

State of California - The Resources Agency  
DEPARTMENT OF PARKS AND RECREATION  
PRIMARY RECORD

Primary # \_\_\_\_\_  
HRI # \_\_\_\_\_  
Trinomial \_\_\_\_\_  
NRHP Status Code: 7

Page P1 of 1

Other Listings OCHS Dc2+

Review Code \_\_\_\_\_ Reviewer \_\_\_\_\_ Date \_\_\_\_\_

- \*P1. a. Resource Identifier (assign a name or number): Serial No. 1169  
b. Other Identifier: McDonellAuto Tops-Risdon Speedometer blg

\*P2. Location:

\*b. Address 3040 BROADWAY/3025 BROOK ST  
City Oakland, CA

a. County Alameda

Zip 94611

\*c. UTM: USGS 7.5' Quad Oakland West Date 1980; Zone: mE / mN

\*d. Other Locational Data (e.g. parcel #, legal description, additional UTM's, etc.)  
Parcel no.: 009 0704 007 00

- \*P3. a. Description (Describe resource and its major elements. Include design, materials, condition, alterations, size, setting, etc.):

3040 BROADWAY is a 1920s decorative brick service garage in the Upper Broadway Auto Row district. It is one story, rectangular plan, on an interior lot. It has a straight parapet, vehicle door, and storefront. Exterior walls are pressed brick and common brick. Roof is composition. Structure is brick bearing wall. Sanborn maps describe it as brick. The building has three-dimensional brickwork and transom. Present use is commercial repair garage, Central Allied Glass. Surroundings are densely built up, commercial.

Visible alterations include new doors and windows. The building is in good condition; its integrity is good.

b. Resource attributes: HP06--service garage

- \*P4. Resources present: /X/Building //Structure //Object //Site //District /X/Element of District (ASI) //Other

\*P5. a. Photograph or Drawing

P5. b. Photo number: 602-32  
Photo date: 10/18/91

- \*P6. Date Constructed/Age, and Source:  
//Prehistoric /X/Historic //Both  
1915 F  
building permit

\*P7. Owner and Address:  
UNION TRUST CO OF S F c/o  
WELLS FARGO AU #5108  
P O BOX 63700  
SAN FRANCISCO CA 94163

\*P8. Recorded by (name, affiliation, address):  
Oakland Cultural Heritage  
Survey, 1 City Hall Plaza,  
Oakland 94612 (510-238-3941)

\*P9. Date Recorded: 09/30/94

\*P10. Type of Survey: //Intensive  
/X/Reconnaissance //Other



- \*P11. Report Citation: OCHS Completion Report, CLG Project #06-93-80101, 9/30/94 (URM Citywide)

\*Attachments: /X/None //Location Map //Sketch Map //Continuation Sheet //Building, Structure, and Object Record //Other

\*Resource Name or #: Serial No. 1169  
3040 BROADWAY/3025 BROOK ST Oakland CA 94611

- B1. Historic Name: McDonell Auto Top-Risdon Speedometer shop  
B2. Common Name: Central Allied Glass  
B3. Original Use: Commerce/auto service B4. Present Use: Commerce/auto service  
\*B5. Architectural Style: early 20th century commercial - 1920s decorative brick  
\*B6. Construction History: built 1915  
new doors and windows  
\*B7. Moved? ☒ No / ☐ Yes / ☐ Unknown Date: \_\_\_\_\_ Original Location: \_\_\_\_\_  
\*B8. Related Features: \_\_\_\_\_

B9a. Architect: Pattiani, A.W.

b. Builder: MacDonald, A.S.

- \*B10. Significance: Theme: masonry buildings (auto related) Area: Oakland  
Period: 1850-1948 Property Type: service garage N.R. Criteria: N/A  
(Discuss importance in terms of context as defined by theme, period, and geographic scope. Also address integrity.)

3040 BROADWAY, the McDonell Auto Top-Risdon Speedometer shop, is a very good example of an early 20th century commercial-decorative brick service garage. It was built in 1915, architect A.W. Pattiani and builder A.S. MacDonald. It is dated by building permit 40568, and was originally valued at \$3,600. Historically the building reflects motor transportation and the auto industry. It is part of a row of double-frontage auto-related buildings with one-story public fronts on Broadway and one or two-story utilitarian elevations on Brook Street. It is an early example of the decorative brick commercial style that became popular in the 1920s. The original owner and developer, about 1915-1950s, was Archibald A. McDonell, auto tops. The property is also associated with William A. Risdon, commercial occupant c.1930s-40s, speedometer repair. Alfred W. Pattiani was an Alameda builder-designer active in the East Bay from the 1880s to the 1910s, best known for large, elaborate Queen Anne houses. A son, Alois W., was also a builder.

The Oakland Cultural Heritage Survey rates this property Dc2+ (D, minor importance; potentially C, secondary importance or superior example, if restored). It is a contributor to the locally important Upper Broadway Auto Row district (Area of Secondary Importance: 2+). Its Survey rating makes it a historic property under Oakland's Historic Preservation Element. It does not appear eligible for the National Register, however, since there are more significant examples.

B11. Resource Attributes: HP06--service garage

- \*B12. References:  
Building and alteration permits, Sanborn maps, 1912-1935, 1951, 1970s; directories & phone books; city & county block books; name and subject indexes, Oakland History Room, OPL

B13. Remarks:  
Primary Record submitted 9/30/94.

- \*B14. Evaluator: Betty Marvin  
\*Date of Evaluation: 02/24/94  
Date Recorded: 09/30/95

(This space reserved for official comments.)

(Sketch map, <sup>^</sup>N<sup>^</sup> north at top.)



State of California - The Resources Agency  
DEPARTMENT OF PARKS AND RECREATION  
PRIMARY RECORD

Primary # \_\_\_\_\_  
HRI # \_\_\_\_\_  
Trinomial \_\_\_\_\_  
NRHP Status Code: 7

Page P1 of 1

Other Listings OCHS Dc2\*  
Review Code \_\_\_\_\_ Reviewer \_\_\_\_\_ Date \_\_\_\_\_

\*P1. a. Resource Identifier (assign a name or number): Serial No. 1170  
b. Other Identifier: Prosser (J.L.)-The Brake Shop building

\*P2. Location:

a. County Alameda

\*b. Address 3048-50 BROADWAY/3035 BROOK ST  
City Oakland, CA

Zip 94611

\*c. UTM: USGS 7.5' Quad Oakland West Date 1980; Zone: mE / mN

\*d. Other Locational Data (e.g. parcel #, legal description, additional UTMs, etc.)  
Parcel no.: 009 0704 005 00 S

\*P3. a. Description (Describe resource and its major elements. Include design, materials, condition, alterations, size, setting, etc.):

3048-50 BROADWAY is an early 20th century store building (now remodeled) in the Upper Broadway Auto Row district. It is one story, L-plan, on a double-ended lot, on the south part of the parcel. It has a peaked parapet, pilaster caps, and storefront with recessed entry. Exterior walls are hollow clay tile and concrete. Roof is composition. Foundation is concrete. Structure is concrete frame. Sanborn maps describe it as reinforced concrete frame with curtain walls of hollow terra cotta tile. The building has plate glass with metal sash. Present use is miscellaneous commercial, AAU Seat Covers. Surroundings are densely built up, commercial.

Visible alterations include stucco, storefront changed, signs. The building is in good condition; its integrity is fair.

b. Resource attributes: HP06--store building

\*P4. Resources present: /X/Building //Structure //Object //Site //District /X/Element of District (ASI) //Other

\*P5. a. Photograph or Drawing

P5. b. Photo number: 602-31  
Photo date: 10/18/91



\*P6. Date Constructed/Age, and Source:  
//Prehistoric /X/Historic //Both  
1921-22 F  
building permit

\*P7. Owner and Address:  
KONG LAM & YUNG C ETAL c/o  
CHAK KONG CHU  
579 VALLEJO ST  
SAN FRANCISCO CA 94133

\*P8. Recorded by (name, affiliation, address):  
Oakland Cultural Heritage  
Survey, 1 City Hall Plaza,  
Oakland 94612 (510-238-3941)

\*P9. Date Recorded: 09/30/94

\*P10. Type of Survey: //Intensive  
/X/Reconnaissance //Other

\*P11. Report Citation: OCHS Completion Report, CLG Project #06-93-80101, 9/30/94 (URM Citywide)

\*Attachments: /X/None //Location Map //Sketch Map //Continuation Sheet //Building, Structure, and Object Record //Other



\*Resource Name or #: Serial No. 1170  
3048-50 BROADWAY/3035 BROOK ST Oakland CA 94611

- B1. Historic Name: Prosser (J.L.)-The Brake Shop building  
B2. Common Name: AAU Seat Covers  
B3. Original Use: Commerce  
B4. Present Use: Commerce  
\*B5. Architectural Style: early 20th century  
\*B6. Construction History: built 1921-22, altered  
stucco, storefront changed, signs  
\*B7. Moved? ☒ No / ☐ Yes / ☐ Unknown Date: \_\_\_\_\_ Original Location: \_\_\_\_\_  
\*B8. Related Features:

B9a. Architect: Hutchison & Mills b. Builder: Rose, Mervin P.

- \*B10. Significance: Theme: masonry buildings (auto related) Area: Oakland  
Period: 1850-1948 Property Type: commercial building N.R. Criteria: N/A  
(Discuss importance in terms of context as defined by theme, period, and geographic scope. Also address integrity.)

3048-50 BROADWAY, the Prosser (J.L.)-The Brake Shop building, is a representative example of an early 20th century commercial building (now remodeled). It was built in 1921-22, architect Hutchison & Mills and builder Mervin P. Rose. It is dated by building permit 63830, and was originally valued at \$8,000. Plans are on file with the City of Oakland. Remodelings have affected its historic character. Historically the building reflects motor transportation and the auto industry, and 1920s speculative development. The original owner and developer, about 1921, was J. Lee Prosser, dentist, downtown. The property is also associated with a succession of auto top and brake shops c.1920s-40s. Architects Robert A. Hutchison and R.L. Mills practiced singly and together from the 1910s to the 40s; the firm is best known for small decorative brick store buildings of the 1920s, upon which Mills published an article in the March 1924 "Architect and Engineer."

The Oakland Cultural Heritage Survey rates this property Dc2\* (D, minor importance; potentially C, secondary importance or superior example, if restored). It is a contingency contributor to the locally important Upper Broadway Auto Row district (Area of Secondary Importance: 2\*). If its integrity is restored, its contribution to the district should be reevaluated. Its Survey rating makes it a historic property under Oakland's Historic Preservation Element. It does not appear eligible for the National Register, however, since there are more significant examples.

B11. Resource Attributes: HP06--commercial building

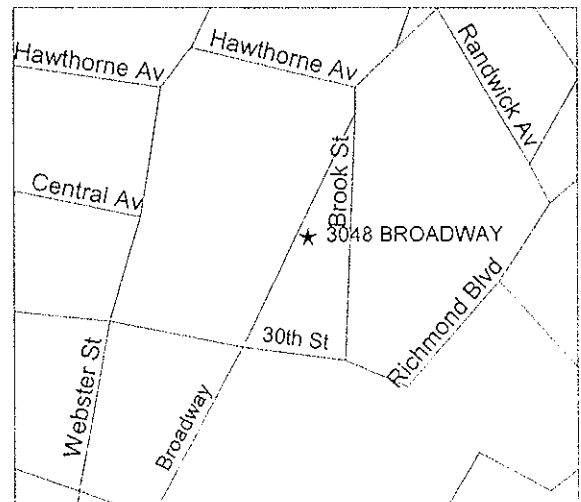
- \*B12. References:  
Building and alteration permits, Sanborn maps, 1912-1935, 1951, 1970s; directories & phone books; city & county block books; name and subject indexes, Oakland History Room, OPL

B13. Remarks:  
Primary Record submitted 9/30/94.

- \*B14. Evaluator: Betty Marvin  
\*Date of Evaluation: 02/24/94  
Date Recorded: 09/30/95

(This space reserved for official comments.)

(Sketch map, <sup>^</sup>N<sup>^</sup> north at top.)



State of California - The Resources Agency  
DEPARTMENT OF PARKS AND RECREATION  
PRIMARY RECORD

Primary # \_\_\_\_\_  
HRI # \_\_\_\_\_  
Trinomial \_\_\_\_\_  
NRHP Status Code: 7

Page P1 of 1

Other Listings OCHS Dc2+  
Review Code \_\_\_\_\_ Reviewer \_\_\_\_\_ Date \_\_\_\_\_

\*P1. a. Resource Identifier (assign a name or number): Serial No. 1173  
b. Other Identifier: Roberts (E.H.)-Farrow-Kreplin(G.) garage

\*P2. Location:

a. County Alameda

\*b. Address 3060 BROADWAY/FRNTG BROOK ST

City Oakland, CA

Zip 94611

\*c. UTM: USGS 7.5' Quad Oakland West Date 1980; Zone:

mE /

mN

\*d. Other Locational Data (e.g. parcel #, legal description, additional UTM's, etc.)

Parcel no.: 009 0704 004 00

\*P3. a. Description (Describe resource and its major elements. Include design, materials, condition, alterations, size, setting, etc.):

3060 BROADWAY is a 1920s decorative brick service garage in the Upper Broadway Auto Row district. It is high one story, irregular plan, on a double-ended lot. It has a straight parapet, truss roof, and pilaster and bay composition. Exterior walls are brick and concrete. Roof is composition. Foundation is concrete. Structure is reinforced concrete. Sanborn maps describe it as reinforced concrete with facade of brick. The building has plate glass and tall transom. Present use is commercial repair garage, Oakland Honda. Surroundings are densely built up, commercial.

Visible alterations include storefront changed, signs. The building is in good condition; its integrity is good.

b. Resource attributes: HP06--service garage

\*P4. Resources present: /X/Building //Structure //Object //Site //District /X/Element of District (ASI) //Other

\*P5. a. Photograph or Drawing

P5. b. Photo number: 602-30  
Photo date: 10/18/91



\*P6. Date Constructed/Age, and Source:  
//Prehistoric /X/Historic //Both  
1924 F  
building permit

\*P7. Owner and Address:  
OBER VERNA  
1471 MARSHALL PETALUMA RD  
PETALUMA CA 94952

\*P8. Recorded by (name, affiliation, address):  
Oakland Cultural Heritage  
Survey, 1 City Hall Plaza,  
Oakland 94612 (510-238-3941)

\*P9. Date Recorded: 09/30/94

\*P10. Type of Survey: //Intensive  
/X/Reconnaissance //Other

\*P11. Report Citation: OCHS Completion Report, CLG Project #06-93-80101, 9/30/94 (URM Citywide)

\*Attachments: /X/None //Location Map //Sketch Map //Continuation Sheet //Building, Structure, and Object Record //Other

\*Resource Name or #: Serial No. 1173  
3060 BROADWAY/FRNTG BROOK ST Oakland CA 94611

- B1. Historic Name: Roberts (E.H.)-Farrow-Kreplin(G.) garage  
B2. Common Name: Oakland Honda  
B3. Original Use: Commerce/auto service  
B4. Present Use: Commerce/auto service  
\*B5. Architectural Style: 1920s decorative brick  
\*B6. Construction History: built 1924  
storefront changed, signs  
\*B7. Moved? /X/No / /Yes / /Unknown Date: Original Location:  
\*B8. Related Features:

B9a. Architect: Cannon, E.W.

b. Builder: Murch-Williams Co.

- \*B10. Significance: Theme: masonry buildings (auto related) Area: Oakland  
Period: 1850-1948 Property Type: service garage N.R. Criteria: N/A  
(Discuss importance in terms of context as defined by theme, period, and geographic scope. Also address integrity.)

3060 BROADWAY, the Roberts (E.H.)-Farrow-Kreplin (G.) garage, is a representative example of a 1920s decorative brick service garage. It was built in 1924, architect E.W. Cannon and builder Murch-Williams Company. It is dated by building permit 89461, and was originally valued at \$23,064. Historically the building reflects motor transportation and the auto industry, and 1920s speculative development. It is part of a row of double-frontage auto-related buildings with one-story public fronts on Broadway and one or two-story utilitarian elevations on Brook Street. The original owner and developer, about 1924, was E.H. Roberts, unidentified. The property is also associated with Earl W. Farrow, commercial occupant c.1925, Jordan car dealer, and George Kreplin, owner and commercial occupant c.1930s-40s, wholesale auto parts. Oakland architect Edward W. Cannon practiced from 1912 to 1941; works include apartments, commercial buildings including the Kahn's Department Store addition, and work for the Oakland Port and Public Schools.

The Oakland Cultural Heritage Survey rates this property Dc2+ (D, minor importance; potentially C, secondary importance or superior example, if restored). It is a contributor to the locally important Upper Broadway Auto Row district (Area of Secondary Importance: 2+). Its Survey rating makes it a historic property under Oakland's Historic Preservation Element. It does not appear eligible for the National Register, however, since there are more significant examples.

B11. Resource Attributes: HP06--service garage

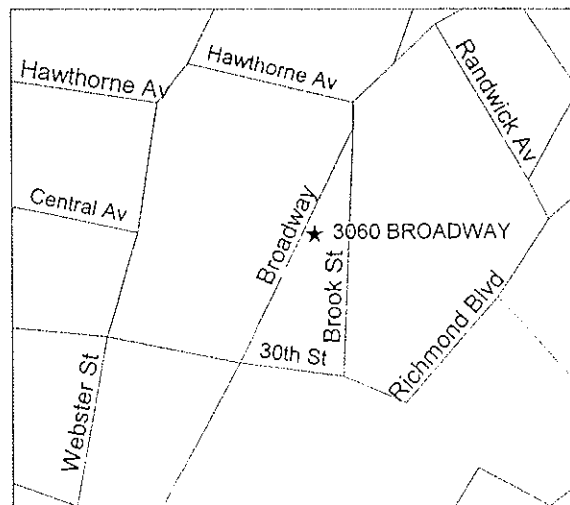
- \*B12. References:  
Building and alteration permits, Sanborn maps, 1912-1935, 1951, 1970s; directories & phone books; city & county block books; name and subject indexes, Oakland History Room, OPL

B13. Remarks:  
Primary Record submitted 9/30/94.

- \*B14. Evaluator: Betty Marvin  
\*Date of Evaluation: 02/24/94  
Date Recorded: 09/30/95

(This space reserved for official comments.)

(Sketch map, <sup>^</sup>N<sup>^</sup> north at top.)



State of California - The Resources Agency  
DEPARTMENT OF PARKS AND RECREATION  
PRIMARY RECORD

Primary # \_\_\_\_\_  
HRI # \_\_\_\_\_  
Trinomial \_\_\_\_\_  
NRHP Status Code: 7

Page P1 of 1

Other Listings OCHS Dc2\*  
Review Code \_\_\_\_\_ Reviewer \_\_\_\_\_ Date \_\_\_\_\_

\*P1. a. Resource Identifier (assign a name or number): Serial No. 1175  
b. Other Identifier: Greuner(W.M.)-Brasch & McKorkle showroom

\*P2. Location:

\*b. Address 3068 BROADWAY/3049 BROOK ST  
City Oakland, CA

a. County Alameda

Zip 94611

\*c. UTM: USGS 7.5' Quad Oakland West Date 1980;

Zone:

mE /

mN

\*d. Other Locational Data (e.g. parcel #, legal description, additional UTM's, etc.)

Parcel no.: 009 0704 003 00

\*P3. a. Description (Describe resource and its major elements. Include design, materials, condition, alterations, size, setting, etc.):

3068 BROADWAY is a Beaux Arts derivative automobile showroom (now remodeled) in the Upper Broadway Auto Row district. It is one story, irregular plan, on a double-ended lot. It has a straight parapet, cornice, and symmetrical facade. Exterior walls are stucco and brick. Roof is composition. Foundation is concrete. Structure is brick bearing wall. Sanborn maps describe it as brick. The building has tile base and plate glass. Present use is commercial repair garage, AAMCO Transmissions. Surroundings are densely built up, commercial.

Visible alterations include stucco, transom covered, new doors and windows. The building is in good condition; its integrity is fair.

b. Resource attributes: HP06--automobile showroom

\*P4. Resources present: /X/Building //Structure //Object //Site //District /X/Element of District (ASI) //Other

\*P5. a. Photograph or Drawing

P5. b. Photo number: 602-29  
Photo date: 10/18/91

\*P6. Date Constructed/Age, and Source:  
//Prehistoric /X/Historic //Both  
1914 F  
building permit

\*P7. Owner and Address:  
LITKE JACK & TAEKO c/o OEM  
AUTOMATIC ETAL  
1516 FOLSOM ST  
SAN FRANCISCO CA 94103

\*P8. Recorded by (name, affiliation, address):  
Oakland Cultural Heritage  
Survey, 1 City Hall Plaza,  
Oakland 94612 (510-238-3941)

\*P9. Date Recorded: 09/30/94

\*P10. Type of Survey: //Intensive  
/X/Reconnaissance //Other



\*P11. Report Citation: OCHS Completion Report, CLG Project #06-93-80101, 9/30/94 (URM Citywide)

\*Attachments: /X/None //Location Map //Sketch Map //Continuation Sheet //Building, Structure, and Object Record //Other

Substitute DPR 523A-Test (ochsp1.frm, rev 7/19/94)

\*Resource Name or #: Serial No. 1175  
3068 BROADWAY/3049 BROOK ST Oakland CA 94611

- B1. Historic Name: Greuner(W.M.)-Brasch & McKorkle showroom  
B2. Common Name: AAMCO Transmissions  
B3. Original Use: Commerce/specialty  
B4. Present Use: Commerce/auto service  
\*B5. Architectural Style: Beaux Arts derivative  
\*B6. Construction History: built 1914, altered  
stucco, transom covered, new doors and windows  
\*B7. Moved? ☒ No / ☐ Yes / ☐ Unknown Date: \_\_\_\_\_ Original Location: \_\_\_\_\_  
\*B8. Related Features:

B9a. Architect: Soderberg, Frederick b. Builder: Gruener, William M.

- \*B10. Significance: Theme: masonry buildings (auto related) Area: Oakland  
Period: 1850-1948 Property Type: automobile showroom N.R. Criteria: N/A  
(Discuss importance in terms of context as defined by theme, period, and geographic scope. Also address integrity.)

3068 BROADWAY, the Greuner(W.M.)-Brasch & McKorkle showroom, is a very good example of a Beaux Arts derivative automobile showroom (now remodeled). It was built in 1914, architect Frederick Soderberg and builder William M. Gruener. It is dated by building permit 35002, and was originally valued at \$15,000. Plans are on file with the City of Oakland. Remodelings have affected its historic character. Historically the building reflects motor transportation and the auto industry. The original owner and developer, about 1914, was W.M. Greuner, developer, Grand Avenue area. The property is also associated with Brasch & McKorkle c.1921, auto dealers (Brasch was also a builder). Architect Frederick Soderberg practiced in Oakland from the 1900s to the 1920s, both for the Public Works Department and privately; works include schools, fire stations, houses, and a 1915 Swedish fraternal building, Jenny Lind Hall.

The Oakland Cultural Heritage Survey rates this property Dc2\* (D, minor importance; potentially C, secondary importance or superior example, if restored). It is a contingency contributor to the locally important Upper Broadway Auto Row district (Area of Secondary Importance: 2\*). If its integrity is restored, its contribution to the district should be reevaluated. Its Survey rating makes it a historic property under Oakland's Preservation Element. It does not appear eligible for the National Register, since there are more significant examples.

(see plans continuation page)

B11. Resource Attributes: HP06--automobile showroom

- \*B12. References:  
Building and alteration permits, Sanborn maps, 1912-1935, 1951, 1970s; directories & phone books; city & county block books; name and subject indexes, Oakland History Room, OPL

B13. Remarks:  
Primary Record submitted 9/30/94.

- \*B14. Evaluator: Betty Marvin  
\*Date of Evaluation: 02/24/94  
Date Recorded: 09/30/95

(This space reserved for official comments.)

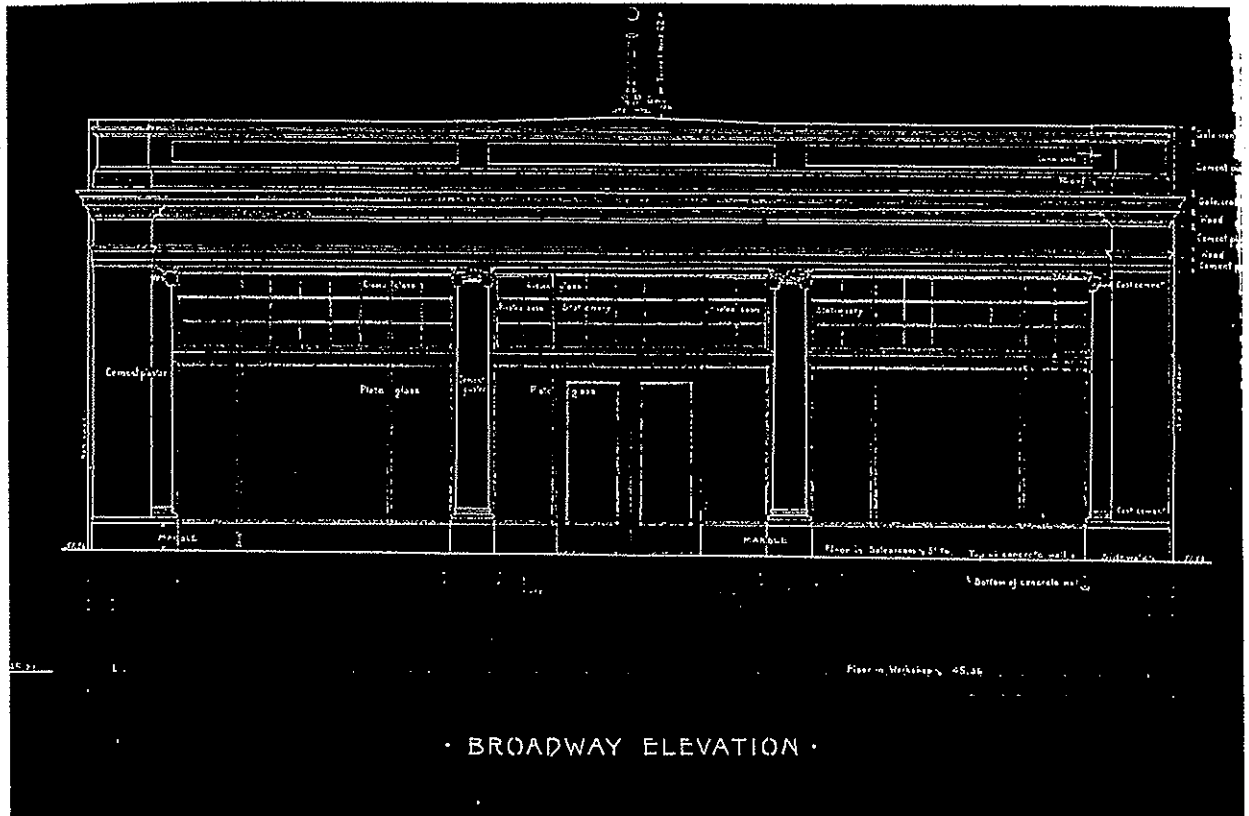
(Sketch map, <sup>^</sup>N<sup>^</sup> north at top.)





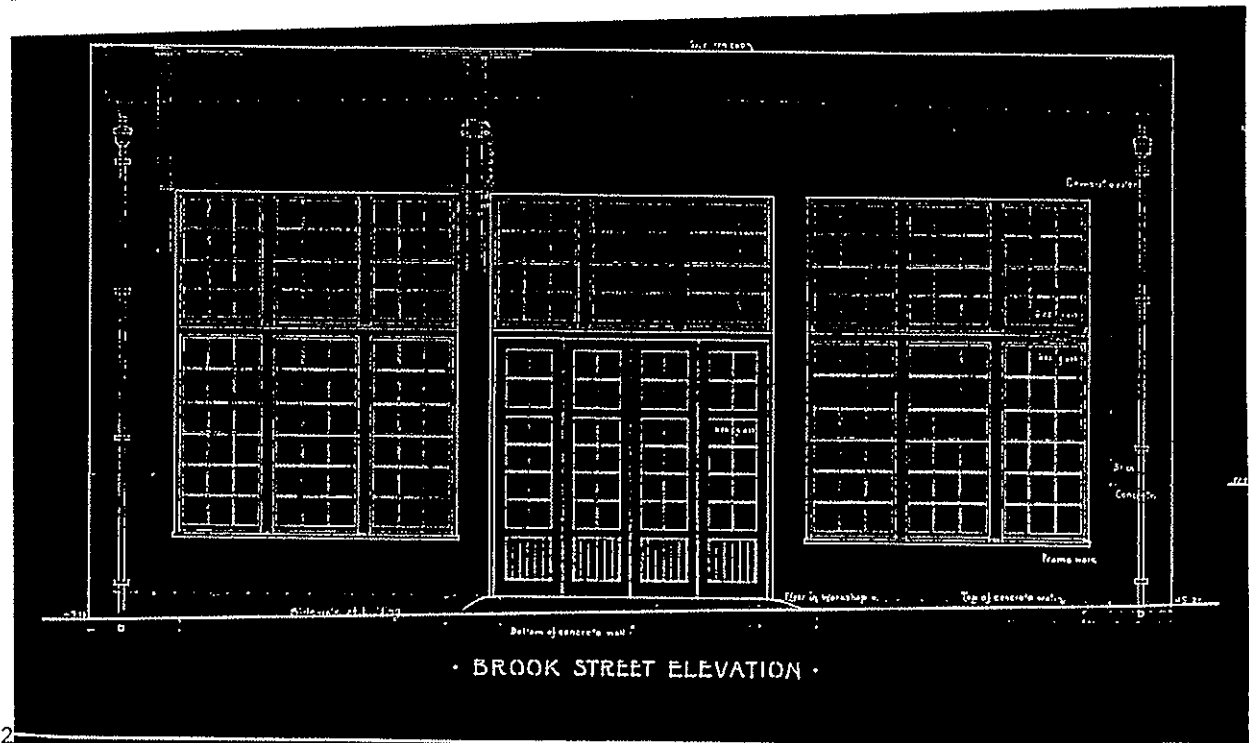
\*Recorded by Oakland Cultural Heritage Survey \*Date 09/30/95 /X/ Continuation / / Update

Permit #35002, 05/04/14 Plans and specs on file with City of Oakland (excerpt)  
Is brick&frame auto sales for W.M. Greuner, E Bway 165'S/Brook St, Frederick Soderberg



BUILDING FOR MR. W.M. GREUNER  
BROOK STREET OAKLAND CAL.

SCALE: ONE-QUARTER INCH EQUALS ONE FOOT  
DRAWN APRIL 16 1914



State of California - The Resources Agency  
DEPARTMENT OF PARKS AND RECREATION  
PRIMARY RECORD

Primary # \_\_\_\_\_  
HRI # \_\_\_\_\_  
Trinomial \_\_\_\_\_  
NRHP Status Code: 7

Page P1 of 1

Other Listings OCHS B-2+  
Review Code \_\_\_\_\_ Reviewer \_\_\_\_\_ Date \_\_\_\_\_

\*P1. a. Resource Identifier (assign a name or number): Serial No. 1176  
b. Other Identifier: Grandjean-Burman(C.)-GM Co-Alzina garage

\*P2. Location:

\*b. Address 3074 BROADWAY/3063 BROOK ST  
City Oakland, CA

a. County Alameda

Zip 94611

\*c. UTM: USGS 7.5' Quad Oakland West Date 1980; Zone:

mE / mN

\*d. Other Locational Data (e.g. parcel #, legal description, additional UTMs, etc.)  
Parcel no.: 009 0704 002 00

\*P3. a. Description (Describe resource and its major elements. Include design, materials, condition, alterations, size, setting, etc.):

3074 BROADWAY is a 1920s decorative brick automobile showroom - service garage, in the Upper Broadway Auto Row district. It is one and two stories, irregular plan, on a double-ended lot. It has a stepped and peaked parapet, bay and pilaster composition and vehicle door. Exterior walls are pressed brick and common brick. Roof is composition. Foundation is concrete. Structure is brick bearing wall. Sanborn maps describe it as brick. The building has elaborate three-dimensional brickwork including panelled frieze with diamonds and patterned brick framing windows. The tall transom is divided into small square panes. Interiors are also notable. Present use is miscellaneous commercial, Bay Area Rentals. Surroundings are densely built up, commercial.

Visible alterations include new door. The building is in excellent condition; its integrity is excellent.

b. Resource attributes: HP06--automobile showroom

\*P4. Resources present: /X/Building //Structure //Object //Site //District /X/Element of District (ASI) //Other

\*P5. a. Photograph or Drawing

P5. b. Photo number: 602-28  
Photo date: 10/18/91

\*P6. Date Constructed/Age, and Source:

//Prehistoric /X/Historic //Both  
1917 F  
building permit

\*P7. Owner and Address:

BLOCK MARY  
4123 CANYON RD  
LAFAYETTE CA 94549

\*P8. Recorded by (name, affiliation, address):

Oakland Cultural Heritage  
Survey, 1 City Hall Plaza,  
Oakland 94612 (510-238-3941)

\*P9. Date Recorded: 09/30/94

\*P10. Type of Survey: //Intensive  
/X/Reconnaissance //Other



\*P11. Report Citation: OCHS Completion Report, CLG Project #06-93-80101, 9/30/94 (URM Citywide)

\*Attachments: /X/None //Location Map //Sketch Map //Continuation Sheet //Building, Structure, and Object Record //Other

\*Resource Name or #: Serial No. 1176  
3074 BROADWAY/3063 BROOK ST Oakland CA 94611

- B1. Historic Name: Grandjean-Burman(C.)-GM Co-Alzina garage  
B2. Common Name: Bay Area Rentals  
B3. Original Use: Commerce/specialty B4. Present Use: Commerce  
\*B5. Architectural Style: early 20th century commercial - 1920s decorative brick  
\*B6. Construction History: built 1917  
new door  
\*B7. Moved? ☒ No / ☐ Yes / ☐ Unknown Date: \_\_\_\_\_ Original Location: \_\_\_\_\_  
\*B8. Related Features: \_\_\_\_\_

B9a. Architect: Holmes, A.S.

b. Builder: Holmes, A.S.

- \*B10. Significance: Theme: masonry buildings (auto related) Area: Oakland  
Period: 1850-1948 Property Type: automobile showroom N.R. Criteria: N/A  
(Discuss importance in terms of context as defined by theme, period, and geographic scope. Also address integrity.)

3074 BROADWAY, the Grandjean-Burman (C.)-GM Co-Alzina garage, is a very good example of an early 20th century commercial-1920s decorative brick automobile showroom. It was built in 1917, architect and builder A.S. Holmes. It is dated by building permit 45600, and was originally valued at \$12,000. Plans are on file with the City of Oakland. Historically the building reflects motor transportation and the auto industry. It is part of a row of double-frontage auto-related buildings with one-story public fronts on Broadway and one or two-story utilitarian elevations on Brook Street. It is an early example of the decorative brick commercial style that became popular in the 1920s, and other features that became common in auto-related buildings of the 1920s: the concrete ramp to an upper-level garage, and the mezzanine/balcony with split staircase in the showroom.

The original owner and developer, about 1917, was Henry Grandjean, tea merchant downtown. The property is also associated with C. Burman c.1921, auto dealer, and General Motors Truck Co. c.1925-27, and Hap Alzina c.1930s-50s, motorcycles. Builder and occasional designer Arthur S. Holmes was active in Oakland in the 1910s and early 1920s; from 1925 to 1932 he was Oakland's chief building inspector.

The Oakland Cultural Heritage Survey rates this property B-2+ (B, major importance, landmark quality), particularly for its design quality and materials and  
(see continuation pages)

- B11. Resource Attributes: HP06--automobile showroom - service garage

- \*B12. References:  
Building and alteration permits, Sanborn maps, 1912-1935, 1951, 1970s; directories & phone books; city & county block books; name and subject indexes, Oakland History Room, OPL

(Sketch map, <sup>^</sup>N<sup>^</sup> north at top.)

- B13. Remarks:  
Primary Record submitted 9/30/94.

- \*B14. Evaluator: Betty Marvin  
\*Date of Evaluation: 02/24/94  
Date Recorded: 09/30/95

(This space reserved for official comments.)



Page B2 of 3

\*Resource Name or #: Ser. No. 1176-Grandjean-Burman(C.)-GM Co-Alzina garage  
3074 BROADWAY/3063 BROOK ST Oakland CA 94611

\*Recorded by Oakland Cultural Heritage Survey \*Date 09/30/95 /X/ Continuation / / Update

B10. Significance:

type/style, and its remarkable integrity both inside and out. It is a primary contributor to the locally important Upper Broadway Auto Row district (Area of Secondary Importance: 2+). Its Survey rating makes it a historic property under Oakland's Historic Preservation Element. It meets the definition of a Historic Structure in the Oakland Unreinforced Masonry (URM) ordinance. It does not appear eligible for the National Register, however, since there are more significant examples.

Photo #673-27A  
Brook Street elevation



\*Recorded by Oakland Cultural Heritage Survey \*Date 09/30/95 /X/ Continuation / / Update

Historic photos from Rogers-Cohen collection, Oakland Museum Art Department,  
1930s-40s

Photo #172-5  
Interior

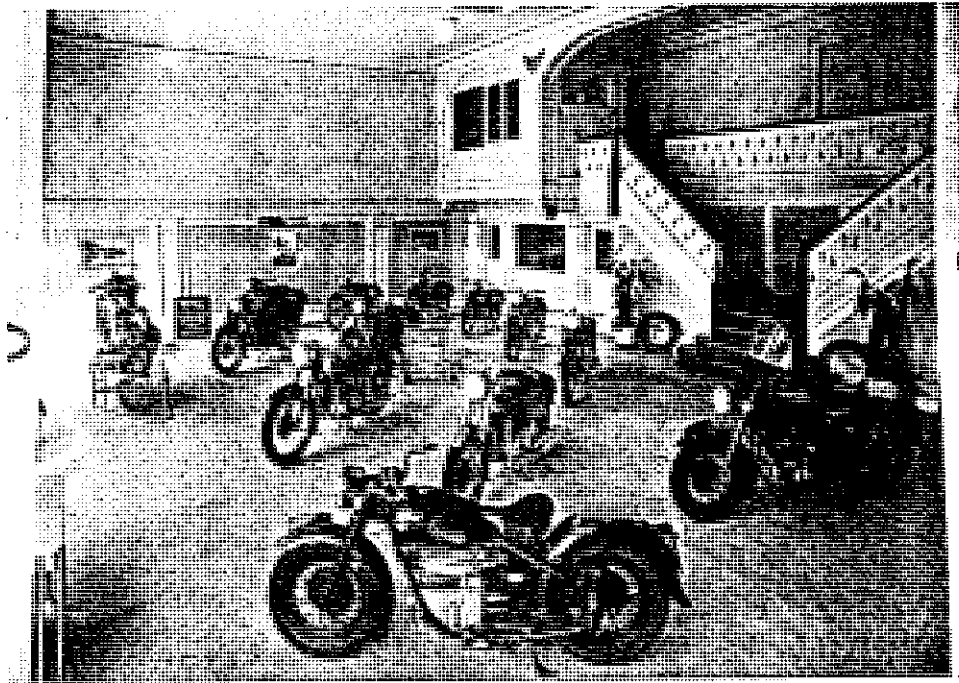


Photo #172-4  
Broadway  
elevation





State of California - The Resources Agency  
DEPARTMENT OF PARKS AND RECREATION  
PRIMARY RECORD

Primary # \_\_\_\_\_  
HRI # \_\_\_\_\_  
Trinomial \_\_\_\_\_  
NRHP Status Code: 7

Page P1 of 1

Other Listings OCHS C2+  
Review Code \_\_\_\_\_ Reviewer \_\_\_\_\_ Date \_\_\_\_\_

- \*P1. a. Resource Identifier (assign a name or number): Serial No. 1178  
b. Other Identifier: McClurg(J.A.)-Schwimley-Remmer garage

\*P2. Location:

a. County Alameda

\*b. Address 3080 BROADWAY/GORE BROOK ST

City Oakland, CA

Zip 94611

\*c. UTM: USGS 7.5' Quad Oakland West Date 1980; Zone:

mE /

mN

\*d. Other Locational Data (e.g. parcel #, legal description, additional UTM's, etc.)

Parcel no.: 009 0704 001 00

- \*P3. a. Description (Describe resource and its major elements. Include design, materials, condition, alterations, size, setting, etc.):

3080 BROADWAY is an early 20th century service garage in the Upper Broadway Auto Row district. It is one story, trapezoidal plan on a sloping three-frontage lot. It has a straight parapet, pilaster and bay composition, and large windows. Exterior walls are pressed brick and common brick. Roof is composition. Foundation is concrete. Structure is brick bearing wall. Sanborn maps describe it as brick. The building has metal sash and plate glass. Three-dimensional brickwork on the frieze forms belt courses and dentils. Present use is miscellaneous commercial, formerly Roy Anderson Paint Co., now vacant. Surroundings are densely built up, commercial.

Visible alterations include new windows, storefront changed. The building is in good condition; its integrity is excellent.

b. Resource attributes: HP06--service garage

- \*P4. Resources present: /X/Building //Structure //Object //Site //District /X/Element of District (ASI) //Other

\*P5. a. Photograph or Drawing

P5. b. Photo number: 602-25  
Photo date: 10/18/91

\*P6. Date Constructed/Age, and Source:

//Prehistoric /X/Historic //Both  
1915 F  
building permit

\*P7. Owner and Address:

SHIRAR MARIA P TR  
1015 FRANCISCO ST  
SAN FRANCISCO CA 94109

\*P8. Recorded by (name, affiliation, address):

Oakland Cultural Heritage  
Survey, 1 City Hall Plaza,  
Oakland 94612 (510-238-3941)

\*P9. Date Recorded: 09/30/94

\*P10. Type of Survey: //Intensive  
/X/Reconnaissance //Other



- \*P11. Report Citation: OCHS Completion Report, CLG Project #06-93-80101, 9/30/94 (URM Citywide)

\*Attachments: /X/None //Location Map //Sketch Map //Continuation Sheet //Building, Structure, and Object Record //Other

\*Resource Name or #: Serial No. 1178  
3080 BROADWAY/GORE BROOK ST Oakland CA 94611

- B1. Historic Name: McClurg(J.A.)-Schwimley-Remmer garage  
B2. Common Name: Roy Anderson Paint Company  
B3. Original Use: Commerce/auto service B4. Present Use: Commerce  
\*B5. Architectural Style: early 20th century commercial  
\*B6. Construction History: built 1915  
new windows, storefront changed  
\*B7. Moved? /X/No / /Yes / /Unknown Date: Original Location:  
\*B8. Related Features:

B9a. Architect: Nichols, Leo L.

b. Builder: Nichols, Leo L.

- \*B10. Significance: Theme: masonry buildings (auto related) Area: Oakland  
Period: 1850-1948 Property Type: service garage N.R. Criteria: N/A  
(Discuss importance in terms of context as defined by theme, period, and geographic scope. Also address integrity.)

3080 BROADWAY, the McClurg(J.A.)-Schwimley-Remmer garage, is a very good example of an early 20th century commercial service garage. It was built in 1915, architect and builder Leo L. Nichols. It is dated by building permit 38852, and was originally valued at \$7,000. Plans are on file with the City of Oakland. Historically the building reflects motor transportation and the auto industry. The original owner and developer, about 1915, was James A. McClurg, physician and speculative developer. The property is also associated with Lesley C. Schwimley c.1935, car dealer, and Remmer Brothers, commercial occupant c.1936, car dealers. Architect Leo L. Nichols worked as a draftsman with A.W. Pattiani in the 1890s, as an architect (often with his relative C.E. Nichols as builder) from the late 1890s to the 1910s, and thereafter as a contractor. He designed many distinctive shingle and craftsman houses.

The Oakland Cultural Heritage Survey rates this property C2+ (C, secondary importance or superior example), particularly for its design quality. It is a contributor to the locally important Upper Broadway Auto Row district (Area of Secondary Importance: 2+). Its Survey rating makes it a historic property under Oakland's Historic Preservation Element. It does not appear eligible for the National Register, however, since there are more significant examples.

(see plans continuation page)

B11. Resource Attributes: HP06--service garage

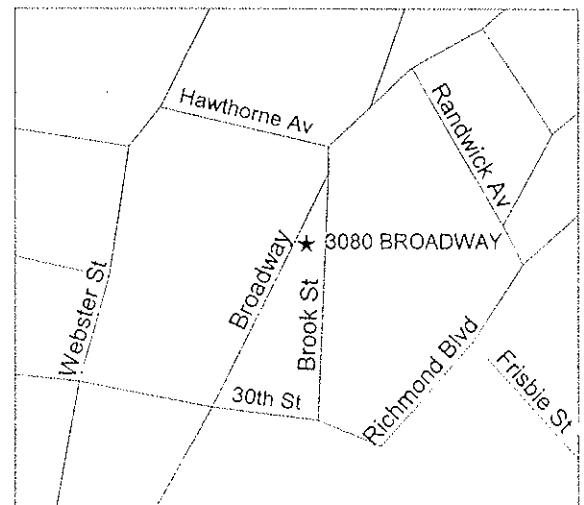
- \*B12. References:  
Building and alteration permits, Sanborn maps, 1912-1935, 1951, 1970s; directories & phone books; city & county block books; name and subject indexes, Oakland History Room, OPL

B13. Remarks:  
Primary Record submitted 9/30/94.

- \*B14. Evaluator: Betty Marvin  
\*Date of Evaluation: 02/24/94  
Date Recorded: 09/30/95

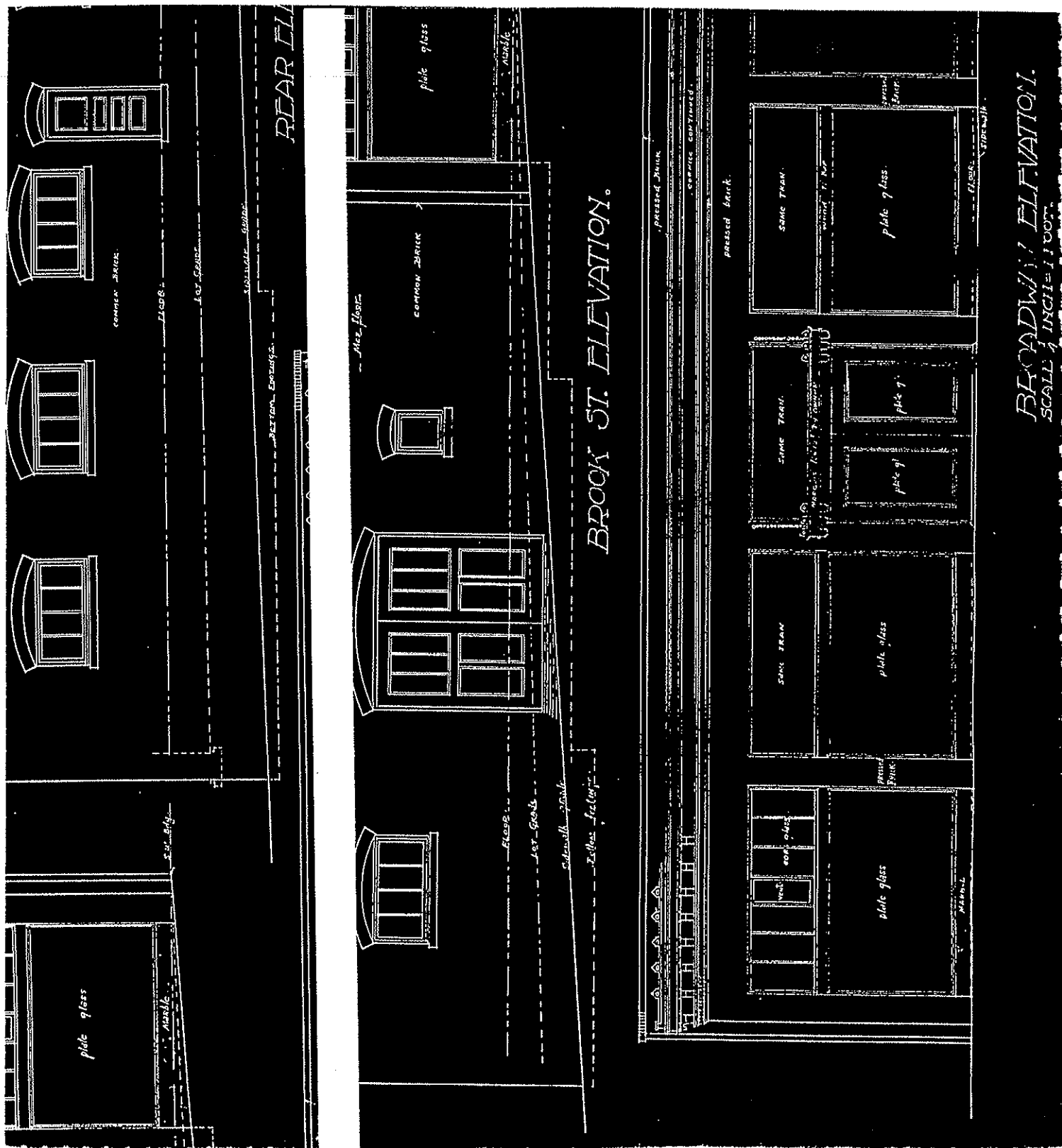
(This space reserved for official comments.)

(Sketch map, <sup>^</sup>N<sup>^</sup> north at top.)



\*Recorded by Oakland Cultural Heritage Survey \*Date 09/30/95 /X/ Continuation / / Update

Permit #38852, 06/21/15 Plans and specs on file with City of Oakland (excerpt)  
1s brick garage for J.A. McClurg, SE COR Bway & Brook St, Leo L. Nichols arch.



State of California - The Resources Agency  
DEPARTMENT OF PARKS AND RECREATION  
PRIMARY RECORD

Primary # \_\_\_\_\_  
HRI # \_\_\_\_\_  
Trinomial \_\_\_\_\_  
NRHP Status Code: 7

Page P1 of 1

Other Listings OPB Prelim. C2+B?  
Review Code \_\_\_\_\_ Reviewer \_\_\_\_\_ Date \_\_\_\_\_

\*P1. a. Resource Identifier (assign a name or number): 3093 BROADWAY  
b. Other Identifier: Connell GMC Pontiac Cadillac

\*P2. Location:

a. County Alameda

\*b. Address 3093 BROADWAY  
City Oakland, CA

Zip 94611

\*c. UTM: USGS 7.5' Quad

Date \_\_\_\_\_

Zone: \_\_\_\_\_

mE /

mN

\*d. Other Locational Data (e.g. parcel #, legal description, additional UTM, etc.)

Parcel no.: 009 0705 002 01

\*P3. a. Description (Describe resource and its major elements. Include design, materials, condition, alterations, size, setting, etc.):

3093 BROADWAY is a Streamlined Moderne automobile showroom and garage in the Upper Broadway Auto Row district. It is high one story, large L-plan, on a corner lot. The showroom section at the Broadway corner is set off from the garage by a wide slab canopy with raised pylons at each end. It has a straight parapet, full-height windows, and a rounded corner topped by a low roof tower that supports signs. Exterior walls are reinforced concrete with stucco and glass. Roof is composition. The showroom has terrazzo floors and tile base. Signs are freestanding enameled metal letters edged in neon, placed on the canopy and tower. The garage behind is reinforced concrete, plain, with truss roof, skylights, and small windows. Surroundings are densely built up, commercial. Visible alterations include signs, updated with new - but compatible - letters for new makes of cars. The building is in excellent condition; its integrity is excellent. Its preliminary rating of C2+B? reflects its interest as a superior Streamlined Moderne automobile showroom, designed for Connell Motors in 1946 by prominent Oakland architect Alben Froberg.

b. Resource attributes: HP06--automobile showroom

\*P4. Resources present: ☒ Building ☐ Structure ☐ Object ☐ Site ☐ District ☒ Element of District (ASI) ☐ Other

\*P5. a. Photograph or Drawing

P5. b. Photo number: 764-27  
Photo date: 09/09/98

\*P6. Date Constructed/Age, and Source:  
☐ Prehistoric ☒ Historic ☐ Both  
1946 F  
building permit #B11985

\*P7. Owner and Address:  
HILL GEORGE C & KAY T ETAL  
c/o W A CONNELL  
101 GLENEDEN AV  
OAKLAND CA 94611

\*P8. Recorded by (name, affiliation, address):  
Oakland Cultural Heritage  
Survey, 250 Frank Ogawa Plaza  
Oakland 94612 (510-238-3941)

\*P9. Date Recorded: 09/30/98

\*P10. Type of Survey: ☐ Intensive  
☒ Reconnaissance ☐ Other



\*P11. Report Citation: OCHS Completion Report, CLG Project #06-97-12005, 9/30/98 (Citywide)

\*Attachments: ☒ None ☐ Location Map ☐ Sketch Map ☐ Continuation Sheet ☐ Building, Structure, and Object Record ☐ Other



**Address:** 3093 Broadway

**APN:** 009 070500201; 009 070500104; 009 070500108

**Construction Date:** 1946 (F)

**Historic Name:** Connell GMC Pontiac Cadillac

**OCHS Rating:** C2+, of secondary importance, contributor to a district, PDHP;

**2009 ESA Reconnaissance Survey Finding:** B2+

**Existing surveys:** OCHS, 1994 Citywide URM Survey (Intensive)

**Description:**

3093 Broadway is a single story Streamline Moderne commercial building on a corner lot designed by architect Alben Froberg. The showroom section has a straight parapet, full height windows, and a rounded corner topped with a low roof tower supporting the "GMC Pontiac Cadillac Buick" sign. Exterior walls are reinforced concrete with stucco and glass. The garage located behind the showroom is reinforced concrete, plain with small windows.

**Evaluation:**

**2009 ESA Reconnaissance Survey Finding:** visual inspection by ESA in March 2009, and consultation with the City of Oakland, determined that the building possesses a rating of B2+ as an outstanding example of its type and period.

In ESA's professional opinion 3093 Broadway is considered an historical resource for CEQA purposes.

(F): Factual; (E): Estimated

City of Oakland (OCHS) ratings: Individual property: A, highest importance; B, major importance; C, secondary importance; D, minor importance; E, of no particular interest; \* or F, too recent to rate. District status: 1, in an Area of Primary Importance; 2, in an Area of Secondary Importance; 3, not in a district; + contributor to district's significance, - noncontributory, \* potential contributor e.g. if restored.



State of California - The Resources Agency  
DEPARTMENT OF PARKS AND RECREATION  
PRIMARY RECORD

Primary # \_\_\_\_\_  
HRI # \_\_\_\_\_  
Trinomial \_\_\_\_\_  
NRHP Status Code: 7

Page P1 of 1

Other Listings OCHS Eb-2\*

Review Code \_\_\_\_\_ Reviewer \_\_\_\_\_ Date \_\_\_\_\_

\*P1. a. Resource Identifier (assign a name or number): Serial No. 1226  
b. Other Identifier: Howard Auto-REO Motor Car showroom

\*P2. Location:

a. County Alameda

\*b. Address 3300 BROADWAY/3098 BROOK ST  
City Oakland, CA

Zip 94611

\*c. UTM: USGS 7.5' Quad Oakland West Date 1980; Zone:

mE / mN

\*d. Other Locational Data (e.g. parcel #, legal description, additional UTM's, etc.)

Parcel no.: 009 0703 042 00 W

\*P3. a. Description (Describe resource and its major elements. Include design, materials, condition, alterations, size, setting, etc.):

3300 BROADWAY is a Beaux Arts derivative automobile showroom (now remodeled) in the Upper Broadway Auto Row district. It is high one story, irregular plan, on a corner lot, on the west part of the parcel. It has a straight parapet, pilaster and bay composition, and large windows. Exterior walls are brick covered with stucco. Roof is composition. Foundation is concrete. Structure is brick bearing wall. Sanborn maps describe it as brick with wood posts. The building has plate glass with metal sash. Present use is miscellaneous commercial, Safelite Glass. Surroundings are densely built up, commercial.

Visible alterations include artificial stone pilaster surface, mansard, new doors and windows, style changed completely. The building is in good condition; its integrity is poor.

b. Resource attributes: HP06--automobile showroom

\*P4. Resources present: /X/Building //Structure //Object //Site //District /X/Element of District (ASI) //Other

\*P5. a. Photograph or Drawing

P5. b. Photo number: 615-3  
Photo date: 07/08/92



\*P6. Date Constructed/Age, and Source:  
//Prehistoric /X/Historic //Both  
1913-14 F rem 1948 rem 1970  
building permit

\*P7. Owner and Address:  
SAFELITE GLASS CORP c/o TAX  
DEPT  
PO BOX 2000  
COLUMBUS OH 43216

\*P8. Recorded by (name, affiliation, address):  
Oakland Cultural Heritage  
Survey, 1 City Hall Plaza,  
Oakland 94612 (510-238-3941)

\*P9. Date Recorded: 09/30/94

\*P10. Type of Survey: //Intensive  
/X/Reconnaissance //Other

\*P11. Report Citation: OCHS Completion Report, CLG Project #06-93-80101, 9/30/94 (URM Citywide)

\*Attachments: /X/None //Location Map //Sketch Map //Continuation Sheet //Building, Structure, and Object Record //Other



**Address:** 3300 Broadway

**APN:** 009 070304200

**Construction Date:** 1913-14 (F)

**Historic Name:** Howard Auto-REO Motor Car showroom

**OCHS Rating:** Eb-2\*, of no particular interest, potential contributor to a district, PDHP;

**2009 ESA Reconnaissance Survey Finding:** same

**Existing surveys:** OCHS, 1994 Citywide URM Survey (Intensive)

**Description:**

3300 Broadway is a single story commercial building on a corner lot with a straight parapet, pilaster and bay composition, and large windows. Exterior walls are stucco covered brick.

**Evaluation:**

**2009 ESA Reconnaissance Survey Finding:** appearance unchanged - retain Eb-2\* rating

In ESA's professional opinion 3300 Broadway is not considered an historical resource for CEQA purposes.

(F): Factual; (E): Estimated

City of Oakland (OCHS) ratings: Individual property: A, highest importance; B, major importance; C, secondary importance; D, minor importance; E, of no particular interest; \* or F, too recent to rate. District status: 1, in an Area of Primary Importance; 2, in an Area of Secondary Importance; 3, not in a district; + contributor to district's significance, - noncontributory, \* potential contributor e.g. if restored.

State of California - The Resources Agency  
DEPARTMENT OF PARKS AND RECREATION  
PRIMARY RECORD

Primary # \_\_\_\_\_  
HRI # \_\_\_\_\_  
Trinomial \_\_\_\_\_  
NRHP Status Code: 7

Page P1 of 1

Other Listings OCHS B-b+2+  
Review Code \_\_\_\_\_ Reviewer \_\_\_\_\_ Date \_\_\_\_\_

- \*P1. a. Resource Identifier (assign a name or number): Serial No. 50013  
b. Other Identifier: Eisenback (Leo)-Strough (Val) showroom

\*P2. Location:

a. County Alameda

\*b. Address 3304-60 BROADWAY/3301 PIEDMONT

City Oakland, CA

Zip 94611

\*c. UTM: USGS 7.5' Quad Oakland West Date 1980; Zone:

mE /

mN

\*d. Other Locational Data (e.g. parcel #, legal description, additional UTM's, etc.)

Parcel no.: 009 0732 007 00

- \*P3. a. Description (Describe resource and its major elements. Include design, materials, condition, alterations, size, setting, etc.):

3304-60 BROADWAY is an early 20th century automobile showroom in the Upper Broadway Auto Row district. It is high one story, flatiron shape, on a gore lot. It has a straight parapet, pilaster and bay composition with pilaster caps, large windows, and transom. Exterior walls are dark red brick and concrete. Roof is composition. Foundation is concrete. Structure is brick bearing wall. Sanborn maps describe it as brick. The building has cast concrete ornament and marble panels. Present use is automobile dealership. Supportive elements include long-time occupancy. Surroundings are densely built up, commercial.

Visible alterations include transom covered, new windows, entry changed. The building is in excellent condition; its integrity is good.

b. Resource attributes: HP06--automobile showroom

- \*P4. Resources present: /X/Building //Structure //Object //Site //District /X/Element of District (ASI) //Other

\*P5. a. Photograph or Drawing

P5. b. Photo number: 602-23  
Photo date: 10/18/91

\*P6. Date Constructed/Age, and Source:

//Prehistoric /X/Historic //Both

1917 F

building permit

\*P7. Owner and Address:

STROUGH DONALD V & LINDA L TR  
P O BOX 1613  
PEBBLE BEACH CA 93953

\*P8. Recorded by (name, affiliation, address):

Oakland Cultural Heritage  
Survey, 1 City Hall Plaza,  
Oakland 94612 (510-238-3941)

\*P9. Date Recorded: 09/30/94

\*P10. Type of Survey: //Intensive

/X/Reconnaissance //Other



- \*P11. Report Citation: OCHS Completion Report, CLG Project #06-93-80101, 9/30/94 (URM Citywide)

\*Attachments: /X/None //Location Map //Sketch Map //Continuation Sheet //Building, Structure, and Object Record //Other

\*Resource Name or #: Serial No. 50013  
3304-60 BROADWAY/3301 PIEDMONT Oakland CA 94611

- B1. Historic Name: Eisenback (Leo)-Strough (Val) showroom  
B2. Common Name: None  
B3. Original Use: Commerce/specialty  
B4. Present Use: Commerce/specialty store  
\*B5. Architectural Style: Beaux Arts derivative - Arts and Crafts  
\*B6. Construction History: built 1917  
transom covered, new windows, entry changed  
\*B7. Moved? /X/No / /Yes / /Unknown Date: Original Location:  
\*B8. Related Features:

B9a. Architect: Falch & Knoll

b. Builder: segregated contracts

- \*B10. Significance: Theme: masonry buildings (auto related) Area: Oakland  
Period: 1850-1948 Property Type: automobile showroom N.R. Criteria: N/A  
(Discuss importance in terms of context as defined by theme, period, and geographic scope. Also address integrity.)

3304-60 BROADWAY, the Eisenback (Leo)-Strough (Val) showroom, is a very good example of a Beaux Arts derivative-Arts and Crafts automobile showroom. It was built in 1917, architect Falch & Knoll of San Francisco and builder segregated contracts. It is dated by permit 45460 for a one story garage, valued at \$2,500. Plans are on file with the City of Oakland, showing reinforced concrete columns, plate glass and red face brick with black mortar, and four stores. Historically the building reflects motor transportation and the auto industry, as an early and elaborate showroom, well designed for a flatiron lot. It has the service area in the wider rear section, while the narrow section is the showroom with full-height windows. The developer was Leo Eisenback, of San Francisco, unidentified. The property is also associated with Val Strough, owner and occupant c.1937-93. J. Val Strough (c.1891-1961) operated a Chevrolet dealership; today the company has a chain of various brands.

The Oakland Cultural Heritage Survey rates this property B-b+2+ (B, major importance, landmark quality) particularly for its design quality, materials and type/style. It is a primary contributor to the locally important Upper Broadway Auto Row district (Area of Secondary Importance: 2+). Its Survey rating makes it a historic property under Oakland's Preservation Element. At present it does not appear eligible for individual listing on the National Register. However if its architectural integrity were accurately restored, it might become eligible.

(see plans continuation page)

B11. Resource Attributes: HP06--automobile showroom

- \*B12. References:  
Building and alteration permits, Sanborn maps, 1912-1935, 1951, 1970s; directories & phone books; city & county block books; name and subject indexes, Oakland History Room, OPL

B13. Remarks:  
Primary Record submitted 9/30/94.

- \*B14. Evaluator: Betty Marvin  
\*Date of Evaluation: 02/24/94  
Date Recorded: 09/30/95

(This space reserved for official comments.)

(Sketch map, <sup>^</sup>N<sup>^</sup> north at top.)

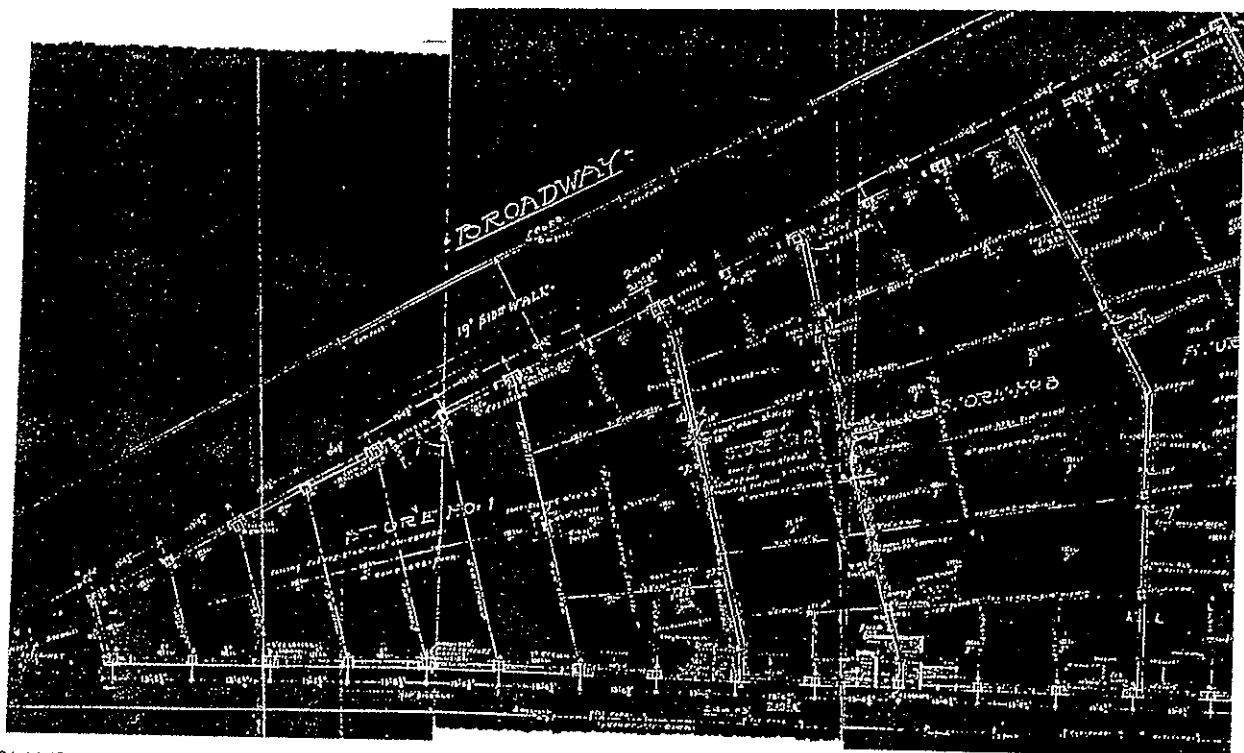
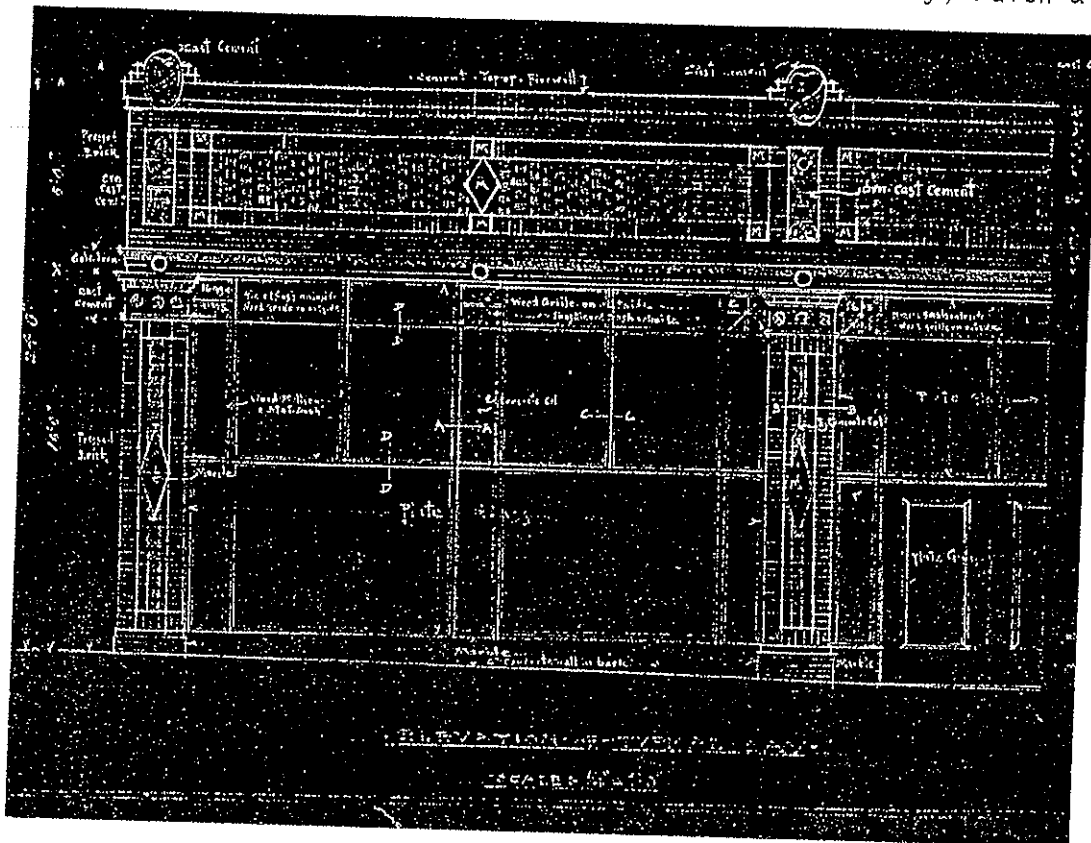


\*Resource Name or #: Ser. No. 50013-Eisenback (Leo)-Strough (Val) showr  
3304-60 BROADWAY/3301 PIEDMONT Oakland CA 94611

\*Recorded by Oakland Cultural Heritage Survey \*Date 09/30/95 /X/ Continuation / / Update

Permit #45460, 04/18/17

Plans and specs on file with City of Oakland (excerpt)  
1s concrete&brick garage for Leo Eisenback, Gore Piedmont & Broadway, Falch & Knoll arch







**Address:** 3304-60 Broadway

**APN:** 009 0732 007 00

**Construction Date:** 1916-17 (F)

**Historic Name:** Eisenback (Leo)-Strough (Val) showroom

**OCHS Rating:** B\*2+, of major importance, contributor to a district, DHP; DPR 523B, 1994, status code 4S7 (may become eligible for National Register as a separate property when its integrity is restored)

**2009 ESA Reconnaissance Survey Finding:** same

**Existing surveys:** OCHS, 1994 Citywide URM Survey (Intensive)

**Description:**

3304-60 Broadway is an early 20<sup>th</sup> century Beaux Arts derivative and Arts and Crafts automobile showroom in the Upper Broadway Auto Row District. It is a high one story building in a flatiron shape with exterior walls covered in dark red brick with a concrete foundation. The building has a straight parapet, pilaster and bay composition with pilaster caps, large windows and transom.

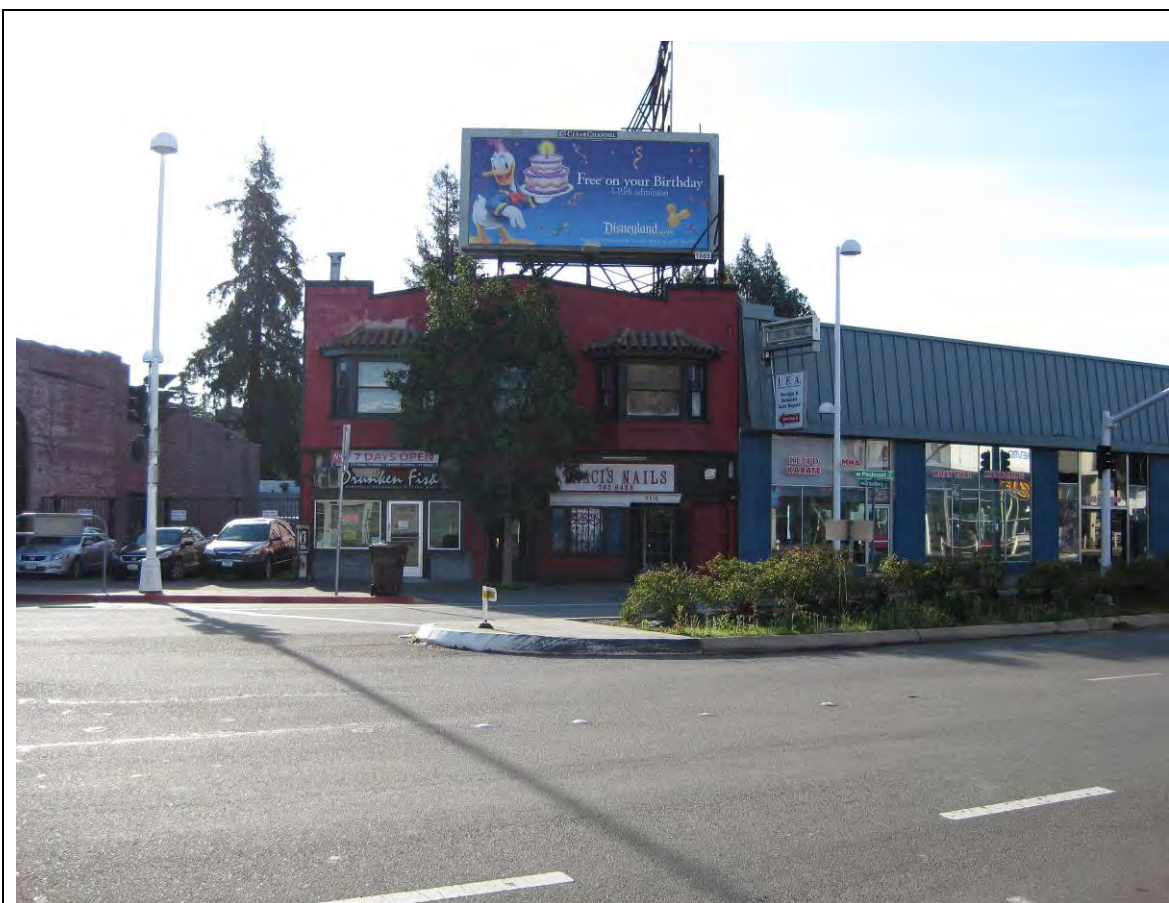
**Evaluation:**

**2009 ESA Reconnaissance Survey Finding:** appearance unchanged - retain B\*2+ rating

In ESA's professional opinion 3304-60 Broadway is considered an historical resource for CEQA purposes.

(F): Factual; (E): Estimated

City of Oakland (OCHS) ratings: Individual property: A, highest importance; B, major importance; C, secondary importance; D, minor importance; E, of no particular interest; \* or F, too recent to rate. District status: 1, in an Area of Primary Importance; 2, in an Area of Secondary Importance; 3, not in a district; + contributor to district's significance, - noncontributory, \* potential contributor e.g. if restored.



**Address:** 3310 Broadway

**APN:** 009 070304300

**Construction Date:** 1910s (E)

**Historic Name:** n/a

**OCHS Rating:** Dc2+, of minor importance, contributor to a district, PDHP;

**2009 ESA Reconnaissance Survey Finding:** same

**Existing surveys:** OCHS, 1994 Citywide URM Survey (Intensive)

**Description:**

3310 Broadway is a two story commercial building with a peaked parapet and pilaster caps. Exterior walls are brick, and the building has capped bay windows.

**Evaluation:**

**2009 ESA Reconnaissance Survey Finding:** appearance unchanged - retain Dc2+ rating

In ESA's professional opinion 3310 Broadway is not considered an historical resource for CEQA purposes.

(F): Factual; (E): Estimated

City of Oakland (OCHS) ratings: Individual property: A, highest importance; B, major importance; C, secondary importance; D, minor importance; E, of no particular interest; \* or F, too recent to rate. District status: 1, in an Area of Primary Importance; 2, in an Area of Secondary Importance; 3, not in a district; + contributor to district's significance, - noncontributory, \* potential contributor e.g. if restored.

State of California - The Resources Agency  
DEPARTMENT OF PARKS AND RECREATION  
PRIMARY RECORD

Primary # \_\_\_\_\_  
HRI # \_\_\_\_\_  
Trinomial \_\_\_\_\_  
NRHP Status Code: 7

Page P1 of 1

Other Listings OCHS Dc2+  
Review Code \_\_\_\_\_ Reviewer \_\_\_\_\_ Date \_\_\_\_\_

- \*P1. a. Resource Identifier (assign a name or number): Serial No. 1243  
b. Other Identifier: Barry (J.J.)-Baston Tire & Supply store

\*P2. Location:

a. County Alameda

\*b. Address 3329 BROADWAY

City Oakland, CA

Zip 94611

\*c. UTM: USGS 7.5' Quad Oakland West Date 1980; Zone:

mE /

mN

\*d. Other Locational Data (e.g. parcel #, legal description, additional UTM's, etc.)

Parcel no.: 009 0730 003 00

- \*P3. a. Description (Describe resource and its major elements. Include design, materials, condition, alterations, size, setting, etc.):

3329 BROADWAY is an early 20th century automobile showroom - service garage, in the Upper Broadway Auto Row district. It is one story, trapezoidal plan, on an interior lot. It has a truss roof, stepped parapet, molded cornice and storefront with vehicle door. Exterior walls are stucco over brick. Foundation is composition. Structure is brick bearing wall. Sanborn maps describe it as brick. Present use is automobile dealership, Hendrick Used Cars. Surroundings are densely built up, commercial.

Visible alterations include transom covered, new doors and windows, stucco. The building is in good condition; its integrity is fair.

b. Resource attributes: HP06--automobile showroom

- \*P4. Resources present: /X/Building //Structure //Object //Site //District /X/Element of District (ASI) //Other

\*P5. a. Photograph or Drawing

P5. b. Photo number: 601-5  
Photo date: 09/30/91



- \*P6. Date Constructed/Age, and Source:  
//Prehistoric /X/Historic //Both  
1919 F  
building permit

\*P7. Owner and Address:  
BLOCK G H & ROSALIE K &  
PEICHERT H & GERTRUDE  
P O BOX 1613  
PEBBLE BEACH CA 93953

\*P8. Recorded by (name, affiliation, address):  
Oakland Cultural Heritage  
Survey, 1 City Hall Plaza,  
Oakland 94612 (510-238-3941)

\*P9. Date Recorded: 09/30/94

\*P10. Type of Survey: //Intensive  
/X/Reconnaissance //Other

- \*P11. Report Citation: OCHS Completion Report, CLG Project #06-93-80101, 9/30/94 (URM Citywide)

\*Attachments: /X/None //Location Map //Sketch Map //Continuation Sheet //Building, Structure, and Object Record //Other

State of California - The Resources Agency  
DEPARTMENT OF PARKS AND RECREATION  
BUILDING, STRUCTURE, AND OBJECT RECORD

Page B1 of 2

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

HRI # \_\_\_\_\_

\*NRHP Status Code: 5B

Local/Other Rating: Dc2+

\*Resource Name or #: Serial No. 1243  
3329 BROADWAY Oakland CA 94611

B1. Historic Name: Barry (J.J.)-Baston Tire & Supply store

B2. Common Name: Hendrick Used Cars

B3. Original Use: Commerce/specialty

B4. Present Use: Commerce/specialty store

\*B5. Architectural Style: early 20th century commercial

\*B6. Construction History: built 1919, altered

transom covered, new doors and windows, stucco

\*B7. Moved? ☒ No / ☐ Yes / ☐ Unknown

Date: \_\_\_\_\_

Original Location: \_\_\_\_\_

\*B8. Related Features: \_\_\_\_\_

B9a. Architect: Muller, F.A. (attrib.)

b. Builder: Muller, F.A.

\*B10. Significance: Theme: masonry buildings (auto related)

Area: Oakland

Period: 1850-1948 Property Type: automobile showroom

N.R. Criteria: N/A

(Discuss importance in terms of context as defined by theme, period, and geographic scope. Also address integrity.)

3329 BROADWAY, the Barry (J.J.)-Baston Tire & Supply store, is a very good example of an early 20th century commercial automobile showroom - service garage (now remodeled). It was built in 1919, architect F.A. Muller (attrib.) and builder F.A. Muller. It is dated by building permit 51847, and was originally valued at \$6,000. Plans are on file with the City of Oakland. Historically the building reflects motor transportation and the auto industry. The original owner and developer, about 1919, was John J. Barry, city plumbing inspector. The property is also associated with Baston Tire & Supply, commercial occupant c.1920s, also at 1200 East 12th Street (1927-80s). Frederick A. Muller was a prolific Oakland building contractor active from about 1900 through the 1920s, successively associated with Eber & Muller, Morris & Muller, and East Bay Planners.

The Oakland Cultural Heritage Survey rates this property Dc2+ (D, minor importance; potentially C, secondary importance or superior example, if restored). It is a contributor to the locally important Upper Broadway Auto Row district (Area of Secondary Importance: 2+). Its Survey rating makes it a historic property under Oakland's Historic Preservation Element. It does not appear eligible for the National Register, however, since there are more significant examples.

(see plans continuation page)

B11. Resource Attributes: HP06--automobile showroom - service garage

\*B12. References:

Building and alteration permits, Sanborn maps, 1912-1935, 1951, 1970s; directories & phone books; city & county block books; name and subject indexes, Oakland History Room, OPL

(Sketch map, <sup>^</sup>N<sup>^</sup> north at top.)

B13. Remarks:

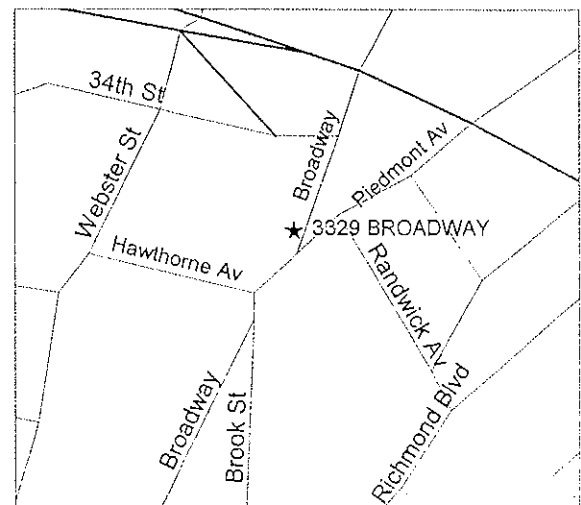
Primary Record submitted 9/30/94.

\*B14. Evaluator: Betty Marvin

\*Date of Evaluation: 02/24/94

Date Recorded: 09/30/95

(This space reserved for official comments.)



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

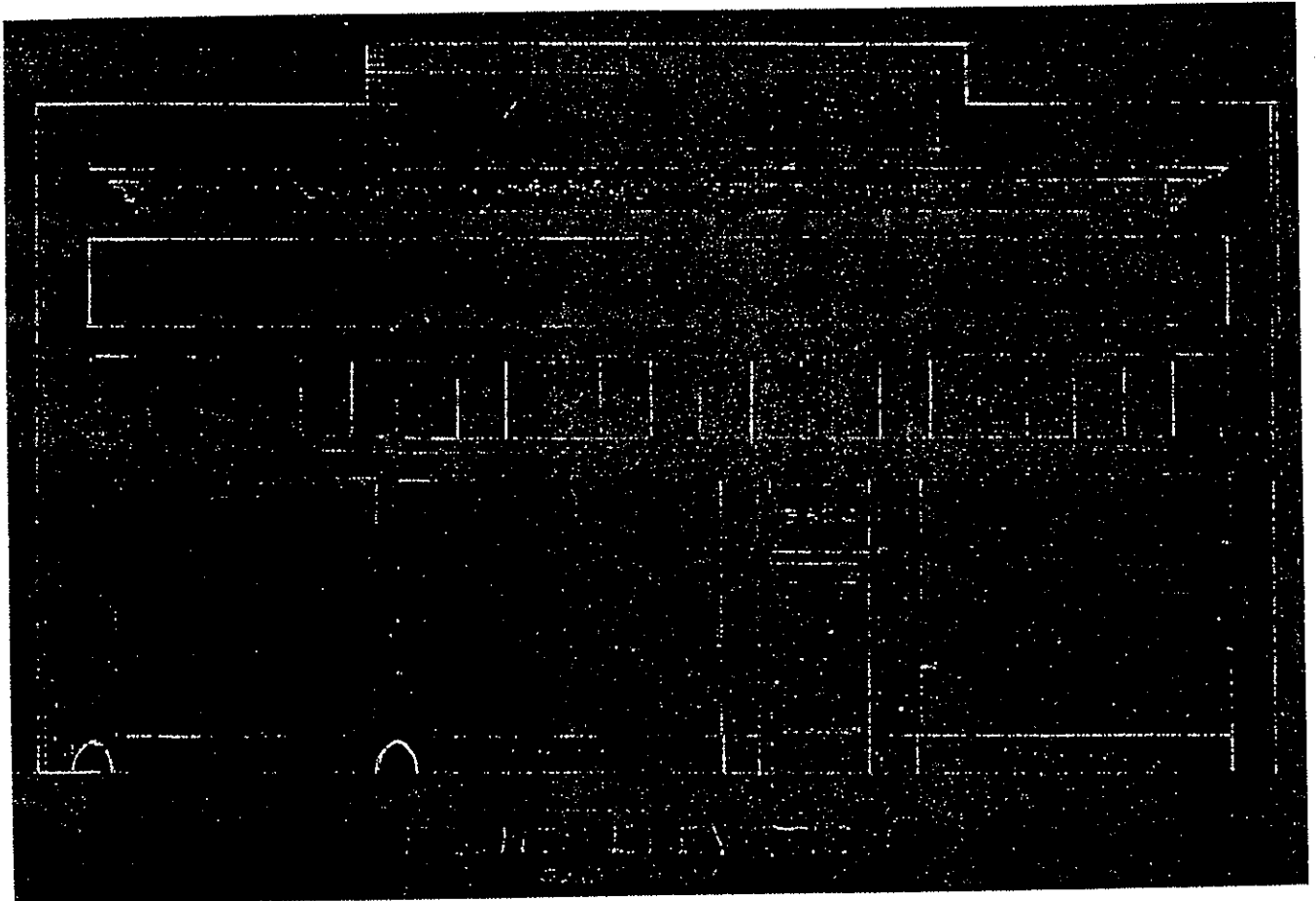
Primary # \_\_\_\_\_  
HRI # \_\_\_\_\_

Page B2 of 2

\*Resource Name or #: Ser. No. 1243-Barry (J.J.)-Baston Tire & Supply sto  
3329 BROADWAY Oakland CA 94611

\*Recorded by Oakland Cultural Heritage Survey \*Date 09/30/95 ☒ Continuation ☐ Update

Permit #51847, 06/02/19 Plans and specs on file with City of Oakland (excerpt)  
4s Br. store for John J. Barry, W Broadway 146 N/Hawthorn, F.A. Muller (attrib.) arch.





State of California - The Resources Agency  
DEPARTMENT OF PARKS AND RECREATION  
PRIMARY RECORD

Primary # \_\_\_\_\_  
HRI # \_\_\_\_\_  
Trinomial \_\_\_\_\_  
NRHP Status Code: 7

Page P1 of 2

Other Listings OCHS Db+3  
Review Code \_\_\_\_\_ Reviewer \_\_\_\_\_ Date \_\_\_\_\_

- \*P1. a. Resource Identifier (assign a name or number): Serial No. 1257  
b. Other Identifier: Lyon Storage & Moving Co. warehouse

\*P2. Location:

a. County Alameda

\*b. Address 3400 BROADWAY

City Oakland, CA

Zip 94611

\*c. UTM: USGS 7.5' Quad Oakland West Date 1980;

Zone:

mE /

mN

\*d. Other Locational Data (e.g. parcel #, legal description, additional UTM's, etc.)

Parcel no.: 009 0732 006 00

\*P3. a. Description (Describe resource and its major elements. Include design, materials, condition, alterations, size, setting, etc.):

3400 BROADWAY is a Gothic Revival-Beaux Arts derivative warehouse in the Upper Broadway Auto Row district. It is five stories and tower, rectangular plan, on an interior lot. It has a decorated stepped parapet with elaborate cast concrete Gothic blind arches, rosettes, and pilaster caps. It has full-height rusticated concrete pilasters dividing the facade into three sections, with an arcaded ground floor on the center section, single large windows on the ground floor side bays, and two arcaded niches with lion statues at second floor level. Upper floors have no windows on the sides, and few small multi-paned metal sash windows on the facade, in narrow shouldered surrounds. Exterior walls are polychrome brick and cast concrete, the brick now painted white and the concrete dark ochre.

Roof is composition. Foundation is concrete. Structure is concrete frame with URM infill. Sanborn maps describe it as fireproof construction with 12" brick (see continuation page)

b. Resource attributes: HP08--warehouse

\*P4. Resources present: /X/Building //Structure //Object //Site //District /X/Element of District (ASI) //Other

\*P5. a. Photograph or Drawing

P5. b. Photo number: 602-21

Photo date: 10/18/91



\*P6. Date Constructed/Age, and Source:

//Prehistoric /X/Historic //Both

1916-17 F

building permit

\*P7. Owner and Address:

SHERMAN PROPERTIES  
3405 PIEDMONT AV  
OAKLAND CA 94611

\*P8. Recorded by (name, affiliation, address):

Oakland Cultural Heritage  
Survey, 1 City Hall Plaza,  
Oakland 94612 (510-238-3941)

\*P9. Date Recorded: 09/30/94

\*P10. Type of Survey: //Intensive

/X/Reconnaissance //Other

\*P11. Report Citation: OCHS Completion Report, CLG Project #06-93-80101, 9/30/94 (URM Citywide)

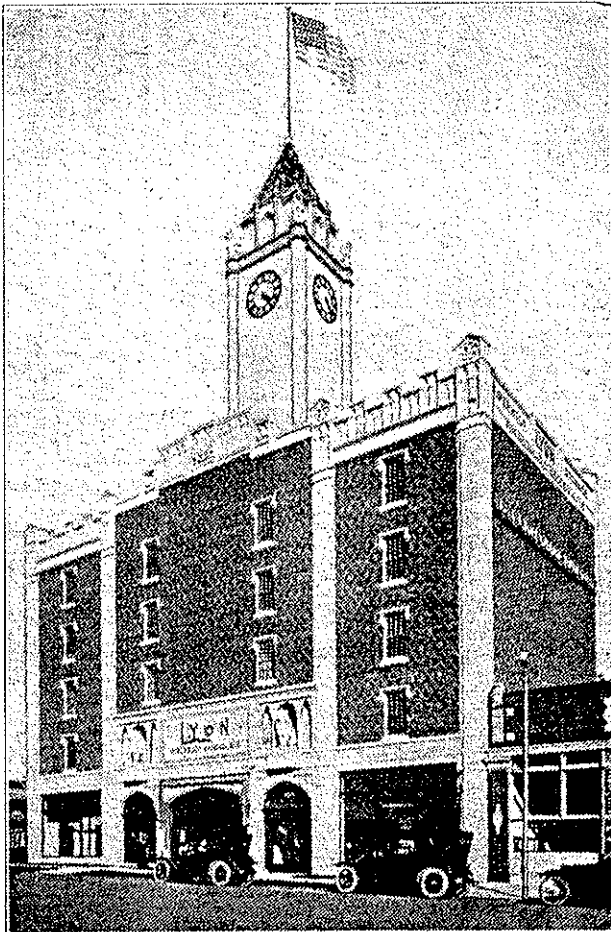
\*Attachments: //None //Location Map //Sketch Map /X/Continuation Sheet //Building, Structure, and Object Record //Other

P3.a. Description (continued)

curtain walls. Before the 1989 earthquake the building had an ornate 126' pyramid roofed stucco clock tower; its steel skeleton remains and is used as a sign support. Present use is miscellaneous commercial, The Saw Mill furniture. Surroundings are densely built up, commercial.

Visible alterations include heavily painted brick, tower removed, signs; the ground floor appears intact except for paint. The building is in good condition; its integrity is fair.

Oakland Tribune Year Book, 1925, p.96



MAIN WAREHOUSE  
AND OFFICE  
BROADWAY AT 34TH ST.  
OAKLAND

The Finest Warehouse on the Coast

When you Move, Pack, Store, or Ship

"Let

**LYON**

Guard Your  
Goods"



**Address:** 3400 Broadway

**APN:** 009 073200600

**Construction Date:** 1916-17 (F)

**Historic Name:** Lyon Storage & Moving Co. warehouse

**OCHS Rating:** Ca3, of secondary importance, PDHP;

**2009 ESA Reconnaissance Survey Finding:** same

**Existing surveys:** OCHS, 1994 Citywide URM Survey (Intensive)

**Description:**

3400 Broadway is a five story Gothic Revival-Beaux Arts derivative warehouse. The building has a decorated stepped parapet and pilaster caps, as well as full height concrete pilasters that divide the façade into three sections. Exterior walls are brick and cast concrete. There are two arched niches with lion statues on the second floor.

**Evaluation:**

**2009 ESA Reconnaissance Survey Finding:** appearance unchanged - retain Ca3 rating

In ESA's professional opinion 3400 Broadway is not considered an historical resource for CEQA purposes.

(F): Factual; (E): Estimated

City of Oakland (OCHS) ratings: Individual property: A, highest importance; B, major importance; C, secondary importance; D, minor importance; E, of no particular interest; \* or F, too recent to rate. District status: 1, in an Area of Primary Importance; 2, in an Area of Secondary Importance; 3, not in a district; + contributor to district's significance, - noncontributory, \* potential contributor e.g. if restored.



**Address:** 3000 Brook Street / 246 30<sup>th</sup> Street

**APN:** 009 070302600

**Construction Date:** 1923 (addition 1988) (F)

**Historic Name:** Sohst (H.) Garage

**OCHS Rating:** Dc2-, of minor importance

**2009 ESA Reconnaissance Survey Finding:** same

**Existing surveys:** OCHS, 1994 Citywide URM Survey (Intensive)

**Description:**

3000 Brook Street / 246 30<sup>th</sup> Street is a two story commercial building with a composition parallel gable roof. Exterior walls are brick and stucco.

**Evaluation:**

**2009 ESA Reconnaissance Survey Finding:** appearance unchanged - retain Dc2- rating

In ESA's professional opinion 3000 Brook Street / 246 30<sup>th</sup> Street is not considered an historical resource for CEQA purposes.

(F): Factual; (E): Estimated

City of Oakland (OCHS) ratings: Individual property: A, highest importance; B, major importance; C, secondary importance; D, minor importance; E, of no particular interest; \* or F, too recent to rate. District status: 1, in an Area of Primary Importance; 2, in an Area of Secondary Importance; 3, not in a district; + contributor to district's significance, - noncontributory, \* potential contributor e.g. if restored.





**Address:** 3070-74 Brook Street

**APN:** 009 070304200

**Construction Date:** 1917 (F)

**Historic Name:** n/a

**OCHS Rating:** Ec2\*, of no particular interest, potential contributor to a district, PDHP

**2009 ESA Reconnaissance Survey Finding:** same

**Existing surveys:** OCHS, 1994 Citywide URM Survey (intensive)

**Description:**

3070-74 Brook Street is a single story commercial building with a straight parapet and brick and stucco exterior walls.

**Evaluation:**

**2009 ESA Reconnaissance Survey Finding:** appearance unchanged - retain Ec2\*rating

In ESA's professional opinion 3070-74 Brook Street is not considered an historical resource for CEQA purposes.

(F): Factual; (E): Estimated

City of Oakland (OCHS) ratings: Individual property: A, highest importance; B, major importance; C, secondary importance; D, minor importance; E, of no particular interest; \* or F, too recent to rate. District status: 1, in an Area of Primary Importance; 2, in an Area of Secondary Importance; 3, not in a district; + contributor to district's significance, - noncontributory, \* potential contributor e.g. if restored.



State of California - The Resources Agency  
DEPARTMENT OF PARKS AND RECREATION  
PRIMARY RECORD

Primary # \_\_\_\_\_  
HRI # \_\_\_\_\_  
Trinomial \_\_\_\_\_  
NRHP Status Code: 7

Page P1 of 1

Other Listings OCHS Dc2+

Review Code \_\_\_\_\_ Reviewer \_\_\_\_\_ Date \_\_\_\_\_

\*P1. a. Resource Identifier (assign a name or number): Serial No. 1237  
b. Other Identifier: Greuner (W.M.)-Sutherland Tire showroom

\*P2. Location:

a. County Alameda

\*b. Address 3320-26 PIEDMONT AV/SE cor RANDWICK

City Oakland, CA

Zip 94611

\*c. UTM: USGS 7.5' Quad Oakland West Date 1980; Zone: \_\_\_\_\_

mE /

mN

\*d. Other Locational Data (e.g. parcel #, legal description, additional UTM's, etc.)

Parcel no.: 009 0703 001 00

\*P3. a. Description (Describe resource and its major elements. Include design, materials, condition, alterations, size, setting, etc.):

3320-26 PIEDMONT AV is an early 20th century auto showroom and service garage in the Upper Broadway Auto Row district. It is high one story, rectangular plan, on a corner lot. It has a peaked parapet, tall arched windows, monumental entry and quoins. Exterior walls are stucco over brick. Roof is composition. Foundation is concrete. Structure is brick bearing wall. Sanborn maps describe it as brick with wood posts. The building has stucco ornament. Present use is auto dealership, Val Strough showroom. Surroundings are densely built up, commercial.

Visible alterations include new windows, ornament removed, new stucco, signs. The building is in excellent condition; its integrity is fair.

b. Resource attributes: HP06--automobile showroom

\*P4. Resources present: /X/Building //Structure //Object //Site //District /X/Element of District (ASI) //Other

\*P5. a. Photograph or Drawing

P5. b. Photo number: 614-35A

Photo date: 07/07/92



\*P6. Date Constructed/Age, and Source:

//Prehistoric /X/Historic //Both

1918 F rem 1980

building permit

\*P7. Owner and Address:

HEITZINGER ASSOCIATES

P O BOX 1613

PEBBLE BEACH CA 93953

\*P8. Recorded by (name, affiliation, address):

Oakland Cultural Heritage

Survey, 1 City Hall Plaza,

Oakland 94612 (510-238-3941)

\*P9. Date Recorded: 09/30/94

\*P10. Type of Survey: //Intensive

/X/Reconnaissance //Other

\*P11. Report Citation: OCHS Completion Report, CLG Project #06-93-80101, 9/30/94 (URM Citywide)

\*Attachments: /X/None //Location Map //Sketch Map //Continuation Sheet //Building, Structure, and Object Record //Other

\*Resource Name or #: Serial No. 1237  
3320-26 PIEDMONT AV/SE cor RANDWICK Oakland CA 94611

- B1. Historic Name: Greuner (W.M.)-Sutherland Tire showroom  
B2. Common Name: Val Strough showroom  
B3. Original Use: Commerce/specialty  
B4. Present Use: Commerce/specialty store  
\*B5. Architectural Style: early 20th century  
\*B6. Construction History: built 1918, remodeled 1980s  
new windows, ornament removed, stucco, signs  
\*B7. Moved? ☒ No / ☐ Yes / ☐ Unknown Date: \_\_\_\_\_ Original Location: \_\_\_\_\_  
\*B8. Related Features:

B9a. Architect: Burrell, Clay N.

b. Builder: Greuner, William M. (owner)

- \*B10. Significance: Theme: masonry buildings (auto related) Area: Oakland  
Period: 1850-1948 Property Type: automobile showroom N.R. Criteria: N/A  
(Discuss importance in terms of context as defined by theme, period, and geographic scope. Also address integrity.)

3320-26 PIEDMONT AV, the Greuner (W.M.)-Sutherland Tire showroom, is a very good example of an early 20th century automobile showroom (now remodeled). It was built in 1918, architect Clay N. Burrell and builder William M. Greuner (owner). It is dated by building permit 48119, and was originally valued at \$10,000. Plans are on file with the City of Oakland. It was remodeled in the 1980s. Historically the building reflects motor transportation and the auto industry. The original developer, about 1918, was W.M. Greuner, developer, active in the Adams Point, Grand Lake, and upper Broadway auto row areas. The property is also associated with Sherman Clay, owner and commercial occupant c.1930s, musical instrument repair, and Sutherland Tire, owner and commercial occupant c.1940s. Oakland architect Clay Burrell (1882-1958) designed many very good East Bay hotels, apartments, and medium-size commercial buildings, especially in the 1920s; he practiced about 1906-57, and frequently worked with Greuner.

The Oakland Cultural Heritage Survey rates this property Dc2+ (D, minor importance; potentially C, secondary importance or superior example, if restored). It is a contributor to the locally important Upper Broadway Auto Row district (Area of Secondary Importance: 2+). Its Survey rating makes it a historic property under Oakland's Historic Preservation Element. It does not appear eligible for the National Register, however, since there are more significant examples.

(see plans continuation page)

B11. Resource Attributes: . HP06--automobile showroom

- \*B12. References:  
Building and alteration permits, Sanborn maps, 1912-1935, 1951, 1970s; directories & phone books; city & county block books; name and subject indexes, Oakland History Room, OPL

B13. Remarks:

Primary Record submitted 9/30/94.

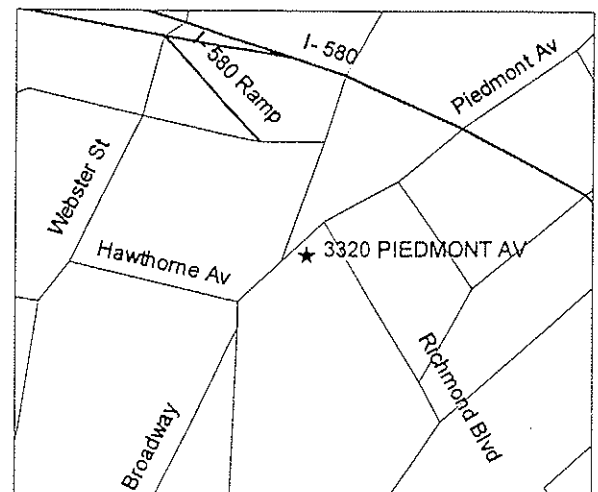
\*B14. Evaluator: Betty Marvin

\*Date of Evaluation: 02/20/94

Date Recorded: 09/30/95

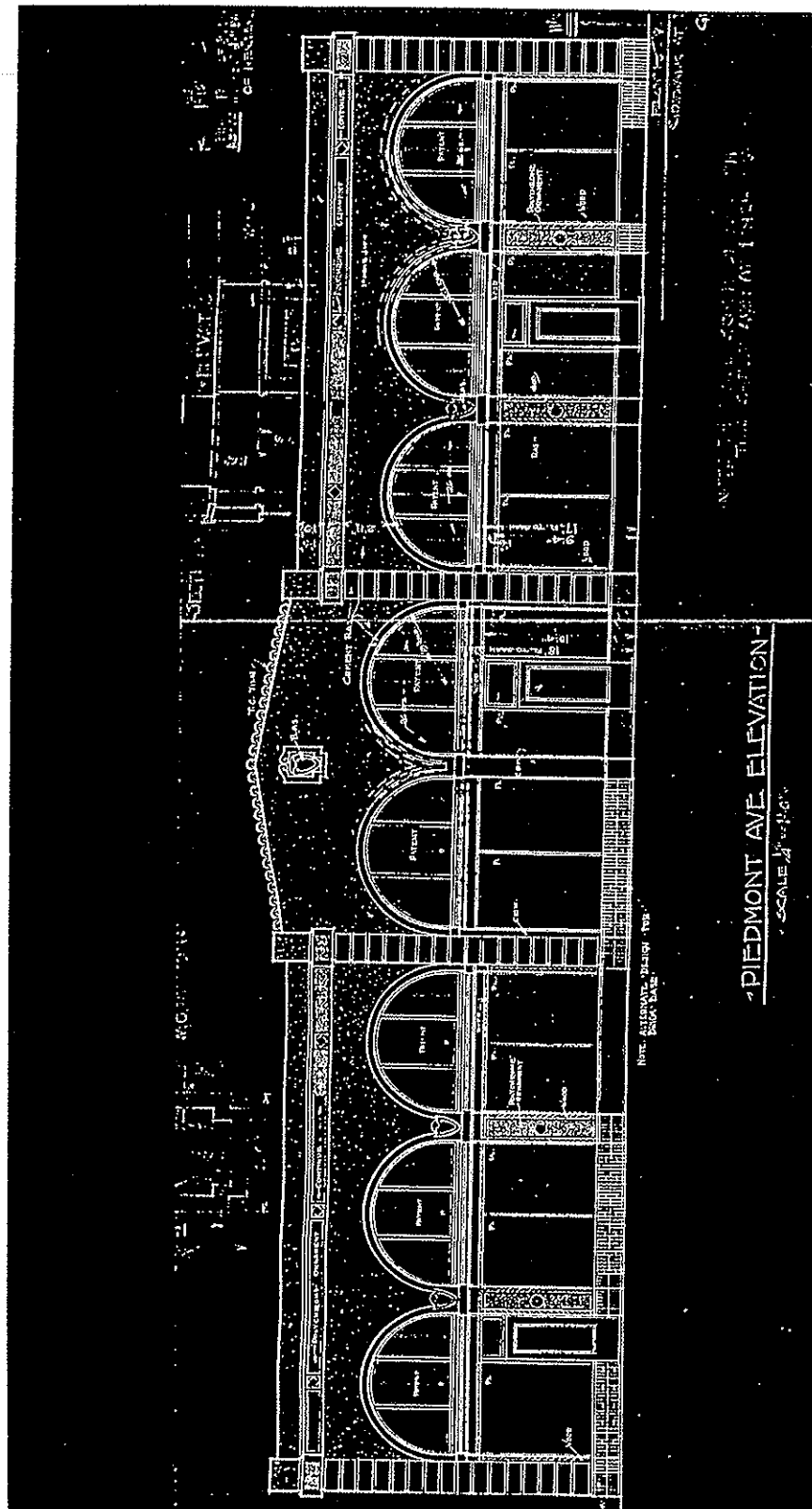
(This space reserved for official comments.)

(Sketch map, <sup>^</sup>N<sup>^</sup> north at top.)



\*Recorded by Oakland Cultural Heritage Survey \*Date 09/30/95 /X/ Continuation / / Update

Permit #48119, 04/08/18 Plans and specs on file with City of Oakland (excerpt)  
1s brick garage for W.M. Greuner, SE COR Piedmont/Randwick, Clay N. Burrell arch.



State of California - The Resources Agency  
DEPARTMENT OF PARKS AND RECREATION  
PRIMARY RECORD

Primary # \_\_\_\_\_  
HRI # \_\_\_\_\_  
Trinomial \_\_\_\_\_  
NRHP Status Code: 7

Page P1 of 1

Other Listings OCHS Ec2\*  
Review Code \_\_\_\_\_ Reviewer \_\_\_\_\_ Date \_\_\_\_\_

\*P1. a. Resource Identifier (assign a name or number): Serial No. 1106  
b. Other Identifier: Howard Automobile-DahlChevrolet showroom

\*P2. Location: a. County Alameda

\*b. Address 2735 WEBSTER ST/27TH/28TH STS  
City Oakland, CA

Zip 94612

\*c. UTM: USGS 7.5' Quad Oakland West Date 1980; Zone: mE / mN

\*d. Other Locational Data (e.g. parcel #, legal description, additional UTMs, etc.)

Parcel no.: 009 0684 001 00

\*P3. a. Description (Describe resource and its major elements. Include design, materials, condition, alterations, size, setting, etc.):

2735 WEBSTER ST is a Beaux Arts derivative automobile showroom, remodeled as late 20th century, in the Upper Broadway Auto Row district. It is one and two stories, rectangular plan (150 x 200'), on a large corner lot. It has a straight parapet, pilaster and bay composition, two-story fluted pilasters, and a band of industrial sash windows on the second floor. Early photos show a matching industrial sash transom. Exterior walls are reinforced concrete. Roof is concrete and composition. Foundation is concrete. Sanborn maps describe it as fireproof construction, and show an inclined driveway to the roof, inside the rear of the building. Present use is automobile dealership, Oakland Dodge showroom. Surroundings are commercial, densely built up. Visible alterations include corrugated metal siding, windows covered, style changed completely. The building is in excellent condition; its integrity is poor but the building may be largely intact under the siding.

b. Resource attributes: HP06--automobile showroom

\*P4. Resources present: /X/Building //Structure //Object //Site //District /X/Element of District (ASI) //Other

\*P5. a. Photograph or Drawing

P5. b. Photo number: 615-19  
Photo date: 07/08/92

\*P6. Date Constructed/Age, and Source:  
//Prehistoric /X/Historic //Both  
1924 F rem 1948&67  
building permit

\*P7. Owner and Address:  
WHITE DOROTHY TR ETAL c/o  
PAULA RAVIZZA  
178 GRAND VIEW  
LAUCADIA CA 92024

\*P8. Recorded by (name, affiliation, address):  
Oakland Cultural Heritage  
Survey, 1 City Hall Plaza,  
Oakland 94612 (510-238-3941)

\*P9. Date Recorded: 09/30/94

\*P10. Type of Survey: //Intensive  
/X/Reconnaissance //Other



\*P11. Report Citation: OCHS Completion Report, CLG Project #06-93-80101, 9/30/94 (URM Citywide)

\*Attachments: /X/None //Location Map //Sketch Map //Continuation Sheet //Building, Structure, and Object Record //Other

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

\*NRHP Status Code: 5B  
Local/Other Rating: Ec2\*

\*Resource Name or #: Serial No. 1106  
2735 WEBSTER ST/27TH/28TH STS Oakland CA 94612

- B1. Historic Name: Howard Automobile-Dahl Chevrolet showroom  
B2. Common Name: Oakland Dodge showroom  
B3. Original Use: Commerce/specialty  
B4. Present Use: Commerce/specialty store  
\*B5. Architectural Style: Beaux Arts derivative  
\*B6. Construction History: built 1924, remodeled 1948 & 1967  
metal siding  
\*B7. Moved? ☒ No ☐ Yes ☐ Unknown Date: \_\_\_\_\_ Original Location: \_\_\_\_\_  
\*B8. Related Features:

B9a. Architect: McDougall, Benjamin Geer b. Builder: Lindgren Swinerton Co.

- \*B10. Significance: Theme: masonry buildings (auto related) Area: Oakland  
Period: 1850-1948 Property Type: automobile showroom N.R. Criteria: N/A  
(Discuss importance in terms of context as defined by theme, period, and geographic scope. Also address integrity.)

2735 WEBSTER ST, the Howard Automobile-Dahl Chevrolet showroom, was originally a very good example of a Beaux Arts derivative automobile showroom, now remodeled. It was built in 1924, architect Benjamin Geer McDougall and builder Lindgren Swinerton Company. It is dated by building permit 88200, and was originally valued at \$105,000. It was remodeled in 1948 and 1967. Interiors are intact, however, with patterned porcelain tile floors, wood paneling, balcony, and transom. Historically the building reflects motor transportation and the auto industry, and 1920s speculative development. The original commercial occupant, about 1924, was Howard Automobile Company, Buick dealer. The property is also associated with F.J. Hurley, owner and developer 1924, of San Francisco.

Benjamin Geer McDougall (1865-1937) designed large office, hotel, and church buildings in Oakland, Berkeley, and San Francisco in the 1910s and 20s. McDougall contributed an article on this building's innovative features to the Oakland Tribune of August 17, 1924, for the grand opening. He called it a "forerunner of bigger and better automobile houses in Oakland... it is safe to say that the new structures will be characterized by many of the same features which are embodied in the new Buick building," notably a wider and more gradual ramp to the upstairs repair shop, and the "regulated spaciousness" of the showroom, with columns "at intervals which allow for the placing of three cars abreast." "Extra large" (see continuation page)

B11. Resource Attributes: HP06--automobile showroom

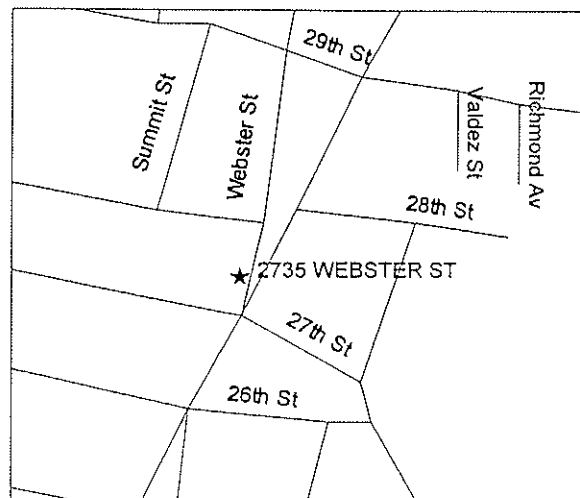
- \*B12. References:  
Building and alteration permits, Sanborn maps, 1912-1935, 1951, 1970s; directories & phone books; city & county block books; name and subject indexes, Oakland History Room, OPL

B13. Remarks:  
Primary Record submitted 9/30/94.

- \*B14. Evaluator: Betty Marvin  
\*Date of Evaluation: 08/29/95  
Date Recorded: 09/30/95

(This space reserved for official comments.)

(Sketch map, <sup>^</sup>N<sup>^</sup> north at top.)





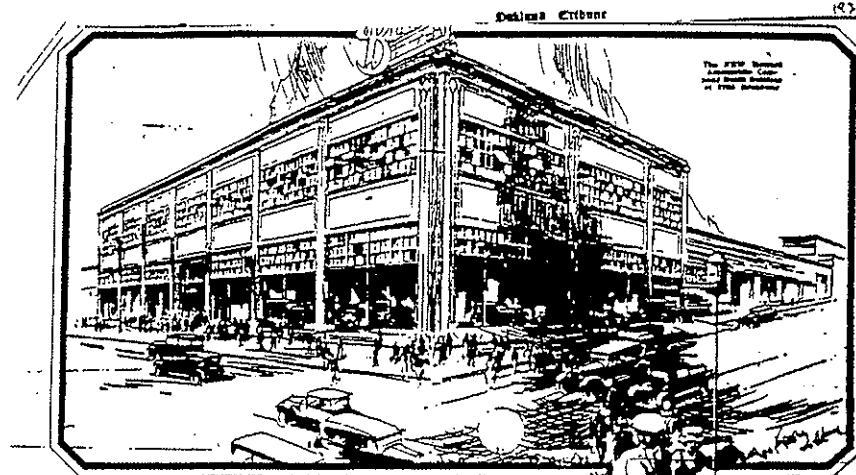
\*Recorded by Oakland Cultural Heritage Survey \*Date 09/30/95 /X/ Continuation / / Update

B10. Significance:

windows... reach within a foot or two of the sidewalk... typical of automotive architecture for the size of the product demands a full vision. The exterior... was planned with a simple symmetrical design... Rather than ostentatious the building is simple with an atmosphere of permanency and durability."

The Oakland Cultural Heritage Survey rates this property Ec2\* (E, of no particular interest; potentially C, secondary importance, if restored). It is a contingency contributor to the locally important Upper Broadway Auto Row district (Area of Secondary Importance: 2\*). If its integrity is restored, its contribution to the district should be reevaluated. Its Survey rating makes it a historic property under Oakland's Historic Preservation Element. It does not appear eligible for the National Register, however, since its architectural integrity has been seriously compromised and there are more significant examples.

Oakland Tribune  
August 17, 1924



*Come!*  
Enjoy our hospitality at  
Buick's grand opening event

—There will be Good Music, Entertainment, Flowers, Lights, Color,  
Many Big Days and Nights of Carnival Spirit!

Today we celebrate our contribution to the Greater Eastbay. The Howard Automobile Company officially throws open the doors of its massive, beautiful, new building to YOU—and bids you come enjoy the carnival spirit of the occasion. Thrilling music (jazz and the good old melodies), banks of blooming flowers, the highest class entertainment—all of the desired Mardi Gras atmosphere—is now in evidence at our Grand Opening Event. We would be mighty well pleased to have you come!

Even from an educational standpoint, this unusually large and complete "Buick Headquarters" is worth while inspecting. The Ramp, the Scientific Service Department, the Roof Parking Area, the Beautiful Large Display Floor are a few features that mark this new building as the finest in Alameda County.

And in addition, for the first time since the announcement July 1, 1924, a complete showing of the 1925 Buick Standard Six and Master Six motor cars is being made.

Again we invite you. Come today—and surely you will want to be present other days and nights in the Opening Week Program.

**Opening Week Program**  
Aug. 17—Grand Opening Day  
Aug. 18—Buick Night  
Aug. 19—Buick Night  
Aug. 20—Buick Night  
Aug. 21—Buick Night  
Aug. 22—Buick Night  
Aug. 23—Buick Night  
Aug. 24—Buick Night  
(Many special features for each day night!)

Bring the Kids!

**HOWARD AUTOMOBILE COMPANY**  
The largest distributors of Automobiles in the world

2735 Broadway Oakland  
Branches in San Francisco & Portland



**Address:** 2866 Webster Street

**APN:** 009 068600102

**Construction Date:** 1917 (remodel post 1953) (F)

**Historic Name:** Taylor (James P.) garage

**OCHS Rating:** D2+, or minor importance, contributor to a district, PDHP

**2009 ESA Reconnaissance Survey Finding:** same

**Existing surveys:** OCHS, 1986 Field Survey

**Description:**

2866 Webster Street is a two story commercial building with a flat roof, multi-pane windows, a roll-up door, and stucco exterior walls.

**Evaluation:**

**2009 ESA Reconnaissance Survey Finding:** appearance unchanged - retain D2+ rating

In ESA's professional opinion 2866 Webster Street is not considered an historical resource for CEQA purposes.

(F): Factual; (E): Estimated

City of Oakland (OCHS) ratings: Individual property: A, highest importance; B, major importance; C, secondary importance; D, minor importance; E, of no particular interest; \* or F, too recent to rate. District status: 1, in an Area of Primary Importance; 2, in an Area of Secondary Importance; 3, not in a district; + contributor to district's significance, - noncontributory, \* potential contributor e.g. if restored.

State of California - The Resources Agency  
DEPARTMENT OF PARKS AND RECREATION  
PRIMARY RECORD

Primary # \_\_\_\_\_  
HRI # \_\_\_\_\_  
Trinomial: \_\_\_\_\_  
NRHP Status Code: 7

Page P1 of 1

Other Listings OCHS Dc2+  
Review Code \_\_\_\_\_ Reviewer \_\_\_\_\_ Date \_\_\_\_\_

- \*P1. a. Resource Identifier (assign a name or number): Serial No. 1136  
b. Other Identifier: Salinger (A.M.)-Babb (A.L.) garage

\*P2. Location:

a. County Alameda

\*b. Address 2924 WEBSTER ST

City Oakland, CA

Zip 94609

\*c. UTM: USGS 7.5' Quad Oakland West Date 1980; Zone:

mE /

mN

\*d. Other Locational Data (e.g. parcel #, legal description, additional UTM's, etc.)

Parcel no.: 009 0701 010 00

- \*P3. a. Description (Describe resource and its major elements. Include design, materials, condition, alterations, size, setting, etc.):

2924 WEBSTER ST is a 1920s decorative brick service garage in the Upper Broadway Auto Row district. It is one story, rectangular plan, on an interior lot. It has a truss roof, straight parapet, and vehicle doors. Exterior walls are pressed brick and hollow clay tile. Roof is composition. Foundation is concrete. Structure is masonry bearing wall. Sanborn maps describe it as hollow terra cotta tile. The building has three-dimensional brickwork with infilled brick arched doorways. Present use is commercial repair garage. Surroundings are densely built up, commercial.

Visible alterations include painted brick, window infill. The building is in good condition; its integrity is fair.

b. Resource attributes: HP06--service garage

- \*P4. Resources present: /X/Building / /Structure / /Object / /Site / /District /X/Element of District (ASI) / /Other

\*P5. a. Photograph or Drawing

P5. b. Photo number: 604-16  
Photo date: 10/22/91



\*P6. Date Constructed/Age, and Source:  
/ /Prehistoric /X/Historic / /Both  
1923-24 F  
building permit

\*P7. Owner and Address:  
BARSOTTI JULES M & GERALDINE  
A c/o EUROPEAN MOTORS LTD  
2915 BROADWAY  
OAKLAND CA 94611

\*P8. Recorded by (name, affiliation, address):  
Oakland Cultural Heritage  
Survey, 1 City Hall Plaza,  
Oakland 94612 (510-238-3941)

\*P9. Date Recorded: 09/30/94

\*P10. Type of Survey: / /Intensive  
/X/Reconnaissance / /Other

\*P11. Report Citation: OCHS Completion Report, CLG Project #06-93-80101, 9/30/94 (URM Citywide)

\*Attachments: /X/None / /Location Map / /Sketch Map / /Continuation Sheet / /Building, Structure, and Object Record / /Other

State of California - The Resources Agency  
DEPARTMENT OF PARKS AND RECREATION  
BUILDING, STRUCTURE, AND OBJECT RECORD

Page B1 of 1

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

\*NRHP Status Code: 5B  
Local/Other Rating: Dc2+

\*Resource Name or #: Serial No. 1136  
2924 WEBSTER ST Oakland CA 94609

- B1. Historic Name: Salinger (A.M.)-Babb (A.L.) garage  
B2. Common Name: None  
B3. Original Use: Commerce/auto service  
B4. Present Use: Commerce/auto service  
\*B5. Architectural Style: 1920s decorative brick  
\*B6. Construction History: built 1923-24, altered  
painted brick, window infill  
\*B7. Moved? ☒ / No ☐ / Yes ☐ / Unknown ☐ Date: \_\_\_\_\_ Original Location: \_\_\_\_\_  
\*B8. Related Features:

B9a. Architect: Sommarstrom Brothers

b. Builder: Sommarstrom Brothers

- \*B10. Significance: Theme: masonry buildings (auto related) Area: Oakland  
Period: 1850-1948 Property Type: service garage N.R. Criteria: N/A  
(Discuss importance in terms of context as defined by theme, period, and geographic scope. Also address integrity.)

2924 WEBSTER ST, the Salinger (A.M.)-Babb (A.L.) garage, is a representative example of a 1920s decorative brick service garage (now remodeled). It was built in 1923-24, architect and builder Sommarstrom Brothers. It is dated by building permit 86138, and was originally valued at \$5,600. Remodelings have affected its historic character. Historically the building reflects motor transportation and the auto industry, and 1920s speculative development. The original owner and developer, about 1923, was Albert M. Salinger, Levy Estate Company, Piedmont resident. The property is also associated with Arthur L. Babb, commercial occupant c.1936, auto service. The Sommarstrom Brothers, M. Felix and Edward, were Oakland contractors active from about 1905 through the 1930s, sometimes listed as designers and often working with architect Clay Burrell.

The Oakland Cultural Heritage Survey rates this property Dc2+ (D, minor importance; potentially C, secondary importance or superior example, if restored). It is a contributor to the locally important Upper Broadway Auto Row district (Area of Secondary Importance: 2+). Its Survey rating makes it a historic property under Oakland's Historic Preservation Element. It does not appear eligible for the National Register, however, since there are more significant examples.

B11. Resource Attributes: HP06--service garage

\*B12. References:

Building and alteration permits, Sanborn maps, 1912-1935, 1951, 1970s; directories & phone books; city & county block books; name and subject indexes, Oakland History Room, OPL

(Sketch map, <sup>^</sup>N<sup>^</sup> north at top.)

B13. Remarks:

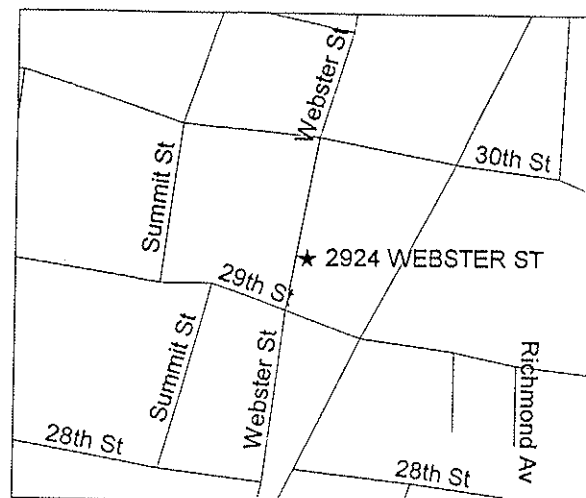
Primary Record submitted 9/30/94.

\*B14. Evaluator: Betty Marvin

\*Date of Evaluation: 02/21/94

Date Recorded: 09/30/95

(This space reserved for official comments.)





**Address:** 288 28<sup>th</sup> Street

**APN:** 009 068506700

**Construction Date:** 1930 (F)

**Historic Name:**

**OCHS Rating:** D2+, of minor importance, contributor to a district, PDHP

**2009 ESA Reconnaissance Survey Finding:** same

**Existing surveys:** OCHS, 1986 Field Survey

**Description:**

288 28<sup>th</sup> Street is a single story commercial building with a peaked parapet, vehicle door, and stucco exterior walls.

**Evaluation:**

**2009 ESA Reconnaissance Survey Finding:** appearance unchanged - D2+ retain rating

In ESA's professional opinion 288 28<sup>th</sup> Street is not considered an historical resource for CEQA purposes.

(F): Factual; (E): Estimated

City of Oakland (OCHS) ratings: Individual property: A, highest importance; B, major importance; C, secondary importance; D, minor importance; E, of no particular interest; \* or F, too recent to rate. District status: 1, in an Area of Primary Importance; 2, in an Area of Secondary Importance; 3, not in a district; + contributor to district's significance, - noncontributory, \* potential contributor e.g. if restored.



State of California - The Resources Agency  
DEPARTMENT OF PARKS AND RECREATION  
PRIMARY RECORD

Primary # \_\_\_\_\_  
HRI # \_\_\_\_\_  
Trinomial \_\_\_\_\_  
NRHP Status Code: 7

Page P1 of 1

Other Listings OCHS Dc2+  
Review Code \_\_\_\_\_ Reviewer \_\_\_\_\_ Date \_\_\_\_\_

\*P1. a. Resource Identifier (assign a name or number): Serial No. 94  
b. Other Identifier: Hardy (Mary L.)-J.E.French Co. building

\*P2. Location:

a. County Alameda

\*b. Address 293-95 29TH ST

City Oakland, CA

Zip 94611

\*c. UTM: USGS 7.5' Quad Oakland West Date 1980; Zone:

mE /

mN

\*d. Other Locational Data (e.g. parcel #, legal description, additional UTM's, etc.)

Parcel no.: 009 0685 036 01

\*P3. a. Description (Describe resource and its major elements. Include design, materials, condition, alterations, size, setting, etc.):

293-95 29TH ST is an early 20th century service garage in the Upper Broadway Auto Row district. It is one story, rectangular plan, on an interior lot. It has a truss roof, straight parapet, and vehicle doors. Exterior walls are brick and hollow clay tile. Roof is composition. Foundation is brick. Structure is masonry bearing wall and wood post and beam. Sanborn maps describe it as hollow terra cotta tile with facade of brick. Present use is commercial repair garage, Piedmont Party-Broadway Auto Body. Surroundings are commercial, densely built up.

Visible alterations include painted brick, new door. The building is in good condition; its integrity is good.

b. Resource attributes: HP06--service garage

\*P4. Resources present: /X/Building //Structure //Object //Site //District /X/Element of District (ASI) //Other

\*P5. a. Photograph or Drawing

P5. b. Photo number: 615-6  
Photo date: 07/08/92

\*P6. Date Constructed/Age, and Source:  
//Prehistoric /X/Historic //Both  
1917 F add 1917  
building permit

\*P7. Owner and Address:  
HAGSTROM PROPERTIES  
PO BOX 1488  
ORINDA CA 94563

\*P8. Recorded by (name, affiliation, address):  
Oakland Cultural Heritage  
Survey, 1 City Hall Plaza,  
Oakland 94612 (510-238-3941)

\*P9. Date Recorded: 09/30/94

\*P10. Type of Survey: //Intensive  
/X/Reconnaissance //Other



P11. Report Citation: OCHS Completion Report, CLG Project #06-93-80101, 9/30/94 (URM Citywide)

\*Attachments: /X/None //Location Map //Sketch Map //Continuation Sheet //Building, Structure, and Object Record //Other

\*Resource Name or #: Serial No. 94  
293-95 29TH ST Oakland CA 94611

- B1. Historic Name: Hardy (Mary L.)-J.E.French Co. building  
B2. Common Name: PiedmontParty-BroadwayAutoBody  
B3. Original Use: Commerce/auto service B4. Present Use: Commerce/auto service  
\*B5. Architectural Style: early 20th century utilitarian  
\*B6. Construction History: built 1917, addition 1917  
painted brick, new door  
\*B7. Moved? ☒ No ☐ Yes ☐ Unknown Date: \_\_\_\_\_ Original Location: \_\_\_\_\_  
\*B8. Related Features:

B9a. Architect: not named on plans/permit b. Builder: Sommarstrom Brothers

- \*B10. Significance: Theme: masonry buildings (auto related) Area: Oakland  
Period: 1850-1948 Property Type: service garage N.R. Criteria: N/A  
(Discuss importance in terms of context as defined by theme, period, and geographic scope. Also address integrity.)

293-95 29TH ST, the Hardy (Mary L.)-J.E.French Co. building, is a representative example of an early 20th century utilitarian service garage. It was built in 1917, architect not named on plans/permit and builder Sommarstrom Brothers. It is dated by building permit 44750, and was originally valued at \$6,000. Plans are on file with the City of Oakland. A one story addition to the east side and rear of the original garage was made six months later in 1917. Historically the building reflects motor transportation and the auto industry, and development or ownership of rental property by neighborhood residents. The original owner and developer, about 1917, was Mary Louise Hardy, unidentified except that she was living on 29th Street. The property is also associated with J.E. French Company c.1960s, Dodge dealer. The Sommarstrom Brothers, M. Felix and Edward, were Oakland contractors active from about 1905 through the 1930s, sometimes listed as designers and often working with architect Clay Burrell.

The Oakland Cultural Heritage Survey rates this property Dc2+ (D, minor importance; potentially C, secondary importance or superior example, if restored). It is a contributor to the locally important Upper Broadway Auto Row district (Area of Secondary Importance: 2+). Its Survey rating makes it a historic property under Oakland's Historic Preservation Element. It does not appear eligible for the National Register, however, since there are more significant examples.

(see plans continuation page)

B11. Resource Attributes: HP06--service garage

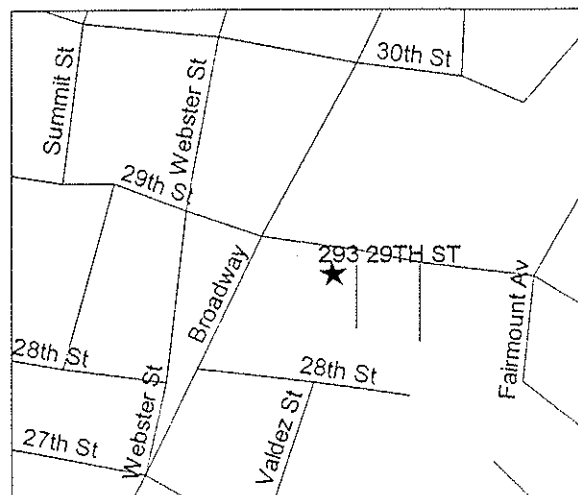
- \*B12. References:  
Building and alteration permits, Sanborn maps, 1912-1935, 1951, 1970s; directories & phone books; city & county block books; name and subject indexes, Oakland History Room, OPL

B13. Remarks:  
Primary Record submitted 9/30/94.

- \*B14. Evaluator: Betty Marvin  
\*Date of Evaluation: 03/06/94  
Date Recorded: 09/30/95

(This space reserved for official comments.)

(Sketch map, <sup>^</sup>N<sup>^</sup> north at top.)



State of California - The Resources Agency  
DEPARTMENT OF PARKS AND RECREATION  
PRIMARY RECORD

Primary # \_\_\_\_\_  
HRI # \_\_\_\_\_  
Trinomial \_\_\_\_\_  
NRHP Status Code: 7

Page P1 of 1

Other Listings OCHS Dc2+  
Review Code \_\_\_\_\_ Reviewer \_\_\_\_\_ Date \_\_\_\_\_

\*P1. a. Resource Identifier (assign a name or number): Serial No. 154  
b. Other Identifier: Pfund (G.H.)-Chanslor & Lyon building

a. County Alameda

\*P2. Location:

\*b. Address 340 29TH ST/NE COR WEBSTER  
City Oakland, CA

Zip 94609

\*c. UTM: USGS 7.5' Quad Oakland West Date 1980; Zone: mE / mN

\*d. Other Locational Data (e.g. parcel #, legal description, additional UTM's, etc.)  
Parcel no.: 009 0701 009 00

\*P3. a. Description (Describe resource and its major elements. Include design, materials, condition, alterations, size, setting, etc.):

340 29TH ST is a Beaux Arts derivative service garage in the Upper Broadway Auto Row district. It is high one story, rectangular plan, on a corner lot. It has a modillion cornice, arched windows, and pilaster caps. Exterior walls are pressed brick and stucco. Roof is composition. Structure is brick bearing wall. Sanborn maps describe it as brick. The building has stucco ornament and brick arches. Present use is commercial repair garage, Mercedes Benz parts department. Surroundings are densely built up, commercial.

Visible alterations include ornament removed, window infill, painted brick. The building is in good condition; its integrity is fair.

b. Resource attributes: HP06--service garage

\*P4. Resources present: /X/Building / /Structure / /Object / /Site / /District /X/Element of District (ASI) / /Other

\*P5. a. Photograph or Drawing



P5. b. Photo number: 600-36  
Photo date: 09/29/91

\*P6. Date Constructed/Age, and Source:  
/ /Prehistoric /X/Historic / /Both  
1919 F  
building permit

\*P7. Owner and Address:  
BARSOTTI JULES M  
2915 BROADWAY  
OAKLAND CA 94611

\*P8. Recorded by (name, affiliation, address):  
Oakland Cultural Heritage  
Survey, 1 City Hall Plaza,  
Oakland 94612 (510-238-3941)

\*P9. Date Recorded: 09/30/94

\*P10. Type of Survey: / /Intensive  
/X/Reconnaissance / /Other

\*P11. Report Citation: OCHS Completion Report, CLG Project #06-93-80101, 9/30/94 (URM Citywide)

\*Attachments: /X/None / /Location Map / /Sketch Map / /Continuation Sheet / /Building, Structure, and Object Record / /Other



**Address:** 340 29<sup>th</sup> Street

**APN:** 009 070100900

**Construction Date:** 1919 (F)

**Historic Name:** Pfund (G.H.)-Chanslor & Lyon building

**OCHS Rating:** Dc2+, of minor importance, contributor to a district, PDHP

**2009 ESA Reconnaissance Survey Finding:** same

**Existing surveys:** OCHS, 1994 Citywide URM Survey (intensive)

**Description:**

340 29<sup>th</sup> Street is a single story Beaux Arts derivative commercial building with arched windows, pilaster caps, and brick and pressed hollow clay tile exterior walls.

**Evaluation:**

**2009 ESA Reconnaissance Survey Finding:** appearance unchanged - Dc2+ retain rating

In ESA's professional opinion 340 29<sup>th</sup> Street is not considered an historical resource for CEQA purposes.

(F): Factual; (E): Estimated

City of Oakland (OCHS) ratings: Individual property: A, highest importance; B, major importance; C, secondary importance; D, minor importance; E, of no particular interest; \* or F, too recent to rate. District status: 1, in an Area of Primary Importance; 2, in an Area of Secondary Importance; 3, not in a district; + contributor to district's significance, - noncontributory, \* potential contributor e.g. if restored.

**25D**

---

**The 25th Street Garage District ASI**





**District Name:** The 25th Street Garage District ASI (25D)

**Location:** 24<sup>th</sup>/25<sup>th</sup>/26<sup>th</sup> Streets between Broadway and Telegraph Avenue

**Building Date Range:** 1920-1929

**Description:**

The 25th Street Garage District is also identified as an ASI for the City of Oakland, a small portion of which is within the project area. The 25th Street Garage District occupies most of both sides of the block of 25th Street between Broadway and Telegraph Avenue, and parts of the east end of the same block on 24th and 26th Streets. The buildings in the district are predominantly one story service or industrial, and face onto the side (numbered) streets, not the Telegraph or Broadway commercial frontages. The buildings in the district are predominantly one-story brick and truss-roofed garages built between 1920 and 1929. The 25th Street Garage District is significant as a concentrated, intact, and homogenous group of buildings of a distinctive type, dating from a specific period of Oakland's economic development.

In 1913, the Oakland City Council established an ordinance regulating the construction of buildings used as public automobile garages, stating that public garages were to be "of brick, stone, or concrete construction" with concrete floors, well ventilated at floor level, and lit only by electricity. After 1929, construction in the present district stopped until the late 1940s. The result of this short development period is an enclave of single-frontage, single-purpose buildings unusually uniform in type, style, and construction.

(F): Factual; (E): Estimated

City of Oakland (OCHS) ratings: Individual property: A, highest importance; B, major importance; C, secondary importance; D, minor importance; E, of no particular interest; \* or F, too recent to rate. District status: 1, in an Area of Primary Importance; 2, in an Area of Secondary Importance; 3, not in a district; + contributor to district's significance, \* noncontributory, \* potential contributor e.g. if restored.

## HISTORIC RESOURCES INVENTORY

Ser. No. \_\_\_\_\_  
HABS \_\_\_\_\_ HAER \_\_\_\_\_ NR 3/3D SHL \_\_\_\_\_ Loc \_\_\_\_\_  
UTM: A 10/564730/4185160 B \_\_\_\_\_  
C \_\_\_\_\_ D \_\_\_\_\_

### IDENTIFICATION

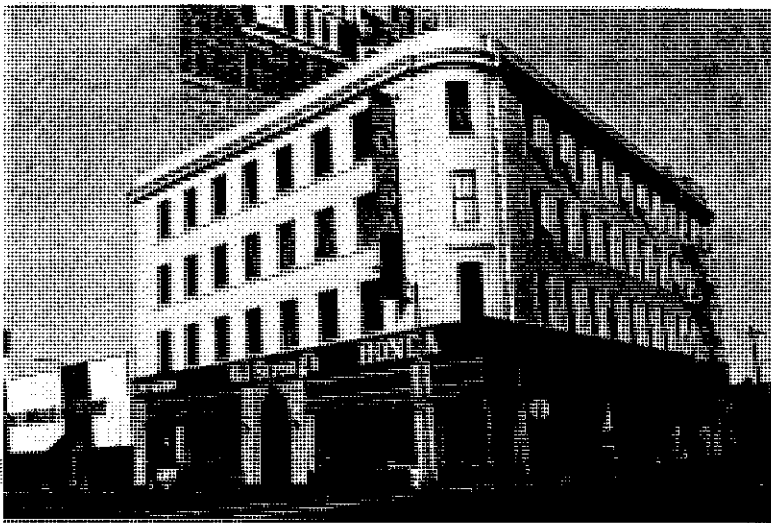
1. Common name: Val Strough Honda Showroom and Garage Building
2. Historic name: Cuyler Lee Packard and Maxwell Salesroom and Garage Building; Don Lee Building; Western Auto Supply Co. Building
3. Street or rural address: 2355 Broadway/415 24th Street  
City Oakland, CA Zip 94612 County Alameda
4. Parcel number: 8-666-6
5. Present Owner: Donald V. and Linda L. Strough Address: 3330 Broadway  
City Oakland, CA Zip 94618 Ownership is: Public \_\_\_\_\_ Private X
6. Present Use: \_\_\_\_\_ Original use: \_\_\_\_\_

### DESCRIPTION

- 7a. Architectural style: Beaux Arts Derivative
- 7b. Briefly describe the present *physical description* of the site or structure and describe any major alterations from its original condition:

2355 Broadway/415 24th Street is a four-story reinforced concrete auto sales and garage building, with 100' and 135' frontages on a wide flatiron corner: four-sided plan has one right angle and no parallel sides. The retail ground floor consists mostly of glazed storefront bays, with stained glass transoms and a low tiled base. The upper floors are formed concrete, not stuccoed, painted off-white, with scoring like simplified quoins up the sides of each facade. The flatiron corner, one window wide, is curved and slightly recessed from the plane of the facades and their quoins; its windows are curved. Broadway facade is 7 windows wide, 24th Street 11. Windows are 3 over 3 in hinged casement, separated by plain wall surfaces almost as wide as the windows. Except for a molded hood on the second floor corner window, there are only narrow slightly recessed window surrounds, and narrow common sills. A metal cornice molding separates the top floor from the plain parapet, and the second floor from the base. The ground floor has a big rusticated arch

(see continuation page 3)



8. Construction date:  
Estimated \_\_\_\_\_ Factual 1913-14
9. Architect Willis Polk & Co.
10. Builder Willis Polk & Co.
11. Approx. property size (in feet)  
Frontage 99 Depth 144  
or approx. acreage \_\_\_\_\_
12. Date(s) of enclosed photograph(s)

303-35 2355 Broadway/415 24th Street  
8/83

13. Condition: Excellent ☒ Good ☐ Fair ☐ Deteriorated ☐ No longer in existence ☐
14. Alterations: Ground floor entries; some sash on upper floors
15. Surroundings: (Check more than one if necessary) Open land ☐ Scattered buildings ☐ Densely built-up ☒  
Residential ☐ Industrial ☐ Commercial ☒ Other: ☐
16. Threats to site: None known ☒ Private development ☐ Zoning ☐ Vandalism ☐  
Public Works project ☐ Other: ☐
17. Is the structure: On its original site? ☒ Moved? ☐ Unknown? ☐
18. Related features: None

**SIGNIFICANCE**

19. Briefly state historical and/or architectural importance (include dates, events, and persons associated with the site.)

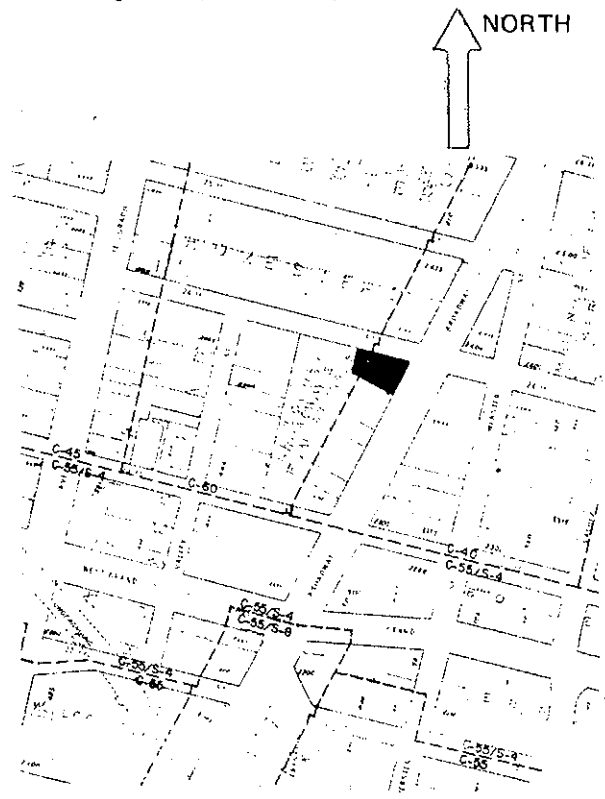
2355 Broadway/415 24th Street was built under permit 33537, issued November 20, 1913. Block books record "all old improvements moved, 12/10/13" (two 2-story flats, formerly owned and presumably built by A. W. Smith), and "reinf. conc. frame up, now windows in, 3/3/14." Owner was Mrs. Emilie Sussman, presumably the Emily Sussman listed in San Francisco directories as the widow of Samuel Sussman of Sussman and Wormser (S&W Foods).

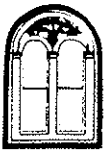
The building's estimated cost was \$55,000. Plans describe it as "building for Cuyler Lee Esq." by Willis Polk and Co. of San Francisco; signatures in the title block are those of C.A. Haber, H. C. Stewart, R. W. Kinne, G. E. Altsui (?), and Trygve Ronneberg. Drawings (dated July 12) show a three-story building, with an addendum to the specifications directing "Contractors...will submit...the sum additional to the original bid in case there is...an additional story... between the second and third floors, making the present

(see continuation page 4)

20. Main theme of the historic resource: (If more than one is checked, number in order of importance.)  
Architecture 1 Arts & Leisure ☐  
Economic/Industrial 2 Exploration/Settlement ☐  
Government ☐ Military ☐  
Religion ☐ Social/Education ☐
21. Sources (List books, documents, surveys, personal interviews and their dates). Building permits, plans & specifications.  
Bolts and Nuts, May 26, 1924.  
Observer, Apr. 8, 1916: 48, and Sept. 18, 1925: 2.  
Oakland Tribune, Jan. 18, 1914: 45  
Oakland Directories
22. Date form prepared June 30, 1985  
By (name) Staff  
Organization Oakland Cultural Heritage Survey  
Address: One City Hall Plaza, 6th floor  
City Oakland Zip 94612  
Phone: (415) 273-3941  
© 1985 City of Oakland

Locational sketch map (draw and label site and surrounding streets, roads, and prominent landmarks):





HISTORIC RESOURCES INVENTORY

CP

Street or rural address: 2355 Broadway/415 24th Street

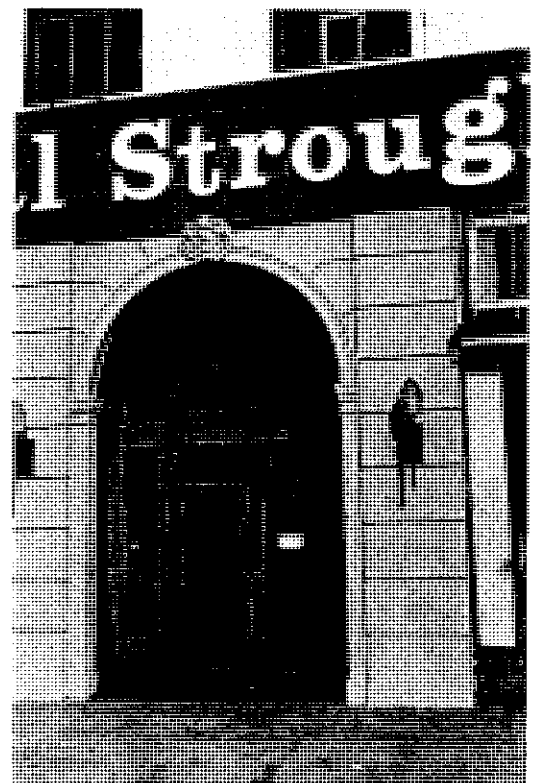
7b. Physical Description (continued from page 1)

with elaborate oak and glass doorway at the center of the Broadway facade: this appears to be a 1925 alteration ("modern storefront": permit A3623), replacing an original rounded corner entry. First floor pilasters were originally as wide as on the upper stories, there was a paneled wood vehicle door on Broadway like the one on 24th Street and pedestrian doors on 24th near the corner, and base and transom were probably different.

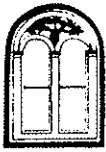
The folding, paneled wooden door in the last bay on 24th Street (with prism-glass transom) opens onto a massive open drive-in elevator described in the specifications as having a capacity of 20,000 pounds and a hardwood platform with steel enclosure 5'6" high on three sides. Original uses from here to the corner were oil room, accessory room, and sales room; mezzanine had offices and toilets; upper floors wash rack, forge room, cleaning room, varnish room, paint room, and lathe room, most of which have probably been gone since the 1925 conversion to a parts warehouse. Showroom has a (1925) balustraded grand stairway to the mezzanine; interior is fairly heavily resurfaced with dropped ceiling and various paneling.



303-32 2355 Broadway/415 24th Street,  
vehicle door on 24th 8/83



304-1 2355 Broadway/415 24th Street,  
front door detail 8/83



HISTORIC RESOURCES INVENTORY

CP

Street or rural address: 2355 Broadway/415 24th Street

19. Historical and/or Architectural Importance (continued from page 2)

third floor the fourth floor." (Plans, incidentally, are themselves unusual: purplish line prints on heavy, rough paper, with hand-drawn color-coding of yellow for wood, blue for concrete, green for glass, etc., and such full-size details as stair railings and "typical DH window.") Multi-story reinforced concrete buildings were common by the time of this one, but it is early as an example of a formed concrete exterior ("street front surface" to be "a most perfect piece of work," presentable as formed "without cementing").

Willis Polk (1867-1924) was prominent in the 1890s as one of the pioneers of the so-called Bay Region style; after the turn of the century he was associated with Daniel Burnham and civic improvement projects in San Francisco, and the Oakland building is consistent with Richard Longstreth's judgment (leaflet for San Francisco Heritage) that "the majority of his work during this period was for commercial buildings in a formal academicism which had little of the character of his earlier work" (though the mid-teens also included the famous glass curtain-walled Hallidie Building--130 Sutter Street, San Francisco--and chairmanship of the architectural committee for the Panama Pacific International Exposition). Trygve Ronneberg appears in San Francisco and Oakland directories c. 1907-38, first as structural engineer in Polk's office and later as "consulting engineer" in the East Bay (his Berkeley home was designed by Polk in 1914). He has so far been identified with a warehouse at 217-27 Alice Street in Oakland (1926-27: see Waterfront Warehouse District), and important projects in San Francisco.

2355 Broadway's full complex of auto shops (see 7b) was intended for Cuyler Lee's Packard and Maxwell dealership and garage, found in 1914-17 directories; Lee also advertised under Auto Painters. The building was pictured in the Oakland Observer of April 8, 1916, as one of the showpieces of the (quasi-industrial) "business section north of 15th Street." The Pacific Kissel Kar showroom across the street at 2401 Broadway was built the same year as Lee's: see 25th Street Garage District SHRI form. Directories in the early 1910s show Oakland's center for automobile service and particularly sales shifting from the area around 12th, Jackson, and Madison Streets, to upper Broadway beyond 20th Street. The 1912 directory shows 4 auto dealerships in the 2000 to 2200 blocks of Broadway; in 1914 there are at least 15 including Cuyler Lee, and going as far north as 3300 Broadway. This pattern continued through and beyond the 1920s, with service and parts concentrated on the side streets in an area roughly bounded by Telegraph Avenue, Webster and 23rd Streets, and an auto row of dealerships continuing north out Broadway (see SHRI for 25th Street Garage District). The Cuyler Lee building was then, and remains, larger and more urbane than any of the other auto row buildings: its closest match in scale and style was the 1912 First Methodist Church across Broadway (demolished 1982 -- see 1963 photo).

Cuyler Lee first appears in the 1910 Oakland classified under Automobiles, at 300 Telegraph; he was in business earlier in San Francisco, with a Willis Polk showroom at 2000 Van Ness, dated c. 1908 in S. F. Heritage's list. His last Oakland listing seems to be 1917, San Francisco 1918. In the early 1920s,

(see next page)





HISTORIC RESOURCES INVENTORY

CP

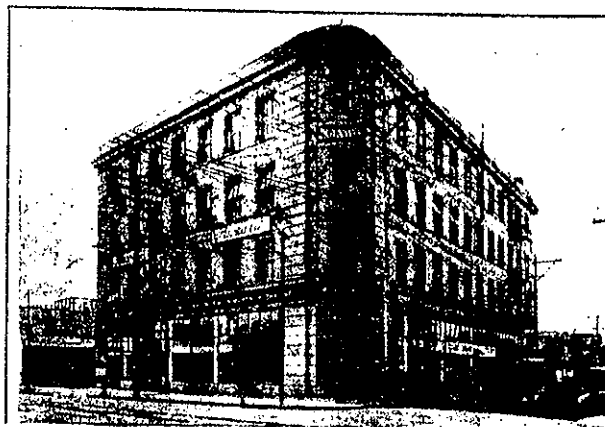
Street or rural address: 2355 Broadway/415 24th Street

19. Historical and/or Architectural Importance (continued from page 4 )

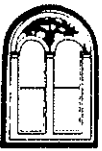
2355 Broadway was occupied by Don Lee -- relation, if any, unknown -- Cadillac dealer at various San Francisco and Oakland locations, and possibly elsewhere (Tribune, 1/18/1914, captions him "the man behind the Cadillac") from at least 1912 to 1935.

In May 1924 the Chamber of Commerce's Bolts and Nuts reported that "the Western Auto Supply Co. has purchased the property...known as the Don Lee Building" as northern California headquarters for its chain of 100 stores in the western states. Under permit A3623 (May 4, 1925) Western Auto gave the building a "modern storefront" and new balcony, stairs, and toilets. In 1929 they built another garage across the street at 442 24th Street (see 25th Street Garage District SHRI), and occupied the Cuyler Lee building until 1946-47. From about 1947 to 1977 the building had a somewhat incongruous use as factory and head office of MacFarlane's Candies, an East Bay chain in existence c. 1930-83, before being reclaimed by the Val Strough auto dealership, an Oakland business since 1934.

The Cuyler Lee building acts as an anchor and a foil to the one-story utilitarian buildings that now make up the 25th Street Garage District. It is one of the earliest and the grandest and best preserved of the Broadway sales buildings that spawned the side-street service area (the combination of sales and service in one multi-story building remained unusual). It is one of the few East Bay works of Willis Polk & Co. A primary contributor to the 25th Street Garage District, it appears individually eligible for the National Register.



2355 Broadway/415 24th Street, c.1916,  
with original ground floor.  
Source: The Observer, April 8, 1916.



HISTORIC RESOURCES INVENTORY

CP

Street or rural address: 2355 Broadway/415 24th Street



13-16-1 2355 Broadway/415 24th St.  
1963 view, OCPD visual  
survey



**Address:** 2355 Broadway

**APN:** 008 0666 006

**Construction Date:** 1913-1914 (F)

**Historic Name:** Packard & Maxwell – Don Lee - Western Auto Bldg

**OCHS Rating:** B+a1, or major importance and contributor to a district, DHP; DPR 523B, 1994, status code 3/3D (appears eligible as contributor to a fully documented district)

**2009 ESA Reconnaissance Survey Finding:** same

**Existing surveys:** OCHS, 1985 Central District Survey (Intensive); OCHS, 1994 Citywide URM Survey (Intensive)

**Description:**

2355 Broadway is a four-story reinforced concrete auto sales and garage building with 100' by 135' frontages and a flatiron corner measuring one window wide. The ground floor consists of mostly glazed storefront bays and a low tiled base. The upper floors are formed concrete, and the flatiron corner is curved and slightly recessed from the facades.

**Evaluation:**

**2009 ESA Reconnaissance Survey Finding:** appearance unchanged - retain B+a1 rating

In ESA's professional opinion 2355 Broadway is a historical resource for CEQA purposes.

(F): Factual; (E): Estimated

City of Oakland (OCHS) ratings: Individual property: A, highest importance; B, major importance; C, secondary importance; D, minor importance; E, of no particular interest; \* or F, too recent to rate. District status: 1, in an Area of Primary Importance; 2, in an Area of Secondary Importance; 3, not in a district; + contributor to district's significance, - noncontributory, \* potential contributor e.g. if restored.

State of California - The Resources Agency  
DEPARTMENT OF PARKS AND RECREATION  
PRIMARY RECORD

Primary # \_\_\_\_\_  
HRI # \_\_\_\_\_  
Trinomial \_\_\_\_\_  
NRHP Status Code: N/A

Page P1 of 1

Other Listings OCHS Eb-1\*  
Review Code \_\_\_\_\_ Reviewer \_\_\_\_\_ Date \_\_\_\_\_

\*P1. a. Resource Identifier (assign a name or number): Serial No. 229  
b. Other Identifier: Pacific Kissel Kar-Dean Lippi showroom

\*P2. Location:

a. County Alameda

\*b. Address 2401-11 BROADWAY/400-22 24TH ST

City Oakland, CA

Zip 94612

\*c. UTM: USGS 7.5' Quad Oakland West Date 1980;

Zone:

mE /

mN

\*d. Other Locational Data (e.g. parcel #, legal description, additional UTM's, etc.)

Parcel no.: 008 0674 004 00

\*P3. a. Description (Describe resource and its major elements. Include design, materials, condition, alterations, size, setting, etc.):

2401-11 BROADWAY is a Beaux Arts derivative automobile showroom, remodeled as late 20th century commercial, in the 25th Street Garage district. It is one story and monitor, L-plan, on a corner lot. It has straight parapets, wide molded cornice, and arched windows on 24th Street (formerly around both facades). Exterior walls are stucco and common brick. Roof is composition. Foundation is concrete. Structure is brick bearing wall, with a wood frame showroom wing at the corner. The building has metal industrial sash on the off-street sides, and multi-paned wood sash in the remaining arched windows. Present use is vacant commercial. Surroundings are densely built up, commercial. Visible alterations include new facade, ornament removed, windows reshaped; the west 4 bays on 24th Street are reasonably intact. The building is in fair condition; its integrity is poor.

NOTE: THIS FORM UPDATES AN EARLIER FORM FOR THIS PROPERTY (SEE ITEM P11 BELOW), AND INCORPORATES BY REFERENCE ALL INFORMATION NOT SUPERSEDED BY THIS UPDATE.

b. Resource attributes: HP06--automobile showroom

\*P4. Resources present: ☒ Building ☐ Structure ☐ Object ☐ Site ☐ District ☒ Element of District (API) ☐ Other

\*P5. a. Photograph or Drawing

P5. b. Photo number: 657-10A

Photo date: 06/12/94

\*P6. Date Constructed/Age, and Source:

☐ Prehistoric ☒ Historic ☐ Both

1913-14 F add 1930 rem 1977  
building permit

\*P7. Owner and Address:

MA KAI C & KAI Y c/o TSZ K  
CHUNG  
386 MICHELLE AV  
DALY CITY CA 94015

\*P8. Recorded by (name, affiliation, address):

Oakland Cultural Heritage  
Survey, 1 City Hall Plaza,  
Oakland 94612 (510-238-3941)

\*P9. Date Recorded: 09/30/94

\*P10. Type of Survey: ☐ Intensive

☒ Reconnaissance ☐ Other

update: see Completion Report



\*P11. Report Citation: OCHS Completion Report, CLG Project #06-93-80101, 9/30/94 (URM Citywide)  
OCHS vol.20, 25th Street Garage District, 1985

\*Attachments: ☒ None ☐ Location Map ☐ Sketch Map ☐ Continuation Sheet ☐ Building, Structure, and Object Record ☐ Other

State of California - The Resources Agency  
DEPARTMENT OF PARKS AND RECREATION  
BUILDING, STRUCTURE, AND OBJECT RECORD

Page B1 of 2

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

\*NRHP Status Code: 4R  
Local/Other Rating: Eb-1\*

\*Resource Name or #: Serial No. 229  
2401-11 BROADWAY/400-22 24TH ST Oakland CA 94612

- B1. Historic Name: Pacific Kissel Kar-Dean Lippi showroom  
B2. Common Name: None  
B3. Original Use: Commerce/specialty B4. Present Use: Commerce  
\*B5. Architectural Style: Beaux Arts derivative remodeled as late 20th century commercial  
\*B6. Construction History: built 1913-14, addition 1930, remodeled 1977  
new facade, storefront changed, ornament removed, windows reshaped, style changed completely  
\*B7. Moved? ☒ No / ☐ Yes / ☐ Unknown Date: \_\_\_\_\_ Original Location: \_\_\_\_\_  
\*B8. Related Features: \_\_\_\_\_  
B9a. Architect: Meyer, Frederick H. b. Builder: Burnett, Bruce B.  
Froberg, Alben R. (1930) Scott, G.A. (1930)  
\*B10. Significance: Theme: masonry buildings (auto related) Area: Oakland  
Period: 1850-1948 Property Type: automobile showroom N.R. Criteria: N/A  
(Discuss importance in terms of context as defined by theme, period, and geographic scope. Also address integrity.)

2401-11 BROADWAY, the Pacific Kissel Kar-Dean Lippi showroom, was originally a very good example of a Beaux Arts derivative automobile showroom, remodeled as late 20th century commercial. It was built in 1913-14, architect Frederick H. Meyer and builder Bruce B. Burnett. It is dated by building permit 33464, and was originally valued at \$14,115. Plans are on file with the City of Oakland. An addition was made in 1930. It was remodeled in 1977. Historically the building reflects motor transportation and the auto industry. The original commercial occupant was Pacific Kissel Kar Company. The property is also associated with Dean Lippi's Ford Corner, commercial occupant. San Francisco architect Frederick H. Meyer (1876-1961) specialized in large office buildings, and was a prominent City Beautiful exponent, serving on the San Francisco Civic Center Commission in 1913-15.

The Oakland Cultural Heritage Survey rates this property Eb-1\* (E, of no particular interest; potentially B-, major importance, landmark quality, if restored), particularly for its type/style and historical associations and architect. It is a contingency contributor to the National Register quality 25th Street Garage district (Area of Primary Importance: 1\*). If its integrity is restored, its contribution to the district should be reevaluated. Its Survey rating makes it a historic property under Oakland's Historic Preservation Element. It does not appear eligible for the National Register, however, since its architectural integrity has (see continuation page)

B11. Resource Attributes: HP06--automobile showroom

- \*B12. References:  
Building and alteration permits, Sanborn maps, 1912-1935, 1951, 1970s; directories & phone books; city & county block books; name and subject indexes, Oakland History Room, OPL; OCHS vol.20

B13. Remarks:  
Primary Record submitted 9/30/94.

- \*B14. Evaluator: Christopher Buckley  
\*Date of Evaluation: 04/23/85  
Date Recorded: 09/30/95

(This space reserved for official comments.)

(Sketch map, <sup>^</sup>N<sup>^</sup> north at top.)





Page 82 of 2

\*Resource Name or #: Ser. No. 229-Pacific Kiesel Kar-Dean Lippi showroom  
2401-11 BROADWAY/400-22 24TH ST Oakland CA 94612

\*Recorded by Oakland Cultural Heritage Survey \*Date 09/30/95 /X/ Continuation / / Update

B10. Significance:

been seriously compromised and there are more significant examples.

The commercial frontage, formerly occupied by Home Savings, has been vacant for several years; the garage portion is in use by nearby auto dealers. Another building of the Dean Lippi complex, the wash rack at 432 24th Street, is now on a separate parcel and has its own inventory form.

NOTE: THIS FORM UPDATES AN EARLIER FORM FOR THIS PROPERTY (OCHS vol.20: SEE ITEM P11), AND INCORPORATES BY REFERENCE ALL INFORMATION NOT SUPERSEDED BY THIS UPDATE.

Photo #657-12A

06/12/94

Detail, 24th Street side





**Address:** 2401-11 Broadway / 400-22 24<sup>th</sup> Street

**APN:** 008 0674 00 301 / 008 0674 00 400

**Construction Date:** 1913-14 (addition 1930; remodeled 1977) (F)

**Historic Name:** Pacific Kissel Kar-Dean Lippi showroom.

**OCHS Rating:** Eb-1\*, of no particular importance, but potential contributor to a district, PDHP; DPR 523B, 1994, status code 4R (may become a contributor to an eligible district)

**2009 ESA Reconnaissance Survey Finding:** same

**Existing surveys:** OCHS, 1994 Citywide URM Survey (Intensive)

**Description:**

2401-11 Broadway / 400-22 24<sup>th</sup> Street is a single story commercial building with a straight parapet and molded cornice. The building has a flat roof and exterior walls are stucco and brick.

**Evaluation:**

**2009 ESA Reconnaissance Survey Finding:** appearance unchanged - retain Eb-1\* rating

In ESA's professional opinion 2401-11 Broadway / 400-22 24<sup>th</sup> Street is not considered an historical resource for CEQA purposes.

(F): Factual; (E): Estimated

City of Oakland (OCHS) ratings: Individual property: A, highest importance; B, major importance; C, secondary importance; D, minor importance; E, of no particular interest; \* or F, too recent to rate. District status: 1, in an Area of Primary Importance; 2, in an Area of Secondary Importance; 3, not in a district; + contributor to district's significance, - noncontributory, \* potential contributor e.g. if restored.



**Address:** 2366-98 Valley Street

**APN:** 008 066601901

**Construction Date:** 1936 (F)

**Historic Name:**

**OCHS Rating:** Cb-2+, of secondary importance, contributor to a district, PDHP

**2009 ESA Reconnaissance Survey Finding:** same

**Existing surveys:** OCHS, 1994 Citywide URM Survey (Intensive)

**Description:**

2366-98 Valley Street is a two story commercial building with a boarded large storefront windows on the first floor and molded frieze along the second story windows. The building has a flat roof and exterior walls are reinforced concrete.

**Evaluation:**

**2009 ESA Reconnaissance Survey Finding:** appearance unchanged - retain Cb-2+ rating

In ESA's professional opinion 2366-98 Valley Street is not considered an historical resource for CEQA purposes.

(F): Factual; (E): Estimated

City of Oakland (OCHS) ratings: Individual property: A, highest importance; B, major importance; C, secondary importance; D, minor importance; E, of no particular interest; \* or F, too recent to rate. District status: 1, in an Area of Primary Importance; 2, in an Area of Secondary Importance; 3, not in a district; + contributor to district's significance, - noncontributory, \* potential contributor e.g. if restored.

**WV2**

---

**Waverly Street Residential District ASI**





**District Name:** Waverly Street Residential District ASI (WV2)

**Location:** 2306-2359 Waverly St / 257-325 24<sup>th</sup> St / 2346 Valdez

**Building Date Range:** 1880s -1920s

**Description:**

The Waverly Street Residential District ASI is a turn-of-the-century residential district of approximately 19 buildings on 21 assessor's parcels, predominantly consisting of Colonial Revival and Craftsman-style single family residences, a portion of which is located in the northeast section of the project area. Buildings date from the 1880s to the 1920s, with the majority of the buildings constructed between 1900 and 1910.

(F): Factual; (E): Estimated

City of Oakland (OCHS) ratings: Individual property: A, highest importance; B, major importance; C, secondary importance; D, minor importance; E, of no particular interest; \* or F, too recent to rate. District status: 1, in an Area of Primary Importance; 2, in an Area of Secondary Importance; 3, not in a district; + contributor to district's significance, - noncontributory, \* potential contributor e.g. if restored.



**Address:** 257-61 24<sup>th</sup> Street

**APN:** 008 067000300

**Construction Date:** 1912-13 (F)

**Historic Name:** n/a

**OCHS Rating:** C2+, of secondary importance, contributor to a district, PDHP

**2009 ESA Reconnaissance Survey Finding:** same

**Existing surveys:** OCHS 1985, North Central Survey (intensive)

**Description:**

257-61 24<sup>th</sup> Street is a two story mixed use Mission Revival style building with a Mission style parapet, stucco over wood exterior walls, and a red tile awning.

**Evaluation:**

**2009 ESA Reconnaissance Survey Finding:** appearance unchanged - retain C2+ rating

In ESA's professional opinion 257-61 24<sup>th</sup> Street is not considered an historical resource for CEQA purposes.

(F): Factual; (E): Estimated

City of Oakland (OCHS) ratings: Individual property: A, highest importance; B, major importance; C, secondary importance; D, minor importance; E, of no particular interest; \* or F, too recent to rate. District status: 1, in an Area of Primary Importance; 2, in an Area of Secondary Importance; 3, not in a district; + contributor to district's significance, - noncontributory, \* potential contributor e.g. if restored.





**Address:** 263-65 24<sup>th</sup> Street

**APN:** 008 067000200

**Construction Date:** 1908 (F)

**Historic Name:** Poorman (Jerome)-Dale (John) flats

**OCHS Rating:** C2+, of secondary importance, contributor to a district, PDHP

**2009 ESA Reconnaissance Survey Finding:** same

**Existing surveys:** OCHS 1985, North Central Survey (intensive)

**Description:**

263-65 24<sup>th</sup> Street is a two story Craftsman residential building with a hipped roof, bays, dormer, and shingle covered exterior walls.

**Evaluation:**

**2009 ESA Reconnaissance Survey Finding:** appearance unchanged - retain C2+ rating

In ESA's professional opinion 263-65 24<sup>th</sup> Street is not considered an historical resource for CEQA purposes.

(F): Factual; (E): Estimated

City of Oakland (OCHS) ratings: Individual property: A, highest importance; B, major importance; C, secondary importance; D, minor importance; E, of no particular interest; \* or F, too recent to rate. District status: 1, in an Area of Primary Importance; 2, in an Area of Secondary Importance; 3, not in a district; + contributor to district's significance, - noncontributory, \* potential contributor e.g. if restored.

State of California - The Resources Agency  
DEPARTMENT OF PARKS AND RECREATION  
PRIMARY RECORD

Primary # \_\_\_\_\_  
HRI # \_\_\_\_\_  
Trinomial \_\_\_\_\_  
NRHP Status Code: 7

Page P1 of 1

Other Listings OCHS C2+

Review Code \_\_\_\_\_ Reviewer \_\_\_\_\_ Date \_\_\_\_\_

\*P1. a. Resource Identifier (assign a name or number): Serial No. 121

b. Other Identifier: United Auto Repair

\*P2. Location:

a. County Alameda

\*b. Address 315 24TH ST

City Oakland, CA

Zip 94612

\*c. UTM: USGS 7.5' Quad Oakland West Date 1980; Zone: mE / mN

\*d. Other Locational Data (e.g. parcel #, legal description, additional UTMs, etc.)

Parcel no.: 008 0669 004 03 W

\*P3. a. Description (Describe resource and its major elements. Include design, materials, condition, alterations, size, setting, etc.):

315 24TH ST is an early 20th century utilitarian industrial building in the Waverly Street district. It is one story, rectangular plan, on an interior lot, on the west part of the parcel. It has a straight parapet, arched windows, and vehicle door. Exterior walls are decorative brickwork and hollow clay tile. Roof is composition. Foundation is concrete. Structure is brick and masonry bearing wall. Sanborn maps describe it as hollow terra cotta tile, brick, wood frame. The building has brick frieze panel and wood doors. Present use is light industrial, GAMA Import. Surroundings are densely built up, commercial.

Visible alterations include security grilles, ornament removed, sign. The building is in good condition; its integrity is good.

b. Resource attributes: HP08--industrial building

\*P4. Resources present: ☒ Building ☐ Structure ☐ Object ☐ Site ☐ District ☒ Element of District (ASI) ☐ Other

\*P5. a. Photograph or Drawing



P5. b. Photo number: 658-14  
Photo date: 06/14/94

\*P6. Date Constructed/Age, and Source:  
☐ Prehistoric ☒ Historic ☐ Both  
1925 F  
building permit

\*P7. Owner and Address:  
MASRI DAVID S & ELIZABETH V  
290 27TH ST  
OAKLAND CA 94612

\*P8. Recorded by (name, affiliation, address):  
Oakland Cultural Heritage  
Survey, 1 City Hall Plaza,  
Oakland 94612 (510-238-3941)

\*P9. Date Recorded: 09/30/94

\*P10. Type of Survey: ☐ Intensive  
☒ Reconnaissance ☐ Other

\*P11. Report Citation: OCHS Completion Report, CLG Project #06-93-80101, 9/30/94 (URM Citywide)  
OCHS, Project Agrt. #36-14-707, Central District, 1985

\*Attachments: ☒ None ☐ Location Map ☐ Sketch Map ☐ Continuation Sheet ☐ Building, Structure, and Object Record ☐ Other



\*Resource Name or #: Serial No. 121  
315 24TH ST Oakland CA 94612

- B1. Historic Name: Butler (C.H.)-United Auto Repair shop  
B2. Common Name: GAMA Import  
B3. Original Use: Industry B4. Present Use: Industry  
\*B5. Architectural Style: early 20th century utilitarian - 1920s decorative brick  
\*B6. Construction History: built 1925  
security grilles, ornament removed, signs  
\*B7. Moved? ☒ No / ☐ Yes / ☐ Unknown Date: \_\_\_\_\_ Original Location: \_\_\_\_\_  
\*B8. Related Features:

B9a. Architect: Mathews, Walter J. b. Builder: owner

- \*B10. Significance: Theme: masonry buildings (auto related) Area: Oakland  
Period: 1850-1948 Property Type: industrial building N.R. Criteria: N/A  
(Discuss importance in terms of context as defined by theme, period, and geographic scope. Also address integrity.)

315 24TH ST, the Butler (C.H.)-United Auto Repair shop, is a very good example of an early 20th century utilitarian-1920s decorative brick industrial building. It was built in 1925, architect Walter J. Mathews and builder listed as owner. It is dated by permit A 545 for a one story brick and tile repair shop, valued at \$4,500. Plans are on file with the City of Oakland. Historically the building reflects motor transportation and the auto industry. The original owner and developer, about 1925, was C.H. Butler, unidentified. The property is also associated with United Auto Repair, c.1928, and Joseph Conine, c.1933-41, auto repair. Walter Mathews (1850-1947), son of pioneer Oakland architect Julius Mathews, was city architect in the 1890s, designed First Unitarian Church (1890) and Oakland's first skyscraper (1904), and by 1911 was said to have designed so many buildings that they would stretch the length of Broadway. This is a late, small-scale work, distinguished by its patterned brick and overscaled keystones.

The Oakland Cultural Heritage Survey rates this property C2+ (C, secondary importance or superior example), particularly for its type/style and designer. It is a contributor to the locally important Waverly Street district (Area of Secondary Importance: 2+). Its Survey rating makes it a historic property under Oakland's Preservation Element. It does not appear eligible for the National Register, however, since there are more significant examples.

(see plans continuation page)

B11. Resource Attributes: HP08--industrial building

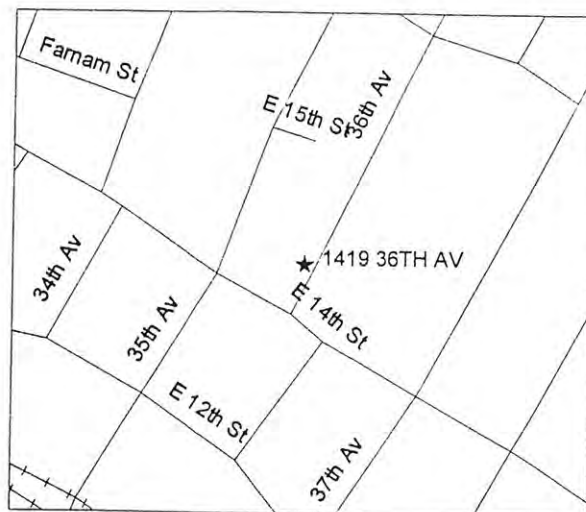
- \*B12. References:  
Building and alteration permits, Sanborn maps, 1912-1935, 1951, 1970s; directories & phone books; city & county block books; name and subject indexes, Oakland History Room, OPL

B13. Remarks:  
Primary Record submitted 9/30/94. District name changed since Primary Record.

\*B14. Evaluator: Christopher Buckley  
\*Date of Evaluation: 07/20/84  
Date Recorded: 09/30/95

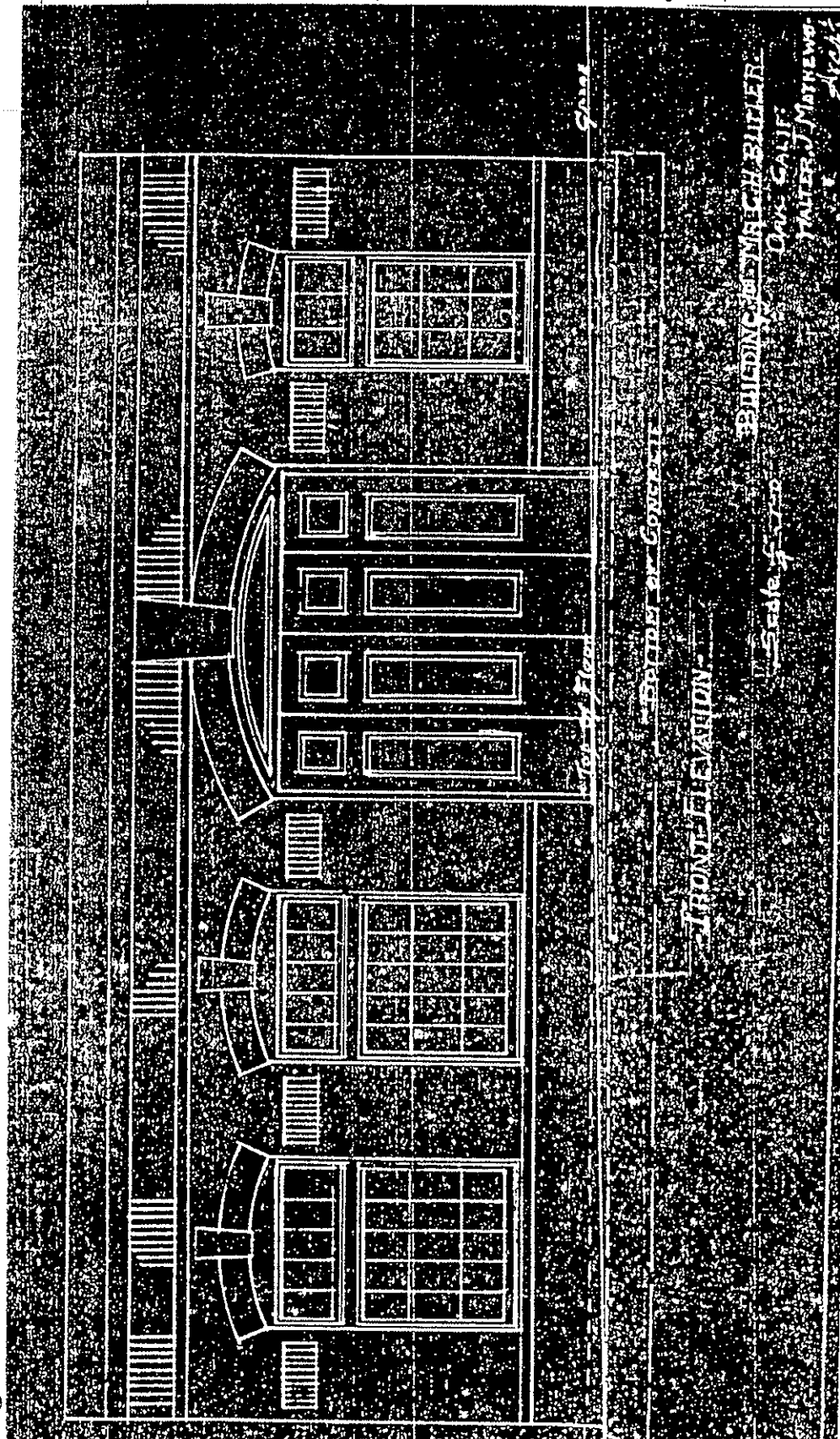
(This space reserved for official comments.)

(Sketch map, <sup>^</sup>N<sup>^</sup> north at top.)



\*Recorded by Oakland Cultural Heritage Survey \*Date 09/30/95 /X/ Continuation / / Update

Permit #A 545, 02/18/25 Plans and specs on file with City of Oakland (excerpt)  
Is brick&tile repair shop for C.H. Butler, SW cor 24th & Waverly St, Walter J. Mathews ar







**Address:** 319 24<sup>th</sup> Street

**APN:** 008 066900300

**Construction Date:** 1911 (F)

**Historic Name:**

**OCHS Rating:** C2+, of secondary importance, contributor to a district, PDHP

**2009 ESA Reconnaissance Survey Finding:** same

**Existing surveys:** OCHS, 1985 North Central Intensive Survey

**Description:**

319 24<sup>th</sup> Street is a two story Colonial Revival residential building. The building has a straight parapet, cornice, a recessed entry, and stucco exterior walls.

**Evaluation:**

**2009 ESA Reconnaissance Survey Finding:** appearance unchanged - retain C2+ rating

In ESA's professional opinion 319 24<sup>th</sup> Street is not considered an historical resource for CEQA purposes.

(F): Factual; (E): Estimated

City of Oakland (OCHS) ratings: Individual property: A, highest importance; B, major importance; C, secondary importance; D, minor importance; E, of no particular interest; \* or F, too recent to rate. District status: 1, in an Area of Primary Importance; 2, in an Area of Secondary Importance; 3, not in a district; + contributor to district's significance, - noncontributory, \* potential contributor e.g. if restored.





**Address:** 323-25 24<sup>th</sup> Street

**APN:** 008 066900200

**Construction Date:** 1907-08 (F)

**Historic Name:**

**OCHS Rating:** C2+, of secondary importance, contributor to a district, PDHP

**2009 ESA Reconnaissance Survey Finding:** same

**Existing surveys:** OCHS, 1986 Field Survey

**Description:**

323-25 24<sup>th</sup> Street is a two story Colonial Revival residential building with a hipped roof, exposed beams, partially enclosed porches on either side, and brick exterior walls.

**Evaluation:**

**2009 ESA Reconnaissance Survey Finding:** appearance unchanged - retain C2+ rating

In ESA's professional opinion 323-25 24<sup>th</sup> Street is not considered an historical resource for CEQA purposes.

(F): Factual; (E): Estimated

City of Oakland (OCHS) ratings: Individual property: A, highest importance; B, major importance; C, secondary importance; D, minor importance; E, of no particular interest; \* or F, too recent to rate. District status: 1, in an Area of Primary Importance; 2, in an Area of Secondary Importance; 3, not in a district; + contributor to district's significance, - noncontributory, \* potential contributor e.g. if restored.

## HISTORIC RESOURCES INVENTORY

Ser. No. \_\_\_\_\_  
HABS \_\_\_\_\_ HAER \_\_\_\_\_ NR 3 SHL \_\_\_\_\_ Loc \_\_\_\_\_  
UTM: A 10/564920/4185130 B \_\_\_\_\_  
C \_\_\_\_\_ D \_\_\_\_\_

### IDENTIFICATION

1. Common name: None
2. Historic name: Newsom Apartments
3. Street or rural address: 2346 Valdez St./331-35 24th St. (formerly 1696 Valdez St./291 24th St.)  
City Oakland Zip 94612 County Alameda
4. Parcel number: 8-669-1
5. Present Owner: David & Elizabeth Masri Address: 315 24th St.  
City \_\_\_\_\_ Zip 94612 Ownership is: Public \_\_\_\_\_ Private X
6. Present Use: Apartments Original use: Same

### DESCRIPTION

- 7a. Architectural style: Craftsman
- 7b. Briefly describe the present *physical description* of the site or structure and describe any major alterations from its original condition:

2346 Valdez is a 3-story and basement shingled frame apartment building, nearly square in plan, on a corner lot with paved open space to the east. Though the roof is basically flat, steeply pitched crossed gables dominate both street facades, two large, half-timbered gables over symmetrical rectangular bay windows on Valdez and one similar at the east end of the 24th Street facade. Additional smaller gabled dormers decorate the main gable returns on south, north and east elevations. The north and south elevations have, in addition, two three-story rectangular bays each, pent-roofed on the south side and flat-roofed on the north. Between the latter pair is a tier of windows at a different level, doubtless stairlanding windows.

The main (Valdez) facade is organized symmetrically. Between the bays the entry is flanked by pairs of windows at the first floor, there are four spaced windows at second floor, and two pairs of windows near the center of the third floor where they will not get in the way of the cross-gable eaves.

(see continuation page 3)



8. Construction date:  
Estimated \_\_\_\_\_ Factual 1909-10
9. Architect Sidney Newsom
10. Builder Sidney Newsom
11. Approx. property size (in feet)  
Frontage 59.5 Depth 70  
or approx. acreage \_\_\_\_\_
12. Date(s) of enclosed photograph(s)

318-12 2346 Valdez St./331-35 24th

19. Briefly state historical and/or architectural importance (include dates, events, and persons associated with the site.)

Sidney Newsom was the son of Samuel Newsom and nephew of Joseph Cather Newsom, the renowned and prolific 19th century "low-art architects" of California. A 1930 Architect & Engineer biography says Sidney B. Newsom joined his father's practice about 1893 and had "training with Parrish and Schroder, New York, and a varied and valuable experience in other eastern offices;" in 1911-12 he made a round-the-world trip during which he became most interested in France. San Francisco directories (he always lived in Oakland, but usually

(see continuation page 4)

20. Main theme of the historic resource: (If more than one is checked, number in order of importance.)
- Architecture 1 Arts & Leisure \_\_\_\_\_
- Economic/Industrial \_\_\_\_\_ Exploration/Settlement \_\_\_\_\_
- Government \_\_\_\_\_ Military \_\_\_\_\_
- Religion \_\_\_\_\_ Social/Education \_\_\_\_\_
21. Sources (List books, documents, surveys, personal interviews and their dates).

See Continuation Page 5.

22. Date form prepared July 31, 1985  
By (name) Staff  
Organization Oakland Cultural Heritage Survey  
Address: One City Hall Plaza, 6th floor  
City Oakland Zip 94612  
Phone: (415) 273-3941





HISTORIC RESOURCES INVENTORY

CP

Street or rural address: 2346 Valdez sSt./331-35 24th St. (formerly 1696 Valdez St./291 24th St.)

7b. Physical Description (continued from page 1)

Windows on the gabled bays are in triplets on each floor, the top-story ones immediately under the half-timbering. Bay windows elsewhere on the building have only a single window, centered, at each floor. All windows are double-hung, 6-over-6. Window lintels and bay window lower edges are all slightly flared.

The craftsman theme is additionally expressed by projecting rafters jigsawn into a sort of dragon-mouth motif. Such rafters project under eaves, windows and bay windows. They may be stacked in log fashion, and they often rest on braces curved on the more visible edge, but straight on the edge nearest the house. The door hood is a pergola of these rafters. Graceful double-curved, arrowing metal straps secure the drainpipes to the wall.

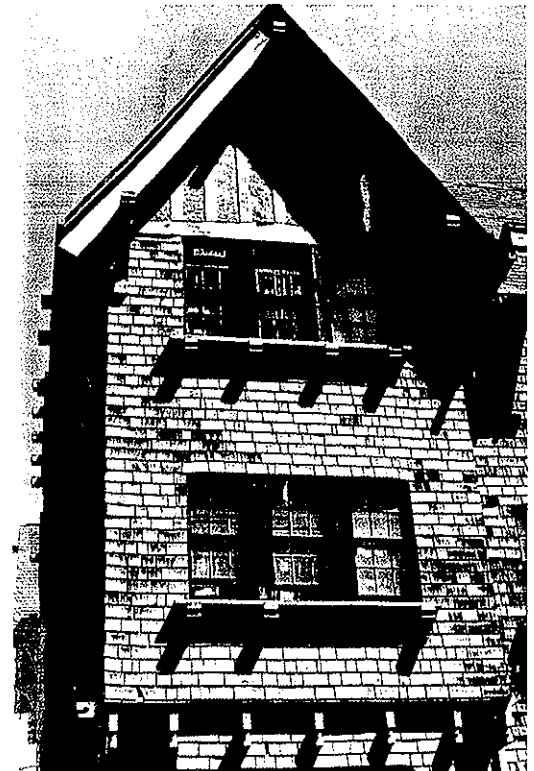
The entry rises four steps from the street and goes into a board-and-battened recess where it rises another six steps. Seen through the multi-paned glazed door, the hall has unmolded, varnished wood door surrounds that appear original. The fixtures, wallpaper and floor are modern, the stairs probably also original.

The building is unaltered or nearly so, but in need of maintenance. On south and east elevations the shingles are curling up, splitting and falling off. Shingles are painted where originally they probably were unpainted. The southeast corner is covered with plywood, perhaps a fire repair. The one-story southern extension of the Valdez facade (about 4 ft. wide) has aluminum slider windows.



318-11 2346 Valdez St.

Entry details 8/84



318-14 2346 Valdez St.

Gable and bay details 8/84



HISTORIC RESOURCES INVENTORY

CP

Street or rural address: 2346 Valdez St./331-35 24th St. (formerly 1696 Valdez St./291 24th St.)

19. Historical and/or Architectural Importance (continued from page 2)

practiced across the bay) confirm that Sidney was a "draughtsman" with Samuel Newsom 1895-98. In 1899-1900 he held the same post with Newsom (Samuel) and Meyer (Frederick H.). The 1901-02 directories show him the third partner, after his father and uncle J.C., in Newsom, Newsom & Newsom. From 1903 through Samuel's death in 1908, father and son were partners. Sidney practiced alone for a year, then vaished from 1910-11 San Francisco directories but was listed in Oakland; he also made the round-the-world trip at this time. From 1912 through 1920 he practiced alone in San Francisco, sometimes employing his younger brother Noble Newsom as draftsman. Later he took Noble into partnership, and still later a distant relative Archie Newsom.

Sidney Newsom's designs appeared quite often in Architect & Engineer. His first ones in Nov. 1908 and Jan. 1909 showed San Francisco business buildings in rather standard classical revival styles, neither executed. These were roughly contemporary with the subject Newsom Apartment building. In Oct. 1912 the magazine published his "Design for Eastern Chocolate Factory," a 3-story building in "California Mission Style." The publication's index shows 14 more entries for Sidney or Sidney & Noble, 1913-30, two of them lengthy articles, and several others with plans as well as photos. The buildings are all residences, mostly suburban in Piedmont or Berkeley, and mostly Mission/Spanish Revival in style, with a few Hansel-and-Gretel ones in the 1920s. Gebhard credits Sidney and Noble Newsom with producing "a number of 'outrageous,' highly creative designs which continued the spirit of their father and uncle."

In Sidney B. Newsom's opus, the Newsom Apartments are the only Craftsman/Shingle style work known so far. Of his two smaller buildings next door, 319 24th Street (1911, where he lived 1912-14) does not relate to this style at all, and 323-25 24th Street (1907) timidly reaches toward it but lacks the authority of the apartment building.

Assessors Block Books give Newsom as owner of a \$7000 improvement on the subject site in 1910. For 1911-13 the owner was Charles F. Lee, and afterwards Eva M. Newsom. Lee was probably the Charles Franklin Lee of Fruitvale whom Guinn described as a prominent realtor and residential developer, fire commissioner, bank stockholder and son of George H. Lee. In 1912 Charles F. Lee, partner in the firm George H. Lee & Son, was listed living at 2346 Valdez.

In 1912-14 one Eva M. Lee was manager of the Newsom Apartments at 2346 Valdez. Born in 1861, Charles F. Lee had four children by his first marriage, none named Eva; and his second wife, from 1906, was called Emma by Guinn. Eva M. Lee, whatever her relation to Charles, may later have married Sidney B. Newsom, as his wife was listed as Eva M. Newsom, and a person by that name owned the subject building from 1918 and was listed as manager of the Newsom Apartments. The building was called "Newsom Apartments" during Lee's ownership as well, perhaps implying there was some relationship, fiscal or familial, between Charles Lee and Sidney Newsom. Sidney resided in the building 1921-23. It was listed continuously as the Newsom Apartments from 1911 to 1941.





HISTORIC RESOURCES INVENTORY

CP

Street or rural address: 2346 Valdez St./331-35 24th St. (formerly 1696 Valdez St./291 24th St.)

22. Sources (continued from page 2)

Building permit #17490.

Assessor's Block Books.

Sanborn Maps.

Oakland and San Francisco Directories.

Guinn. History of...Oakland, v. 2, c. 1929: 557-8.

"Sidney B. and Noble Newsom," Architect & Engineer, June 1930: 27.

Goss & Swingle. Index to The Architect and Engineer, S. F. 1982, California Historical Society: 35.

Gebhard, David et al. Samuel and Joseph Cather Newsom..., 1979: 17-18.



318-13 2346 Valdez St.  
Details along 24th St. 8/8



321-26 2346 Valdez St.  
West & south facades 6/85



**Address:** 2346 Valdez Street

**APN:** 008 066900100

**Construction Date:** 1909-10 (F)

**Historic Name:** Newsom Apartments

**OCHS Rating:** B+2+, of major importance, contributor to a district, DHP; DPR 523B, 1985, status code 3 (appears eligible for listing on National Register)

**2009 ESA Reconnaissance Survey Finding:** same

**Existing surveys:** OCHS, 1985, North Central Survey (Intensive)

**Description:**

2346 Valdez Street is a three-story and basement shingled frame apartment building. The roof is basically flat, with steeply pitched crossed gables dominating both street facades, and two large half-timbered gables over symmetrical rectangular bay windows on Valdez and a single similar feature on the 24<sup>th</sup> Street façade. The main façade on Valdez Street is organized symmetrically. Between the bays the entry is flanked by pairs of windows at the first floor, and two pairs of windows near the center of the third floor. The craftsman theme is expressed by projecting rafters jigsawed with decorative endings. These rafters project under eaves, windows and bay windows.

**Evaluation:**

**2009 ESA Reconnaissance Survey Finding:** appearance unchanged - retain B+2+ rating

In ESA's professional opinion 2346 Valdez Street is not considered an historical resource for CEQA purposes.

(F): Factual; (E): Estimated

City of Oakland (OCHS) ratings: Individual property: A, highest importance; B, major importance; C, secondary importance; D, minor importance; E, of no particular interest; \* or F, too recent to rate. District status: 1, in an Area of Primary Importance; 2, in an Area of Secondary Importance; 3, not in a district; + contributor to district's significance, - noncontributory, \* potential contributor e.g. if restored.



**Address:** 2306 Waverly Street

**APN:** 008 067001000

**Construction Date:** 1908 (F)

**Historic Name:**

**OCHS Rating:** C2+, or minor importance, contributor to a district, PDHP

**2009 ESA Reconnaissance Survey Finding:** same

**Existing surveys:** OCHS, 1985, North Central Survey (Intensive)

**Description:**

2306 Waverly Street is a three story Colonial Revival apartment complex with bay windows, and wood siding exterior walls.

**Evaluation:**

**2009 ESA Reconnaissance Survey Finding:** appearance unchanged - retain C2+ rating

In ESA's professional opinion 2306 Waverly Street is not considered an historical resource for CEQA purposes.

(F): Factual; (E): Estimated

City of Oakland (OCHS) ratings: Individual property: A, highest importance; B, major importance; C, secondary importance; D, minor importance; E, of no particular interest; \* or F, too recent to rate. District status: 1, in an Area of Primary Importance; 2, in an Area of Secondary Importance; 3, not in a district; + contributor to district's significance, - noncontributory, \* potential contributor e.g. if restored.





**Address:** 2312-26 Waverly Street

**APN:** 008 067001100

**Construction Date:** 1908 (F)

**Historic Name:** Newsom Apartments

**OCHS Rating:** C2+, of minor importance, contributor to a district, PDHP

**2009 ESA Reconnaissance Survey Finding:** same

**Existing surveys:** OCHS, 1985, North Central Survey (Intensive)

**Description:**

2312-26 Waverly Street is a three story Colonial Revival double flats building with a U-shaped floor plan. The wood frame structure has a hipped roof, dormer, bay windows, and porches on either side. The exterior walls are composition siding and brick.

**Evaluation:**

**2009 ESA Reconnaissance Survey Finding:** appearance unchanged - retain C2+ rating

In ESA's professional opinion 2312-26 Waverly Street is not considered an historical resource for CEQA purposes.

(F): Factual; (E): Estimated

City of Oakland (OCHS) ratings: Individual property: A, highest importance; B, major importance; C, secondary importance; D, minor importance; E, of no particular interest; \* or F, too recent to rate. District status: 1, in an Area of Primary Importance; 2, in an Area of Secondary Importance; 3, not in a district; + contributor to district's significance, - noncontributory, \* potential contributor e.g. if restored.



**Address:** 2330 Waverly Street

**APN:** 008 067001200

**Construction Date:** 1909 (F)

**Historic Name:** n/a

**OCHS Rating:** C2+, of minor importance, contributor to a district, PDHP

**2009 ESA Reconnaissance Survey Finding:** same

**Existing surveys:** OCHS, 1985, North Central Survey (Intensive)

**Description:**

2330 Waverly Street is a two story residence with a hipped roof, dormer, recessed porch supported by partial length columns. The exterior walls are covered with wood shingles.

**Evaluation:**

**2009 ESA Reconnaissance Survey Finding:** appearance unchanged - retain C2+ rating

In ESA's professional opinion 2330 Waverly Street is not considered an historical resource for CEQA purposes.

(F): Factual; (E): Estimated

City of Oakland (OCHS) ratings: Individual property: A, highest importance; B, major importance; C, secondary importance; D, minor importance; E, of no particular interest; \* or F, too recent to rate. District status: 1, in an Area of Primary Importance; 2, in an Area of Secondary Importance; 3, not in a district; + contributor to district's significance, - noncontributory, \* potential contributor e.g. if restored.





**Address:** 2334 Waverly Street

**APN:** 008 067001300

**Construction Date:** 1908 (F)

**Historic Name:** n/a

**OCHS Rating:** C2+, of minor importance, contributor to a district, PDHP

**2009 ESA Reconnaissance Survey Finding:** same

**Existing surveys:** OCHS, 1985, North Central Survey (Intensive)

**Description:**

2334 Waverly Street is a single story Craftsman residence with exposed beams, a gable roof, and a recessed porch supported by partial length square columns. Exterior walls are wood siding.

As part of the 1996 OCHS Survey, this property was assigned a rating of C2+ by the OCHS. From visual inspection by ESA in March 2009, the property appears unchanged from when it was originally evaluated in 1996, and therefore would retain its C2+rating. The building at 2334 Waverly Street is not considered an historical resource for CEQA purposes.

(F): Factual; (E): Estimated

City of Oakland (OCHS) ratings: Individual property: A, highest importance; B, major importance; C, secondary importance; D, minor importance; E, of no particular interest; \* or F, too recent to rate. District status: 1, in an Area of Primary Importance; 2, in an Area of Secondary Importance; 3, not in a district; + contributor to district's significance, - noncontributory, \* potential contributor e.g. if restored.



**Address:** 2337-43 Waverly Street

**APN:** 008 066900800

**Construction Date:** 1905-06 (remodeled 1921) (F)

**Historic Name:** n/a

**OCHS Rating:** C2+, of minor importance, contributor to a district, PDHP

**2009 ESA Reconnaissance Survey Finding:** same

**Existing surveys:** OCHS, 1985, North Central Survey (Intensive)

**Description:**

2337-43 Waverly Street is a two story Colonial Revival residence with a hipped roof, symmetrical façade, and partially enclosed porch. The exterior walls are stucco.

**Evaluation:**

**2009 ESA Reconnaissance Survey Finding:** appearance unchanged - retain C2+ rating

In ESA's professional opinion 2337-43 Waverly Street is not considered an historical resource for CEQA purposes.

(F): Factual; (E): Estimated

City of Oakland (OCHS) ratings: Individual property: A, highest importance; B, major importance; C, secondary importance; D, minor importance; E, of no particular interest; \* or F, too recent to rate. District status: 1, in an Area of Primary Importance; 2, in an Area of Secondary Importance; 3, not in a district; + contributor to district's significance, - noncontributory, \* potential contributor e.g. if restored.





**Address:** 2338 Waverly Street

**APN:** 008 067001400

**Construction Date:** 1908 (F)

**Historic Name:** n/a

**OCHS Rating:** C2+, of minor importance, contributor to a district, PDHP

**2009 ESA Reconnaissance Survey Finding:** same

**Existing surveys:** OCHS, 1985, North Central Survey (Intensive)

**Description:**

2338 Waverly Street is a single story wood frame Colonial Revival Craftsman derivative residence. The building has a hipped roof, dormer, and partially submerged garage. Exterior walls are composition siding.

**Evaluation:**

**2009 ESA Reconnaissance Survey Finding:** appearance unchanged - retain C2+ rating

In ESA's professional opinion 2338 Waverly Street is not considered an historical resource for CEQA purposes.

(F): Factual; (E): Estimated

City of Oakland (OCHS) ratings: Individual property: A, highest importance; B, major importance; C, secondary importance; D, minor importance; E, of no particular interest; \* or F, too recent to rate. District status: 1, in an Area of Primary Importance; 2, in an Area of Secondary Importance; 3, not in a district; + contributor to district's significance, - noncontributory, \* potential contributor e.g. if restored.



**Address:** 2342 Waverly Street

**APN:** 008 067001500

**Construction Date:** 1907 (F)

**Historic Name:** n/a

**OCHS Rating:** C2+, of minor importance, contributor to a district, PDHP

**2009 ESA Reconnaissance Survey Finding:** same

**Existing surveys:** OCHS, 1985, North Central Survey (Intensive)

**Description:**

2342 Waverly Street is a single story craftsman bungalow with a hipped roof, dormer, exposed decorative beams, and a partially enclosed porch supported by partial length columns. Exterior walls are wood shingles.

**Evaluation:**

**2009 ESA Reconnaissance Survey Finding:** appearance unchanged - retain C2+ rating

In ESA's professional opinion 2342 Waverly Street is not considered an historical resource for CEQA purposes.

(F): Factual; (E): Estimated

City of Oakland (OCHS) ratings: Individual property: A, highest importance; B, major importance; C, secondary importance; D, minor importance; E, of no particular interest; \* or F, too recent to rate. District status: 1, in an Area of Primary Importance; 2, in an Area of Secondary Importance; 3, not in a district; + contributor to district's significance, - noncontributory, \* potential contributor e.g. if restored.





**Address:** 2344-46 Waverly Street

**APN:** 008 067001300

**Construction Date:** 1908 (F)

**Historic Name:** n/a

**OCHS Rating:** C2+, of minor importance, contributor to a district, PDHP

**2009 ESA Reconnaissance Survey Finding:** same

**Existing surveys:** OCHS, 1985, North Central Survey (Intensive)

**Description:**

2344-46 Waverly Street is a two story craftsman residence with a steeply pitched side gable roof, asymmetrical façade, oversized dormer, and exposed beams. Exterior walls are wood shingle.

**Evaluation:**

**2009 ESA Reconnaissance Survey Finding:** appearance unchanged - retain C2+ rating

In ESA's professional opinion 2344-46 Waverly Street is not considered an historical resource for CEQA purposes.

(F): Factual; (E): Estimated

City of Oakland (OCHS) ratings: Individual property: A, highest importance; B, major importance; C, secondary importance; D, minor importance; E, of no particular interest; \* or F, too recent to rate. District status: 1, in an Area of Primary Importance; 2, in an Area of Secondary Importance; 3, not in a district; + contributor to district's significance, - noncontributory, \* potential contributor e.g. if restored.





**Address:** 2345 Waverly Street

**APN:** 008 066900700

**Construction Date:** 1908-09 (F)

**Historic Name:** n/a

**OCHS Rating:** C2+, of minor importance, contributor to a district, PDHP

**2009 ESA Reconnaissance Survey Finding:** same

**Existing surveys:** OCHS, 1985, North Central Survey (Intensive)

**Description:**

2345 Waverly Street is a two story Colonial Revival house used as an office complex. The building has a hipped roof, dormer, full length porch, and bay windows. The exterior walls are composition siding.

**Evaluation:**

**2009 ESA Reconnaissance Survey Finding:** appearance unchanged - retain C2+ rating

In ESA's professional opinion 2345 Waverly Street is not considered an historical resource for CEQA purposes.

(F): Factual; (E): Estimated

City of Oakland (OCHS) ratings: Individual property: A, highest importance; B, major importance; C, secondary importance; D, minor importance; E, of no particular interest; \* or F, too recent to rate. District status: 1, in an Area of Primary Importance; 2, in an Area of Secondary Importance; 3, not in a district; + contributor to district's significance, - noncontributory, \* potential contributor e.g. if restored.



**Address:** 2349 Waverly Street

**APN:** 008 066900600

**Construction Date:** 1905-06 (F)

**Historic Name:** n/a

**OCHS Rating:** C2+, of minor importance, contributor to a district, PDHP

**2009 ESA Reconnaissance Survey Finding:** same

**Existing surveys:** OCHS, 1985, North Central Survey (Intensive)

**Description:**

2349 Waverly Street is a single story Queen Anne Cottage residence with a cross gable roof, bay window, partially enclosed porch supported by square columns, and a partially submerged garage. Exterior walls are wood siding.

**Evaluation:**

**2009 ESA Reconnaissance Survey Finding:** appearance unchanged - retain C2+ rating

In ESA's professional opinion 2349 Waverly Street is not considered an historical resource for CEQA purposes.

(F): Factual; (E): Estimated

City of Oakland (OCHS) ratings: Individual property: A, highest importance; B, major importance; C, secondary importance; D, minor importance; E, of no particular interest; \* or F, too recent to rate. District status: 1, in an Area of Primary Importance; 2, in an Area of Secondary Importance; 3, not in a district; + contributor to district's significance, - noncontributory, \* potential contributor e.g. if restored.





**Address:** 2353 Waverly Street

**APN:** 008 066900500

**Construction Date:** 1907 (F)

**Historic Name:** n/a

**OCHS Rating:** C2+, of minor importance, contributor to a district, PDHP

**2009 ESA Reconnaissance Survey Finding:** same

**Existing surveys:** OCHS, 1985, North Central Survey (Intensive)

**Description:**

2353 Waverly Street is a single story colonial residence with a hipped roof, dormer, partially enclosed porch supported by square columns, square bay window, and a partially submerged garage. The exterior walls are clapboard.

**Evaluation:**

**2009 ESA Reconnaissance Survey Finding:** appearance unchanged - retain C2+ rating

In ESA's professional opinion 2353 Waverly Street is not considered an historical resource for CEQA purposes.

(F): Factual; (E): Estimated

City of Oakland (OCHS) ratings: Individual property: A, highest importance; B, major importance; C, secondary importance; D, minor importance; E, of no particular interest; \* or F, too recent to rate. District status: 1, in an Area of Primary Importance; 2, in an Area of Secondary Importance; 3, not in a district; + contributor to district's significance, - noncontributory, \* potential contributor e.g. if restored.

**RA2**

---

**Richmond Avenue District ASI**



**District Name:** Richmond Avenue District ASI (RA2)

**Location:** Richmond Avenue

**Building Date Range:** 1910s

**Description:**

The Richmond Avenue District ASI is a residential district of approximately 13 homes on 13 assessor's parcels, on one block. Buildings are similar in size, age and design. All buildings are Craftsman cottages from the 1910s, either one or one and a half stories in height, and include examples of early residential garages.

(F): Factual; (E): Estimated

City of Oakland (OCHS) ratings: Individual property: A, highest importance; B, major importance; C, secondary importance; D, minor importance; E, of no particular interest; \* or F, too recent to rate. District status: 1, in an Area of Primary Importance; 2, in an Area of Secondary Importance; 3, not in a district; + contributor to district's significance, - noncontributory, \* potential contributor e.g. if restored.





**Address:** 2819 Richmond Avenue

**APN:** 009 068505700

**Construction Date:** 1917 (F)

**Historic Name:** n/a

**OCHS Rating:** Fc2\*, too recent to rate, potential contributor to a district, PDHP

**2009 ESA Reconnaissance Survey Finding:** same

**Existing surveys:** OCHS 1986 Preliminary Survey

**Description:**

2819 Richmond Avenue is a single story craftsman cottage with a gable roof, exposed rafters and a partially enclosed porch supported by partial length columns. Exterior walls are composite and stone siding.

**Evaluation:**

**2009 ESA Reconnaissance Survey Finding:** appearance unchanged - retain Fc2\* rating

In ESA's professional opinion 2819 Richmond Avenue is not considered an historical resource for CEQA purposes

(F): Factual; (E): Estimated

City of Oakland (OCHS) ratings: Individual property: A, highest importance; B, major importance; C, secondary importance; D, minor importance; E, of no particular interest; \* or F, too recent to rate. District status: 1, in an Area of Primary Importance; 2, in an Area of Secondary Importance; 3, not in a district; + contributor to district's significance, - noncontributory, \* potential contributor e.g. if restored.



**Address:** 2820 Richmond Avenue

**APN:** 009 068505700

**Construction Date:** 1915 (F)

**Historic Name:** n/a

**OCHS Rating:** D2+, of minor importance, contributor to a district, PHDP

**2009 ESA Reconnaissance Survey Finding:** same

**Existing surveys:** OCHS 1986 Preliminary Survey

**Description:**

2820 Richmond Avenue is a single story craftsman cottage with exposed beams and an enclosed porch.

**Evaluation:**

**2009 ESA Reconnaissance Survey Finding:** appearance unchanged - retain D2+ rating

In ESA's professional opinion 2820 Richmond Avenue is not considered an historical resource for CEQA purposes

(F): Factual; (E): Estimated

City of Oakland (OCHS) ratings: Individual property: A, highest importance; B, major importance; C, secondary importance; D, minor importance; E, of no particular interest; \* or F, too recent to rate. District status: 1, in an Area of Primary Importance; 2, in an Area of Secondary Importance; 3, not in a district; + contributor to district's significance, - noncontributory, \* potential contributor e.g. if restored.





**Address:** 2823 Richmond Avenue

**APN:** 009 068505700

**Construction Date:** 1915 (F)

**Historic Name:** n/a

**OCHS Rating:** D2+, of minor importance, contributor to a district, PHDP

**2009 ESA Reconnaissance Survey Finding:** same

**Existing surveys:** OCHS 1986 Preliminary Survey

**Description:**

2823 Richmond Avenue is a single story craftsman cottage with a cross gable roof, exposed beams and a porch supported by full length columns. Exterior walls are stucco.

**Evaluation:**

**2009 ESA Reconnaissance Survey Finding:** appearance unchanged - retain D2+ rating

In ESA's professional opinion 2823 Richmond Avenue is not considered an historical resource for CEQA purposes

(F): Factual; (E): Estimated

City of Oakland (OCHS) ratings: Individual property: A, highest importance; B, major importance; C, secondary importance; D, minor importance; E, of no particular interest; \* or F, too recent to rate. District status: 1, in an Area of Primary Importance; 2, in an Area of Secondary Importance; 3, not in a district; + contributor to district's significance, - noncontributory, \* potential contributor e.g. if restored.



**Address:** 2824 Richmond Avenue

**APN:** 009 068505700

**Construction Date:** 1915 (F)

**Historic Name:** n/a

**OCHS Rating:** D2+, of minor importance, contributor to a district, PHDP

**2009 ESA Reconnaissance Survey Finding:** same

**Existing surveys:** OCHS 1986 Preliminary Survey

**Description:**

2824 Richmond Avenue is a single story craftsman cottage with a side gable roof, exposed beams and a partially enclosed porch supported by partial length columns. Exterior walls are stucco.

**Evaluation:**

**2009 ESA Reconnaissance Survey Finding:** appearance unchanged - retain D2+ rating

In ESA's professional opinion 2824 Richmond Avenue is not considered an historical resource for CEQA purposes

(F): Factual; (E): Estimated

City of Oakland (OCHS) ratings: Individual property: A, highest importance; B, major importance; C, secondary importance; D, minor importance; E, of no particular interest; \* or F, too recent to rate. District status: 1, in an Area of Primary Importance; 2, in an Area of Secondary Importance; 3, not in a district; + contributor to district's significance, - noncontributory, \* potential contributor e.g. if restored.





**Address:** 2827 Richmond Avenue

**APN:** 009 068505700

**Construction Date:** 1915 (F)

**Historic Name:** n/a

**OCHS Rating:** C2+, of minor importance, contributor to a district, PHDP

**2009 ESA Reconnaissance Survey Finding:** same

**Existing surveys:** OCHS 1986 Preliminary Survey

**Description:**

2827 Richmond Avenue is a single story craftsman cottage with exposed beams and a partially enclosed porch supported by full length columns. Exterior walls are stucco.

**Evaluation:**

**2009 ESA Reconnaissance Survey Finding:** appearance unchanged - retain C2+ rating

In ESA's professional opinion 2827 Richmond Avenue is not considered an historical resource for CEQA purposes

(F): Factual; (E): Estimated

City of Oakland (OCHS) ratings: Individual property: A, highest importance; B, major importance; C, secondary importance; D, minor importance; E, of no particular interest; \* or F, too recent to rate. District status: 1, in an Area of Primary Importance; 2, in an Area of Secondary Importance; 3, not in a district; + contributor to district's significance, - noncontributory, \* potential contributor e.g. if restored.





**Address:** 2828 Richmond Avenue

**APN:** 009 068505700

**Construction Date:** 1910s (E)

**Historic Name:** n/a

**OCHS Rating:** D2+, of minor importance, contributor to a district, PHDP

**2009 ESA Reconnaissance Survey Finding:** same

**Existing surveys:** OCHS 1986 Preliminary Survey

**Description:**

2836 Richmond Avenue is a two story craftsman cottage with side gable roof, oversized dormer, exposed beams and rafters, and a partially enclosed porch supported by full length columns. Exterior walls are stucco.

**Evaluation:**

**2009 ESA Reconnaissance Survey Finding:** appearance unchanged - retain D2+ rating

In ESA's professional opinion 2828 Richmond Avenue is not considered an historical resource for CEQA purposes

(F): Factual; (E): Estimated

City of Oakland (OCHS) ratings: Individual property: A, highest importance; B, major importance; C, secondary importance; D, minor importance; E, of no particular interest; \* or F, too recent to rate. District status: 1, in an Area of Primary Importance; 2, in an Area of Secondary Importance; 3, not in a district; + contributor to district's significance, - noncontributory, \* potential contributor e.g. if restored.



**Address:** 2830 Richmond Avenue

**APN:** 009 068505700

**Construction Date:** 1914 (F)

**Historic Name:** n/a

**OCHS Rating:** D2+, of minor importance, contributor to a district, PHDP

**2009 ESA Reconnaissance Survey Finding:** same

**Existing surveys:** OCHS 1986 Preliminary Survey

**Description:**

2830 Richmond Avenue is a single story craftsman cottage with exposed beams and a partially enclosed porch supported by partial length columns. Exterior walls are stucco.

**Evaluation:**

**2009 ESA Reconnaissance Survey Finding:** appearance unchanged - retain D2+ rating

In ESA's professional opinion 2830 Richmond Avenue is not considered an historical resource for CEQA purposes

(F): Factual; (E): Estimated

City of Oakland (OCHS) ratings: Individual property: A, highest importance; B, major importance; C, secondary importance; D, minor importance; E, of no particular interest; \* or F, too recent to rate. District status: 1, in an Area of Primary Importance; 2, in an Area of Secondary Importance; 3, not in a district; + contributor to district's significance, - noncontributory, \* potential contributor e.g. if restored.





**Address:** 2831 Richmond Avenue

**APN:** 009 068505700

**Construction Date:** 1915 (F)

**Historic Name:** n/a

**OCHS Rating:** C2+, of minor importance, contributor to a district, PHDP

**2009 ESA Reconnaissance Survey Finding:** same

**Existing surveys:** OCHS 1986 Preliminary Survey

**Description:**

2831 Richmond Avenue is a single story craftsman cottage with a side gable roof and a partially enclosed porch supported by full length columns. Exterior walls are stucco.

**Evaluation:**

**2009 ESA Reconnaissance Survey Finding:** appearance unchanged - retain C2+ rating

In ESA's professional opinion 2831 Richmond Avenue is not considered an historical resource for CEQA purposes

(F): Factual; (E): Estimated

City of Oakland (OCHS) ratings: Individual property: A, highest importance; B, major importance; C, secondary importance; D, minor importance; E, of no particular interest; \* or F, too recent to rate. District status: 1, in an Area of Primary Importance; 2, in an Area of Secondary Importance; 3, not in a district; + contributor to district's significance, - noncontributory, \* potential contributor e.g. if restored.



**Address:** 2836 Richmond Avenue

**APN:** 009 068505700

**Construction Date:** 1915 (F)

**Historic Name:** n/a

**OCHS Rating:** D2+, of minor importance, contributor to a district, PHDP

**2009 ESA Reconnaissance Survey Finding:** same

**Existing surveys:** OCHS 1986 Preliminary Survey

**Description:**

2836 Richmond Avenue is a single story craftsman cottage with a gable roof, exposed beams and a partially enclosed porch supported by full length columns. Exterior walls are stucco.

**Evaluation:**

**2009 ESA Reconnaissance Survey Finding:** appearance unchanged - retain D2+ rating

In ESA's professional opinion 2836 Richmond Avenue is not considered an historical resource for CEQA purposes

(F): Factual; (E): Estimated

City of Oakland (OCHS) ratings: Individual property: A, highest importance; B, major importance; C, secondary importance; D, minor importance; E, of no particular interest; \* or F, too recent to rate. District status: 1, in an Area of Primary Importance; 2, in an Area of Secondary Importance; 3, not in a district; + contributor to district's significance, - noncontributory, \* potential contributor e.g. if restored.





**Address:** 269 29<sup>th</sup> Street

**APN:** 009 068505800

**Construction Date:** 1915 (F)

**Historic Name:**

**OCHS Rating:** D2+, of minor importance, contributor to a district, PDHP

**2009 ESA Reconnaissance Survey Finding:** same

**Existing surveys:** OCHS, 1986 Field Survey

**Description:**

269 29<sup>th</sup> Street is a single story craftsman bungalow with a side gable roof, exposed beams, and a partially enclosed porch supported by full length columns. Exterior walls are stucco.

**Evaluation:**

**2009 ESA Reconnaissance Survey Finding:** appearance unchanged - D2+ retain rating

In ESA's professional opinion 269 29<sup>th</sup> Street is not considered an historical resource for CEQA purposes.

(F): Factual; (E): Estimated

City of Oakland (OCHS) ratings: Individual property: A, highest importance; B, major importance; C, secondary importance; D, minor importance; E, of no particular interest; \* or F, too recent to rate. District status: 1, in an Area of Primary Importance; 2, in an Area of Secondary Importance; 3, not in a district; + contributor to district's significance, - noncontributory, \* potential contributor e.g. if restored.





**Address:** 273 29<sup>th</sup> Street

**APN:** 009 068505700

**Construction Date:** 1917 (F)

**Historic Name:** n/a

**OCHS Rating:** D2+, of minor importance, contributor to a district, PDHP

**2009 ESA Reconnaissance Survey Finding:** same

**Existing surveys:** OCHS, 1986 Field Survey

**Description:**

273 29<sup>th</sup> Street is a single story craftsman bungalow with a side gable roof, exposed beams, and a partially enclosed porch supported by full length columns. Exterior walls are stucco.

**Evaluation:**

**2009 ESA Reconnaissance Survey Finding:** appearance unchanged - D2+ retain rating

In ESA's professional opinion 273 29<sup>th</sup> Street is not considered an historical resource for CEQA purposes.

(F): Factual; (E): Estimated

City of Oakland (OCHS) ratings: Individual property: A, highest importance; B, major importance; C, secondary importance; D, minor importance; E, of no particular interest; \* or F, too recent to rate. District status: 1, in an Area of Primary Importance; 2, in an Area of Secondary Importance; 3, not in a district; + contributor to district's significance, - noncontributory, \* potential contributor e.g. if restored.



**Address:** 277 29<sup>th</sup> Street

**APN:** 009 068504700

**Construction Date:** 1914 (F)

**Historic Name:** n/a

**OCHS Rating:** D2+, of minor importance, contributor to a district, PDHP

**2009 ESA Reconnaissance Survey Finding:** same

**Existing surveys:** OCHS, 1986 Field Survey

**Description:**

277 29<sup>th</sup> Street is a single story craftsman derivative residence with a cross gable roof, partially enclosed porch and stucco exterior walls.

**Evaluation:**

**2009 ESA Reconnaissance Survey Finding:** appearance unchanged - D2+ retain rating

In ESA's professional opinion 277 29<sup>th</sup> Street is not considered an historical resource for CEQA purposes.

(F): Factual; (E): Estimated

City of Oakland (OCHS) ratings: Individual property: A, highest importance; B, major importance; C, secondary importance; D, minor importance; E, of no particular interest; \* or F, too recent to rate. District status: 1, in an Area of Primary Importance; 2, in an Area of Secondary Importance; 3, not in a district; + contributor to district's significance, - noncontributory, \* potential contributor e.g. if restored.





**Address:** 281 29<sup>th</sup> Street

**APN:** 009 068504600

**Construction Date:** 1914 (F)

**Historic Name:** n/a

**OCHS Rating:** C2+, of secondary importance, contributor to a district, PDHP

**2009 ESA Reconnaissance Survey Finding:** same

**Existing surveys:** OCHS, 1986 Field Survey

**Description:**

281 29<sup>th</sup> Street is a single story craftsman bungalow with a cross gable roof, and a partially enclosed porch supported by full length columns. Exterior walls are stucco.

**Evaluation:**

**2009 ESA Reconnaissance Survey Finding:** appearance unchanged - C2+ retain rating

In ESA's professional opinion 281 29<sup>th</sup> Street is not considered an historical resource for CEQA purposes.

(F): Factual; (E): Estimated

City of Oakland (OCHS) ratings: Individual property: A, highest importance; B, major importance; C, secondary importance; D, minor importance; E, of no particular interest; \* or F, too recent to rate. District status: 1, in an Area of Primary Importance; 2, in an Area of Secondary Importance; 3, not in a district; + contributor to district's significance, - noncontributory, \* potential contributor e.g. if restored.

**RCH**

---

**Richmond Boulevard District ASI**



**District Name:** Richmond Boulevard District ASI (RCH)

**Location:** 3001-3604 Richmond Blvd / Croxton / Fairmount / Frisbie / Kempton

**Building Date Range:** 1860s - 1950s

**Description:**

The Richmond Boulevard District ASI is an architecturally distinguished turn of the century residential district of approximately 116 buildings on 137 parcels on 7 blocks along Glen Echo Creek and Oak Glen Park. A portion of this district is found in the project area. Most buildings date from the 1900s-1920s and are two stories in height. There are 15 buildings within the project area which are included in the Richmond Boulevard District including portions of Brook Street, Piedmont Avenue, and 30<sup>th</sup> Street. The buildings include predominantly Craftsman and Colonial Revival style single family homes.

(F): Factual; (E): Estimated

City of Oakland (OCHS) ratings: Individual property: A, highest importance; B, major importance; C, secondary importance; D, minor importance; E, of no particular interest; \* or F, too recent to rate. District status: 1, in an Area of Primary Importance; 2, in an Area of Secondary Importance; 3, not in a district; + contributor to district's significance, - noncontributory, \* potential contributor e.g. if restored.





**Address:** 3007 Brook Street

**APN:** 009 070401000

**Construction Date:** 1900 (E)

**Historic Name:** n/a

**OCHS Rating:** D2+, of minor importance, contributor to a district, PDHP

**2009 ESA Reconnaissance Survey Finding:** C2+

**Existing surveys:** OCHS, 1986 Field Survey

**Description:**

3007 Brook Street is a two story Craftsman derivative residential building with redwood siding. The building has a gable roof, exposed beams and rafters, an asymmetrical façade, and a partially enclosed porch supported by square columns.

**Evaluation:**

**2009 ESA Reconnaissance Survey Finding:** visual inspection by ESA in March 2009, and consultation with the City of Oakland, determined that the building possesses a rating of C2+.

In ESA's professional opinion 3007 Brook Street is not considered an historical resource for CEQA purposes.

(F): Factual; (E): Estimated

City of Oakland (OCHS) ratings: Individual property: A, highest importance; B, major importance; C, secondary importance; D, minor importance; E, of no particular interest; \* or F, too recent to rate. District status: 1, in an Area of Primary Importance; 2, in an Area of Secondary Importance; 3, not in a district; + contributor to district's significance, - noncontributory, \* potential contributor e.g. if restored.



**Address:** 3008 Brook Street

**APN:** 009 070302700

**Construction Date:** 1912 (E)

**Historic Name:** n/a

**OCHS Rating:** C2+

**2009 ESA Reconnaissance Survey Finding:** same

**Existing surveys:** OCHS, 1986 Field Survey

**Description:**

3008 Brook Street is a single story Colonial Revival derivative residence, with a hipped roof, dormer, bay and arched windows and a partially enclosed porch. Exterior walls are wooden siding.

**Evaluation:**

**2009 ESA Reconnaissance Survey Finding:** appearance unchanged - retain C2+ rating

In ESA's professional opinion 3008 Brook Street is not considered an historical resource for CEQA purposes.

(F): Factual; (E): Estimated

City of Oakland (OCHS) ratings: Individual property: A, highest importance; B, major importance; C, secondary importance; D, minor importance; E, of no particular interest; \* or F, too recent to rate. District status: 1, in an Area of Primary Importance; 2, in an Area of Secondary Importance; 3, not in a district; + contributor to district's significance, - noncontributory, \* potential contributor e.g. if restored.





**Address:** 3009 Brook Street

**APN:** 009 070400900

**Construction Date:** 1900 (E)

**Historic Name:** n/a

**OCHS Rating:** C2+

**2009 ESA Reconnaissance Survey Finding:** same

**Existing surveys:** OCHS, 1986 Field Survey

**Description:**

3009 Brook Street is a two story Queen Anne residential building with a partially enclosed porch, large bay window, and cross gable roof. The exterior walls are wood siding.

**Evaluation:**

**2009 ESA Reconnaissance Survey Finding:** appearance unchanged - retain C2+ rating

In ESA's professional opinion 3009 Brook Street is not considered an historical resource for CEQA purposes.

(F): Factual; (E): Estimated

City of Oakland (OCHS) ratings: Individual property: A, highest importance; B, major importance; C, secondary importance; D, minor importance; E, of no particular interest; \* or F, too recent to rate. District status: 1, in an Area of Primary Importance; 2, in an Area of Secondary Importance; 3, not in a district; + contributor to district's significance, - noncontributory, \* potential contributor e.g. if restored.



**Address:** 3010 Brook Street

**APN:** 009 070302800

**Construction Date:** 1912 (E)

**Historic Name:** n/a

**OCHS Rating:** D2+, of minor importance, contributor to a district, PDHP

**2009 ESA Reconnaissance Survey Finding:** same

**Existing surveys:** OCHS, 1986 Field Survey

**Description:**

3010 Brook Street is a single story Colonial Revival derivative residence, with a hipped roof and a partially enclosed porch supported by columns. Exterior walls are wooden siding.

**Evaluation:**

**2009 ESA Reconnaissance Survey Finding:** appearance unchanged - retain D2+ rating

In ESA's professional opinion 3010 Brook Street is not considered an historical resource for CEQA purposes.

(F): Factual; (E): Estimated

City of Oakland (OCHS) ratings: Individual property: A, highest importance; B, major importance; C, secondary importance; D, minor importance; E, of no particular interest; \* or F, too recent to rate. District status: 1, in an Area of Primary Importance; 2, in an Area of Secondary Importance; 3, not in a district; + contributor to district's significance, - noncontributory, \* potential contributor e.g. if restored.





**Address:** 3014 Brook Street

**APN:** 009 070302900

**Construction Date:** 1916 (E)

**Historic Name:** n/a

**OCHS Rating:** D2+, of minor importance, contributor to a district, PDHP

**2009 ESA Reconnaissance Survey Finding:** same

**Existing surveys:** OCHS, 1986 Field Survey

**Description:**

3014 Brook Street is a single story Craftsman residence, with a gable roof, exposed beams and rafters, and a partially enclosed porch supported by columns. Exterior walls are stucco.

**Evaluation:**

**2009 ESA Reconnaissance Survey Finding:** appearance unchanged - retain D2+ rating

In ESA's professional opinion 3014 Brook Street is not considered an historical resource for CEQA purposes.

(F): Factual; (E): Estimated

City of Oakland (OCHS) ratings: Individual property: A, highest importance; B, major importance; C, secondary importance; D, minor importance; E, of no particular interest; \* or F, too recent to rate. District status: 1, in an Area of Primary Importance; 2, in an Area of Secondary Importance; 3, not in a district; + contributor to district's significance, - noncontributory, \* potential contributor e.g. if restored.





**Address:** 3016 Brook Street

**APN:** 009 070303000

**Construction Date:** 1911 (E)

**Historic Name:** n/a

**OCHS Rating:** D2+, of minor importance, contributor to a district, PDHP

**2009 ESA Reconnaissance Survey Finding:** same

**Existing surveys:** OCHS, 1986 Field Survey

**Description:**

3016 Brook Street is a single story Craftsman residence, with a parallel gable roof, exposed beams and rafters, and a partially enclosed porch supported by columns.. Exterior walls are wooden shingle.

**Evaluation:**

**2009 ESA Reconnaissance Survey Finding:** appearance unchanged - retain D2+ rating

In ESA's professional opinion 3016 Brook Street is not considered an historical resource for CEQA purposes.

(F): Factual; (E): Estimated

City of Oakland (OCHS) ratings: Individual property: A, highest importance; B, major importance; C, secondary importance; D, minor importance; E, of no particular interest; \* or F, too recent to rate. District status: 1, in an Area of Primary Importance; 2, in an Area of Secondary Importance; 3, not in a district; + contributor to district's significance, - noncontributory, \* potential contributor e.g. if restored.



**Address:** 3018 Brook Street

**APN:** 009 070303100

**Construction Date:** 1914 (E)

**Historic Name:** n/a

**OCHS Rating:** D2+, of minor importance, contributor to a district, PDHP

**2009 ESA Reconnaissance Survey Finding:** same

**Existing surveys:** OCHS, 1986 Field Survey

**Description:**

3018 Brook Street is a two story Colonia Revival derivative residence, with a composition cross hipped roof, dormers, and a partially enclosed porch supported by columns. Exterior walls are composition shingle. Ancillary features include a single story, hipped roof garage.

**Evaluation:**

**2009 ESA Reconnaissance Survey Finding:** appearance unchanged - retain D2+ rating

In ESA's professional opinion 3018 Brook Street is not considered an historical resource for CEQA purposes.

(F): Factual; (E): Estimated

City of Oakland (OCHS) ratings: Individual property: A, highest importance; B, major importance; C, secondary importance; D, minor importance; E, of no particular interest; \* or F, too recent to rate. District status: 1, in an Area of Primary Importance; 2, in an Area of Secondary Importance; 3, not in a district; + contributor to district's significance, - noncontributory, \* potential contributor e.g. if restored.





**Address:** 3024 Brook Street

**APN:** 009 070303200

**Construction Date:** 1922 (E)

**Historic Name:** n/a

**OCHS Rating:** D2+, of minor importance, contributor to a district, PDHP

**2009 ESA Reconnaissance Survey Finding:** same

**Existing surveys:** OCHS, 1986 Field Survey

**Description:**

3024 Brook Street is a two story apartment building with a flat roof, remodeled front porch supported by brick pillars, with a symmetrical façade. Exterior walls are stucco.

**Evaluation:**

**2009 ESA Reconnaissance Survey Finding:** appearance unchanged - retain D2+ rating

In ESA's professional opinion 3024 Brook Street is not considered an historical resource for CEQA purposes.

(F): Factual; (E): Estimated

City of Oakland (OCHS) ratings: Individual property: A, highest importance; B, major importance; C, secondary importance; D, minor importance; E, of no particular interest; \* or F, too recent to rate. District status: 1, in an Area of Primary Importance; 2, in an Area of Secondary Importance; 3, not in a district; + contributor to district's significance, - noncontributory, \* potential contributor e.g. if restored.



**Address:** 3028 Brook Street

**APN:** 009 070303300

**Construction Date:** 1950s (E)

**Historic Name:** n/a

**OCHS Rating:** F2-, too recent to rate

**2009 ESA Reconnaissance Survey Finding:** E2-

**Existing surveys:** OCHS, 1986 Field Survey

**Description:**

3028 Brook Street is a single story shed style commercial building. Exterior walls are hollow clay tile.

**Evaluation:**

**2009 ESA Reconnaissance Survey Finding:** visual inspection by ESA in March 2009, and consultation with the City of Oakland, determined that the building possesses a rating of E2-.

In ESA's professional opinion 3016 Brook Street is not considered an historical resource for CEQA purposes.

(F): Factual; (E): Estimated

City of Oakland (OCHS) ratings: Individual property: A, highest importance; B, major importance; C, secondary importance; D, minor importance; E, of no particular interest; \* or F, too recent to rate. District status: 1, in an Area of Primary Importance; 2, in an Area of Secondary Importance; 3, not in a district; + contributor to district's significance, - noncontributory, \* potential contributor e.g. if restored.





**Address:** 3032 Brook Street

**APN:** 009 070303400

**Construction Date:** 1910 (F)

**Historic Name:** n/a

**OCHS Rating:** C2+

**2009 ESA Reconnaissance Survey Finding:** same

**Existing surveys:** OCHS, 1986 Field Survey

**Description:**

3032 Brook Street is a two story Craftsman derivative residential building with wood siding. The building has a gable roof, exposed beams and rafters, an asymmetrical façade, and a partially enclosed porch supported by square columns.

**Evaluation:**

**2009 ESA Reconnaissance Survey Finding:** appearance unchanged - retain C2+ rating

In ESA's professional opinion 3032 Brook Street is not considered an historical resource for CEQA purposes.

(F): Factual; (E): Estimated

City of Oakland (OCHS) ratings: Individual property: A, highest importance; B, major importance; C, secondary importance; D, minor importance; E, of no particular interest; \* or F, too recent to rate. District status: 1, in an Area of Primary Importance; 2, in an Area of Secondary Importance; 3, not in a district; + contributor to district's significance, - noncontributory, \* potential contributor e.g. if restored.





**Address:** 3036 Brook Street

**APN:** 009 070303500

**Construction Date:** 1910s (E)

**Historic Name:** n/a

**OCHS Rating:** C2+, of secondary importance, contributor to a district, PDHP

**2009 ESA Reconnaissance Survey Finding:** same

**Existing surveys:** OCHS, 1986 Field Survey

**Description:**

3036 Brook Street is a Colonial Revival derivative, two story flat building with a composition hipped roof, dormer, a partially enclosed porch supported by a single column, and double hung multi pane windows. Exterior walls are covered in composition siding.

**Evaluation:**

**2009 ESA Reconnaissance Survey Finding:** appearance unchanged - retain C2+ rating

In ESA's professional opinion 3036 Brook Street is not considered an historical resource for CEQA purposes.

(F): Factual; (E): Estimated

City of Oakland (OCHS) ratings: Individual property: A, highest importance; B, major importance; C, secondary importance; D, minor importance; E, of no particular interest; \* or F, too recent to rate. District status: 1, in an Area of Primary Importance; 2, in an Area of Secondary Importance; 3, not in a district; + contributor to district's significance, - noncontributory, \* potential contributor e.g. if restored.



**Address:** 3042-48 Brook Street

**APN:** 009 070303600

**Construction Date:** 1906 (F)

**Historic Name:** n/a

**OCHS Rating:** D2+, of minor importance, contributor to a district, PDHP

**2009 ESA Reconnaissance Survey Finding:** same

**Existing surveys:** OCHS, 1986 Field Survey

**Description:**

3042-48 Brook Street is a Colonial Revival derivative, two story flat building with a composition hipped roof, a partially enclosed porch supported by columns, and a bay window. Exterior walls are covered in composition siding.

**Evaluation:**

**2009 ESA Reconnaissance Survey Finding:** appearance unchanged - retain D2+ rating

In ESA's professional opinion 3042-48 Brook Street is not considered an historical resource for CEQA purposes.

(F): Factual; (E): Estimated

City of Oakland (OCHS) ratings: Individual property: A, highest importance; B, major importance; C, secondary importance; D, minor importance; E, of no particular interest; \* or F, too recent to rate. District status: 1, in an Area of Primary Importance; 2, in an Area of Secondary Importance; 3, not in a district; + contributor to district's significance, - noncontributory, \* potential contributor e.g. if restored.





**Address:** 251 30<sup>th</sup> Street

**APN:** 009 070200300

**Construction Date:** 1895 (F)

**Historic Name:**

**OCHS Rating:** Dc2+, of minor importance, contributor to a district, PDHP

**2009 ESA Reconnaissance Survey Finding:** same

**Existing surveys:** OCHS, 1986 Field Survey

**Description:**

251 30<sup>th</sup> Street is a two story Vernacular residence with a cross gable roof, partial width porch supported by columns, and bay windows.

**Evaluation:**

**2009 ESA Reconnaissance Survey Finding:** appearance unchanged - Dc2+ retain rating

In ESA's professional opinion 251 30<sup>th</sup> Street is not considered an historical resource for CEQA purposes.

(F): Factual; (E): Estimated

City of Oakland (OCHS) ratings: Individual property: A, highest importance; B, major importance; C, secondary importance; D, minor importance; E, of no particular interest; \* or F, too recent to rate. District status: 1, in an Area of Primary Importance; 2, in an Area of Secondary Importance; 3, not in a district; + contributor to district's significance, - noncontributory, \* potential contributor e.g. if restored.



**Address:** 3382-84 Piedmont Avenue

**APN:** 009 070300100

**Construction Date:** 1909 (F)

**Historic Name:** n/a

**OCHS Rating:** D2+, of minor importance, contributor to a district

**2009 ESA Reconnaissance Survey Finding:** same

**Existing surveys:** OCHS, 1986 Preliminary Field Survey

**Description:**

3382-84 Piedmont Avenue is a two story Colonial Revival derivative flat building with a hipped roof, dormer, bay window, and partially enclosed porches on either side. The exterior walls are wood siding.

**Evaluation:**

**2009 ESA Reconnaissance Survey Finding:** appearance unchanged - retain D2+ rating

In ESA's professional opinion 3382-84 Piedmont Avenue is not considered an historical resource for CEQA purposes

(F): Factual; (E): Estimated

City of Oakland (OCHS) ratings: Individual property: A, highest importance; B, major importance; C, secondary importance; D, minor importance; E, of no particular interest; \* or F, too recent to rate. District status: 1, in an Area of Primary Importance; 2, in an Area of Secondary Importance; 3, not in a district; + contributor to district's significance, - noncontributory, \* potential contributor e.g. if restored.





**Address:** 3388 Piedmont Avenue

**APN:** 009 073100100

**Construction Date:** 1924 (F)

**Historic Name:** n/a

**OCHS Rating:** Dc2+, of minor importance, contributor to a district

**2009 ESA Reconnaissance Survey Finding:** same

**Existing surveys:** OCHS, 1986 Preliminary Survey

**Description:**

3388 Piedmont Avenue is a two story commercial and apartment building with a recessed entry, flat roof, bay windows, and stucco covered exterior walls

**Evaluation:**

**2009 ESA Reconnaissance Survey Finding:** appearance unchanged - retain Dc2+ rating

In ESA's professional opinion 3388 Piedmont Avenue is not considered an historical resource for CEQA purposes

(F): Factual; (E): Estimated

City of Oakland (OCHS) ratings: Individual property: A, highest importance; B, major importance; C, secondary importance; D, minor importance; E, of no particular interest; \* or F, too recent to rate. District status: 1, in an Area of Primary Importance; 2, in an Area of Secondary Importance; 3, not in a district; + contributor to district's significance, - noncontributory, \* potential contributor e.g. if restored.

---

**No Affiliated District**

State of California - The Resources Agency  
DEPARTMENT OF PARKS AND RECREATION  
PRIMARY RECORD

Primary # \_\_\_\_\_  
HRI # \_\_\_\_\_  
Trinomial \_\_\_\_\_  
NRHP Status Code: 7

Page P1 of 1

Other Listings OCHS C3  
Review Code \_\_\_\_\_ Reviewer \_\_\_\_\_ Date \_\_\_\_\_

- \*P1. a. Resource Identifier (assign a name or number): Serial No. 21  
b. Other Identifier: Parkside Manor Apartments

\*P2. Location:

a. County Alameda

\*b. Address 123 BAY PL  
City Oakland, CA

Zip 94610

\*c. UTM: USGS 7.5' Quad Oakland West Date 1980; Zone: mE / mN

\*d. Other Locational Data (e.g. parcel #, legal description, additional UTM's, etc.)  
Parcel no.: 010 0768 003 00

- \*P3. a. Description (Describe resource and its major elements. Include design, materials, condition, alterations, size, setting, etc.):

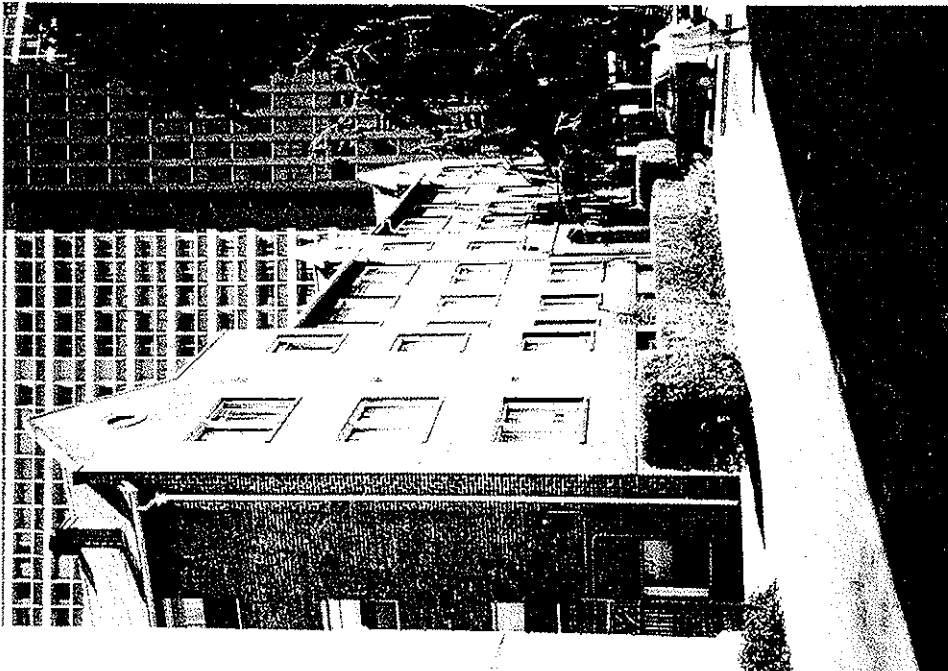
123 BAY PL is a Tudor Revival apartment building. It is three stories and basement, rectangular plan, on an interior lot. It has peaked parapets on end gables, flat roofs, and monumental entry. Exterior walls are brick and terra cotta. Foundation is concrete. Roof is composition. Structure is brick bearing wall. Sanborn maps describe it as brick. The building has metal sash windows and gable end portal windows. Present use is apartment building, Parkside Manor Apartments. Surroundings are densely built up, residential.

The building is in excellent condition; its integrity is good.

b. Resource attributes: HP03--apartment building

- \*P4. Resources present: /X/Building / /Structure / /Object / /Site / /District / /Element of District ( ) / /Other

\*P5. a. Photograph or Drawing



P5. b. Photo number: 680-9  
Photo date: 09/03/94

- \*P6. Date Constructed/Age, and Source:  
/ /Prehistoric /X/Historic / /Both  
1924-25 F  
building permit

\*P7. Owner and Address:  
LOLLIPOP LAND COMPANY  
385 GRAND AV  
OAKLAND CA 94610

\*P8. Recorded by (name, affiliation, address):  
Oakland Cultural Heritage  
Survey, 1 City Hall Plaza,  
Oakland 94612 (510-238-3941)

\*P9. Date Recorded: 09/30/94

\*P10. Type of Survey: / /Intensive  
/X/Reconnaissance / /Other

- \*P11. Report Citation: OCHS Completion Report, CLG Project #06-93-80101, 9/30/94 (URM Citywide)  
OCHS, Project Agmt. #36-14-707, Central District, 1985

\*Attachments: /X/None / /Location Map / /Sketch Map / /Continuation Sheet / /Building, Structure, and Object Record / /Other

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

\*NRHP Status Code: 5S  
Local/Other Rating: C3

\*Resource Name or #: Serial No. 21  
123 BAY PL Oakland CA 94610

B1. Historic Name: Parkside Manor Apartments  
B2. Common Name: Parkside Manor Apartments  
B3. Original Use: Domestic/multiple  
\*B5. Architectural Style: Tudor Revival  
\*B6. Construction History: built 1924-25

B4. Present Use: Domestic/multiple

\*B7. Moved? /X/No / /Yes / /Unknown Date: \_\_\_\_\_ Original Location: \_\_\_\_\_  
\*B8. Related Features:

B9a. Architect: Burrell, Clay N.

b. Builder: Sommarstrom, F.  
N. Clark & Son (terra cotta)

\*B10. Significance: Theme: masonry buildings (residential) Area: Oakland  
Period: 1850-1948 Property Type: apartment building N.R. Criteria: N/A  
(Discuss importance in terms of context as defined by theme, period, and geographic scope. Also address integrity.)

123 BAY PL, the Parkside Manor Apartments, is a very good example of a Tudor Revival apartment building. It is distinguished by terra cotta trim, a slate roof and "red ruffled Face Brick laid in a fascinating diamond pattern... one of the most beautiful pieces of brick work in the Bay District" (Oakland Tribune, March 22, 1925). It is an unusually large and elaborate example of hollow clay tile construction, faced with brick. It was built in 1924-25, architect Clay N. Burrell and builder F. Sommarstrom. Terra cotta was by N. Clark & Son of Alameda (job #1506). It is dated by building permit 96166, and was originally valued at \$65,000. Historically the building reflects 1920s lakeside apartment development in Oakland. The original owner and developer, about 1925-26, was Albert A. Claassen, possibly an accountant residing in Piedmont. Oakland architect Clay Burrell (1882-1958) designed many very good East Bay hotels, apartments, and medium-size commercial buildings, especially in the 1920s; he practiced about 1906-57, and frequently worked with Sommarstrom Bros. builders.

The Oakland Cultural Heritage Survey rates this property C3 (C, secondary importance or superior example), particularly for its design quality and architect. It is not located in a district (3). Its Survey rating makes it a historic property under Oakland's Historic Preservation Element. It does not appear eligible for the National Register, however, since there are more notable examples.

(see continuation page)

B11. Resource Attributes: HP03--apartment building

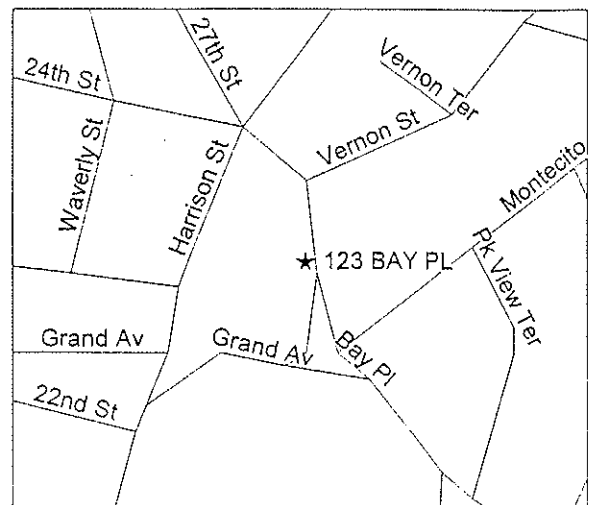
\*B12. References:  
Building and alteration permits, Sanborn maps, 1912-1935, 1951, 1970s; directories & phone books; city & county block books; name and subject indexes, Oakland History Room, OPL

B13. Remarks:  
Primary Record submitted 9/30/94.

\*B14. Evaluator: Gary Knecht  
\*Date of Evaluation: 09/13/85  
Date Recorded: 09/30/95

(This space reserved for official comments.)

(Sketch map, <sup>^</sup>N<sup>^</sup> north at top.)





Page B2 of 2

\*Resource Name or #: Ser. No. 21-Parkside Manor Apartments  
123 BAY PL Oakland CA 94610

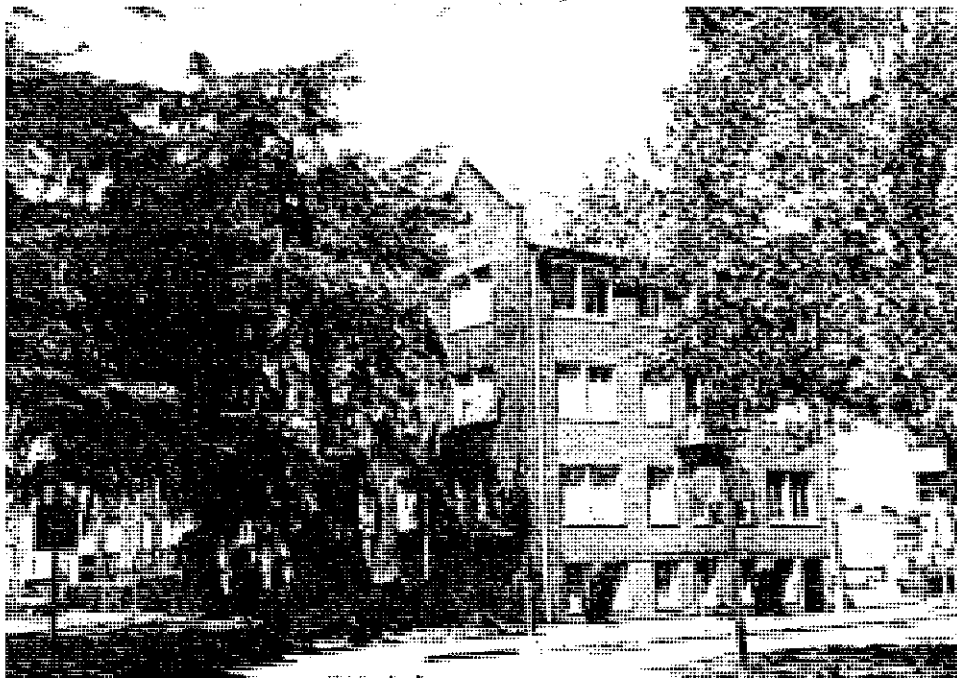
\*Recorded by Oakland Cultural Heritage Survey \*Date 09/30/95 /X/ Continuation / / Update

Additional illustrations:

Photo #680-10  
09/03/94  
entry detail;  
slate roof, terra  
cotta, brickwork



Photo #680-11  
09/03/94  
view from Bay Place



State of California - The Resources Agency  
DEPARTMENT OF PARKS AND RECREATION  
PRIMARY RECORD

Primary # \_\_\_\_\_  
HRI # \_\_\_\_\_  
Trinomial \_\_\_\_\_  
NRHP Status Code: 7

Page P1 of 1

Other Listings OCHS Ed3  
Review Code \_\_\_\_\_ Reviewer \_\_\_\_\_ Date \_\_\_\_\_

- \*P1. a. Resource Identifier (assign a name or number): Serial No. 1004  
b. Other Identifier: Goldwater (Mandel) store building

\*P2. Location:

a. County Alameda

\*b. Address 2301 BROADWAY/400-20 23RD ST  
City Oakland, CA

Zip 94612

\*c. UTM: USGS 7.5' Quad Oakland West Date 1980; Zone: mE / mN

\*d. Other Locational Data (e.g. parcel #, legal description, additional UTM's, etc.)  
Parcel no.: 008 0666 013 00

- \*P3. a. Description (Describe resource and its major elements. Include design, materials, condition, alterations, size, setting, etc.):

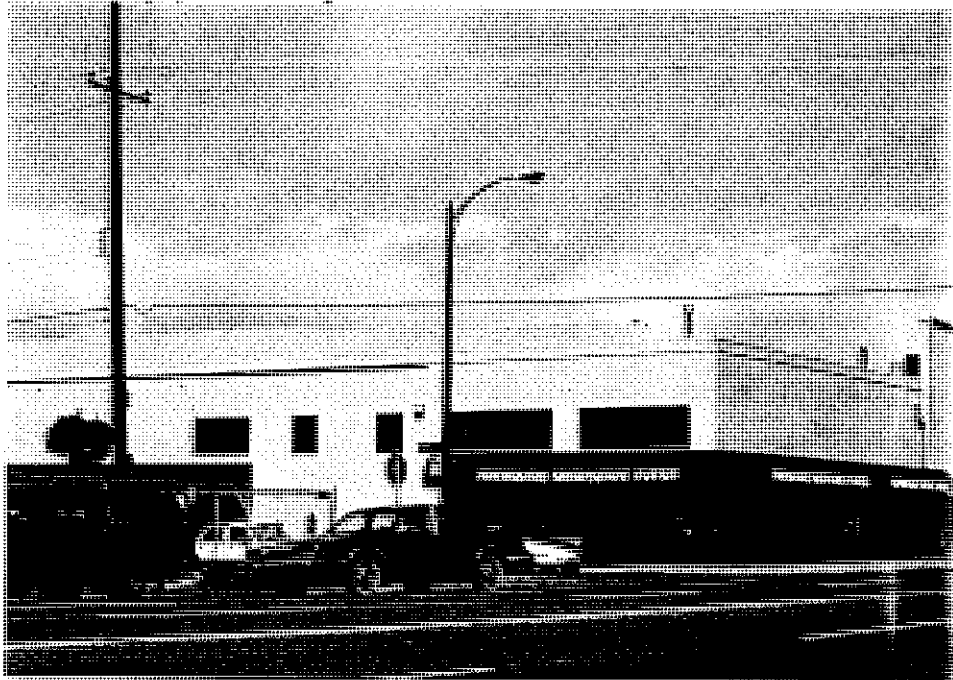
2301 BROADWAY is an early 20th century commercial building (now remodeled). It is one story and mezzanine, trapezoidal plan, on a corner lot. It has a straight parapet, truss roof, and storefront. Exterior walls are stucco over glazed brick. Roof is composition. Foundation is concrete. Structure is brick bearing wall. Sanborn maps describe it as brick. The building has metal sash and little or no ornament. Present use is one-story store, Friedman's Microwave. Surroundings are densely built up, commercial.

Visible alterations include stucco, awnings, new doors and windows, style changed completely. The building is in excellent condition; its integrity is poor.

b. Resource attributes: HP06--commercial building

- \*P4. Resources present: /X/Building //Structure //Object //Site //District //Element of District ( ) //Other

\*P5. a. Photograph or Drawing



P5. b. Photo number: 649-32  
Photo date: 04/04/93

- \*P6. Date Constructed/Age, and Source:  
//Prehistoric /X/Historic //Both  
1917-18 F rem 1985  
building permit

\*P7. Owner and Address:  
LEVIN DOROTHY & ZEMEL ARTHUR  
TRS ETAL c/o HAMBURGER  
PROPERTIES  
800 AIRPORT BL  
BURLINGAME CA 94010

\*P8. Recorded by (name, affiliation, address):  
Oakland Cultural Heritage  
Survey, 1 City Hall Plaza,  
Oakland 94612 (510-238-3941)

\*P9. Date Recorded: 09/30/94

\*P10. Type of Survey: //Intensive  
/X/Reconnaissance //Other

- \*P11. Report Citation: OCHS Completion Report, CLG Project #06-93-80101, 9/30/94 (URM Citywide)  
OCHS, Project Agrt. #36-14-707, Central District, 1985

\*Attachments: /X/None //Location Map //Sketch Map //Continuation Sheet //Building, Structure, and Object Record //Other  
Substitute DPR 523A-Test (ochsp1.frm, rev 7/19/94)

\*Resource Name or #: Serial No. 1004  
2301 BROADWAY/400-20 23RD ST Oakland CA 94612

- B1. Historic Name: Goldwater (Mandel) store building  
B2. Common Name: Friedman's Microwave  
B3. Original Use: Commerce  
B4. Present Use: Commerce/specialty store  
\*B5. Architectural Style: early 20th century  
\*B6. Construction History: built 1917-18, remodeled 1985etc  
stucco, awnings, new doors and windows, style changed completely  
\*B7. Moved? ☒ No / ☐ Yes / ☐ Unknown Date: \_\_\_\_\_ Original Location: \_\_\_\_\_  
\*B8. Related Features:

B9a. Architect: Voorhees, Fred D. b. Builder: Muller, F.A.

- \*B10. Significance: Theme: masonry buildings (commercial) Area: Oakland  
Period: 1850-1948 Property Type: commercial building N.R. Criteria: N/A  
(Discuss importance in terms of context as defined by theme, period, and geographic scope. Also address integrity.)

2301 BROADWAY, the Goldwater (Mandel) store building, was originally a representative example of an early 20th century commercial building (now remodeled). It was built in 1917-18, architect Fred D. Voorhees and builder F.A. Muller. It is dated by building permit 46440, and was originally valued at \$10,000. Plans are on file with the City of Oakland. It was remodeled in 1985 and other times. Historically the building reflects downtown Oakland business and commercial development. The original owner and developer, about 1917-18, was Mandel Goldwater, real estate. Architect Fred D. Voorhees, trained as an engineer at Mare Island, was active in Oakland in the 1890s-1920s, and designed many early business blocks, schools, and shingle and Mission revival houses.

The Oakland Cultural Heritage Survey rates this property Ed3 (E, of no particular interest; potentially D, minor importance, if restored). It is not located in a district (3). It does not appear eligible for the National Register, since its architectural integrity has been seriously compromised and there are more significant examples.

(see plans continuation page)

B11. Resource Attributes: HP06--commercial building

- \*B12. References:  
Building and alteration permits, Sanborn maps, 1912-1935, 1951, 1970s; directories & phone books; city & county block books; name and subject indexes, Oakland History Room, OPL

B13. Remarks:  
Primary Record submitted 9/30/94.

- \*B14. Evaluator: Betty Marvin  
\*Date of Evaluation: 02/11/94  
Date Recorded: 09/30/95

(This space reserved for official comments.)

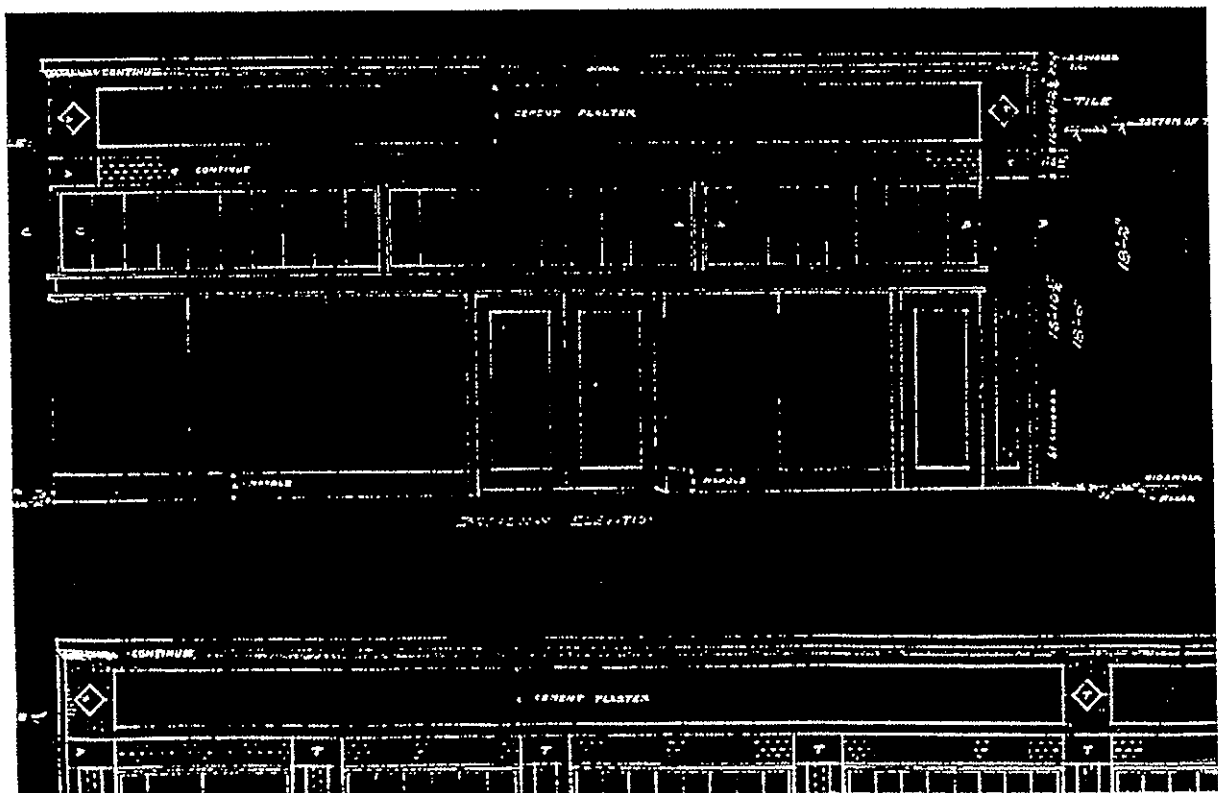
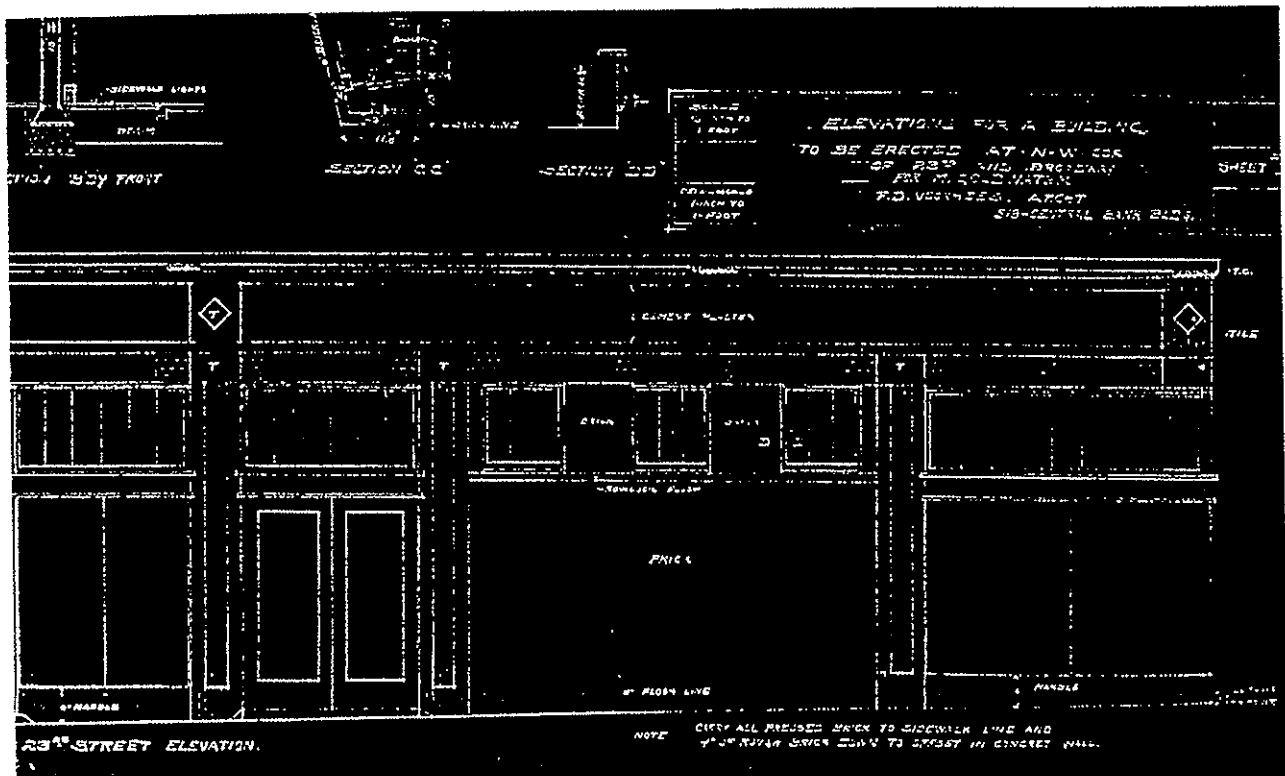
(Sketch map, <sup>^</sup>N<sup>^</sup> north at top.)



\*Resource Name or #: Ser. No. 1004-Goldwater (Mandel) store building  
2301 BROADWAY/400-20 23RD ST Oakland CA 94612

\*Recorded by Oakland Cultural Heritage Survey \*Date 09/30/95 /X/ Continuation / / Update

Permit #46440, 08/27/17 Plans and specs on file with City of Oakland (excerpt)  
1s brick stores for Mandel Goldwater, NW cor 23rd St & Broadway, Fred D. Voorhees arch.







**Address:** 2301 Broadway

**APN:** 008 066601300

**Construction Date:** 1917-1918 (F)

**Historic Name:** Goldwater (Mandel) store building

**OCHS Rating:** Ed3, of no particular interest; DPR 523B, 1994, status code 6Z1 (ineligible for listing on the National Register (NR), with no potential for any listing)

**2009 ESA Reconnaissance Survey Finding:** same

**Existing surveys:** OCHS, 1994 Citywide URM Survey (Intensive)

**Description:**

2301 Broadway is a single story commercial building on a corner lot. The building has a flat roof and exterior walls are stucco.

As part of the 1994 URM Survey, this property was assigned a rating of Ed3 by the OCHS, which indicates that the building is of no particular interest. At this time it was also assigned a National Register Status Code of "6Z1" on DPR form 523 B, which indicates that it was found ineligible for listing on the National Register (NR), with no potential for any listing. From visual inspection by ESA in March 2009, the property appears unchanged from when it was originally evaluated in 1994, and therefore would retain its Ed3 rating. The building at 2301 Broadway is not considered an historical resource for CEQA purposes.

(F): Factual; (E): Estimated

City of Oakland (OCHS) ratings: Individual property: A, highest importance; B, major importance; C, secondary importance; D, minor importance; E, of no particular interest; \* or F, too recent to rate. District status: 1, in an Area of Primary Importance; 2, in an Area of Secondary Importance; 3, not in a district; + contributor to district's significance, - noncontributory, \* potential contributor e.g. if restored.

State of California - The Resources Agency  
DEPARTMENT OF PARKS AND RECREATION  
PRIMARY RECORD

Primary # \_\_\_\_\_  
HRI # \_\_\_\_\_  
Trinomial \_\_\_\_\_  
NRHP Status Code: 7

Page P1 of 1

Other Listings OCHS Ec3  
Review Code \_\_\_\_\_ Reviewer \_\_\_\_\_ Date \_\_\_\_\_

\*P1. a. Resource Identifier (assign a name or number): Serial No. 1007  
b. Other Identifier: McCaslin (John & Lillian) store building

\*P2. Location:

a. County Alameda

\*b. Address 2315 BROADWAY

City Oakland, CA

Zip 94612

\*c. UTM: USGS 7.5' Quad Oakland West Date 1980; Zone:

mE /

mN

\*d. Other Locational Data (e.g. parcel #, legal description, additional UTM's, etc.)

Parcel no.: 008 0666 014 01 S

\*P3. a. Description (Describe resource and its major elements. Include design, materials, condition, alterations, size, setting, etc.):

2315 BROADWAY is an early 20th century commercial store building (now remodeled). It is high one story, rectangular plan, on an interior lot, on the south part of the parcel. It has a straight parapet, storefront, and recessed entry. Exterior walls are sheet metal over concrete. Roof is composition. Foundation is concrete. Structure is steel frame and wood frame. Sanborn maps describe it as concrete with brick facade, hollow terra cotta tile, wood posts. The building has plate glass and colored tile. Present use is automobile dealership, Negherbon Porsche-Audi. Surroundings are densely built up, commercial.

Visible alterations include new facade, style changed completely. This building and the one to the north have been joined as one under the new facade. The building is in excellent condition; its integrity is poor.

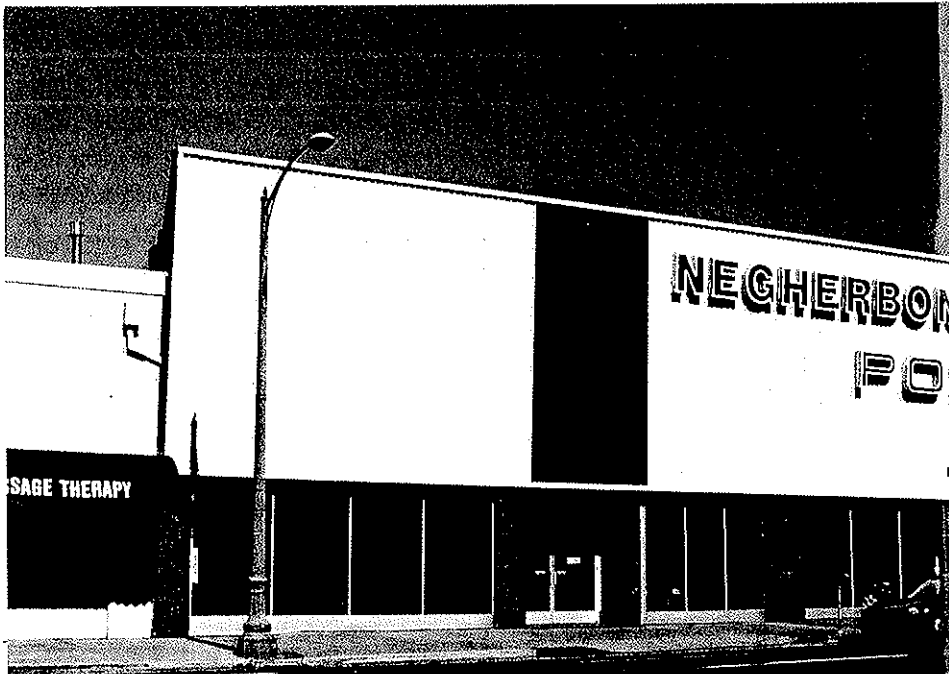
b. Resource attributes: HP06--store building

\*P4. Resources present: /X/Building //Structure //Object //Site //District //Element of District ( )//Other

\*P5. a. Photograph or Drawing

P5. b. Photo number: 677-29

Photo date: 08/30/94



\*P6. Date Constructed/Age, and Source:  
//Prehistoric /X/Historic //Both  
1922 F  
building permit

\*P7. Owner and Address:  
NEGHERBON LINCOLN MERCURY INC  
2345 BROADWAY  
OAKLAND CA 94612

\*P8. Recorded by (name, affiliation, address):  
Oakland Cultural Heritage  
Survey, 1 City Hall Plaza,  
Oakland 94612 (510-238-3941)

\*P9. Date Recorded: 09/30/94

\*P10. Type of Survey: //Intensive  
/X/Reconnaissance //Other

\*P11. Report Citation: OCHS Completion Report, CLG Project #06-93-80101, 9/30/94 (URM Citywide)  
OCHS, Project Agt. #36-14-707, Central District, 1985

\*Attachments: /X/None //Location Map //Sketch Map //Continuation Sheet //Building, Structure, and Object Record //Other

State of California - The Resources Agency  
DEPARTMENT OF PARKS AND RECREATION  
PRIMARY RECORD

Primary # \_\_\_\_\_  
HRI # \_\_\_\_\_  
Trinomial \_\_\_\_\_  
NRHP Status Code: 7

Page P1 of 1

Other Listings OCHS Ed3

Review Code \_\_\_\_\_ Reviewer \_\_\_\_\_ Date \_\_\_\_\_

- \*P1. a. Resource Identifier (assign a name or number): Serial No. 1009  
b. Other Identifier: Johnston (Edward S.) Motors building

\*P2. Location:

\*b. Address 2323 BROADWAY

City Oakland, CA

a. County Alameda

Zip 94612

\*c. UTM: USGS 7.5' Quad Oakland West Date 1980; Zone:

mE /

mN

\*d. Other Locational Data (e.g. parcel #, legal description, additional UTM's, etc.)

Parcel no.: 008 0666 014 01 N

- \*P3. a. Description (Describe resource and its major elements. Include design, materials, condition, alterations, size, setting, etc.):

2323 BROADWAY is an early 20th century automobile showroom, remodeled as mid-20th century. It is one story and mezzanine, rectangular plan, on an interior lot, on the north part of the parcel. It has a straight parapet, truss roof, and storefront. Exterior walls are brick. Front facade remodel has aluminum siding and colored tile pilasters. Roof is composition. Foundation is concrete. Structure is brick bearing wall. Sanborn maps describe it as brick with wood posts along walls. The building has plate glass showroom windows. Present use is automobile dealership, Negherbon Porsche-Audi.

Visible alterations include new facade, style changed completely. Remodeled facade unites three former buildings into one building. The building is in excellent condition; its integrity is fair.

b. Resource attributes: HP06--automobile showroom

- \*P4. Resources present: /X/Building //Structure //Object //Site //District //Element of District ( ) //Other

\*P5. a. Photograph or Drawing

P5. b. Photo number: 677-28

Photo date: 08/30/94



- \*P6. Date Constructed/Age, and Source:

//Prehistoric /X/Historic //Both

1924-26 F rem 1956

building permit

- \*P7. Owner and Address:

NEGHERBON LINCOLN MERCURY INC

2345 BROADWAY

OAKLAND CA 94612

- \*P8. Recorded by (name, affiliation, address):

Oakland Cultural Heritage

Survey, 1 City Hall Plaza,

Oakland 94612 (510-238-3941)

- \*P9. Date Recorded: 09/30/94

- \*P10. Type of Survey: //Intensive

/X/Reconnaissance //Other

- \*P11. Report Citation: OCHS Completion Report, CLG Project #06-93-80101, 9/30/94 (URM Citywide)  
OCHS, Project Agt. #36-14-707, Central District, 1985

- \*Attachments: /X/None //Location Map //Sketch Map //Continuation Sheet //Building, Structure, and Object Record //Other

State of California - The Resources Agency  
DEPARTMENT OF PARKS AND RECREATION  
BUILDING, STRUCTURE, AND OBJECT RECORD

Page B1 of 1

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

HRI # \_\_\_\_\_

\*NRHP Status Code: 671

Local/Other Rating: Ed3

\*Resource Name or #: Serial No. 1009  
2323 BROADWAY Oakland CA 94612

- B1. Historic Name: Johnston (Edward S.) Motors building  
B2. Common Name: Negherbon Porsche-Audi  
B3. Original Use: Commerce/specialty  
B4. Present Use: Commerce/specialty store  
\*B5. Architectural Style: early 20th century remodeled as mid-20th century  
\*B6. Construction History: built 1924-26, remodeled 1956, remodeled c.1990  
new facade, style changed completely  
\*B7. Moved? ☒ No / ☐ Yes / ☐ Unknown Date: \_\_\_\_\_ Original Location: \_\_\_\_\_  
\*B8. Related Features:

B9a. Architect: Williams, George T.

b. Builder: Johnston, H.E.

- \*B10. Significance: Theme: masonry buildings (auto related) Area: Oakland  
Period: 1850-1948 Property Type: automobile showroom N.R. Criteria: N/A  
(Discuss importance in terms of context as defined by theme, period, and geographic scope. Also address integrity.)

2323 BROADWAY, the Johnston (Edward S.) Motors building, is a representative example of an early 20th century automobile showroom, remodeled as mid-20th century. It was built in 1924-26, architect George T. Williams and builder H.E. Johnston. It is dated by building permit 97000, and was originally valued at \$15,000. Plans are on file with the City of Oakland. It was remodeled in 1956. It was remodeled again circa 1990. Historically the building reflects motor transportation and the auto industry, and motor transportation and the auto industry. The original owner, developer and business, about 1924, was Edward S. Johnston, Chrysler dealership.

The Oakland Cultural Heritage Survey rates this property Ed3 (E, of no particular interest; potentially D, minor importance, if restored). It is not located in a district (3). It does not appear eligible for the National Register, since there are more significant examples.

B11. Resource Attributes: HP06--automobile showroom

- \*B12. References:  
Building and alteration permits, Sanborn maps, 1912-1935, 1951, 1970s; directories & phone books; city & county block books; name and subject indexes, Oakland History Room, OPL

B13. Remarks:  
Primary Record submitted 9/30/94.

- \*B14. Evaluator: Betty Marvin  
\*Date of Evaluation: 03/31/93  
Date Recorded: 09/30/95

(This space reserved for official comments.)

(Sketch map, <sup>^</sup>N<sup>^</sup> north at top.)







**Address:** 2315 Broadway / 2323 Broadway

**APN:** 008 06660 1401

**Construction Date:** 1922 / 1924-26 (remodeled 1954) (F)

**Historic Name:** McCaslin (John & Lillian) store building / Johnston (Edward S.) Motors Building

**OCHS Rating:** Ec3 and Ed3, of no particular interest ; DPR 523B, 1994, status code 6Z1 (ineligible for listing on the National Register (NR), with no potential for any listing)

**2009 ESA Reconnaissance Survey Finding:** same

**Existing surveys:** OCHS, 1994 Citywide URM Survey (Intensive)

**Description:**

2315-2323 Broadway is a single story commercial building with concrete exterior walls. The flat roof structure has a straight parapet and the front façade is covered with sheet metal.

**Evaluation:**

**2009 ESA Reconnaissance Survey Finding:** appearance unchanged - retains Ec3 and Ed3 rating

In ESA's professional opinion 2315 Broadway / 2323 Broadway is not considered an historical resource for CEQA purposes.

(F): Factual; (E): Estimated

City of Oakland (OCHS) ratings: Individual property: A, highest importance; B, major importance; C, secondary importance; D, minor importance; E, of no particular interest; \* or F, too recent to rate. District status: 1, in an Area of Primary Importance; 2, in an Area of Secondary Importance; 3, not in a district; + contributor to district's significance, - noncontributory, \* potential contributor e.g. if restored.

State of California - The Resources Agency  
DEPARTMENT OF PARKS AND RECREATION  
PRIMARY RECORD

Primary # \_\_\_\_\_  
HRI # \_\_\_\_\_  
Trinomial \_\_\_\_\_  
NRHP Status Code: 7

Page P1 of 1

Other Listings OCHS Eb+3  
Review Code \_\_\_\_\_ Reviewer \_\_\_\_\_ Date \_\_\_\_\_

- \*P1. a. Resource Identifier (assign a name or number): Serial No. 1014  
b. Other Identifier: Dinsmore Bros. Auto Accessories bldg.

\*P2. Location:

a. County Alameda

\*b. Address 2335-37 BROADWAY  
City Oakland, CA

Zip 94612

\*c. UTM: USGS 7.5' Quad Oakland West Date 1980; Zone: mE / mN

\*d. Other Locational Data (e.g. parcel #, legal description, additional UTM's, etc.)  
Parcel no.: 008 0666 009 00

- \*P3. a. Description (Describe resource and its major elements. Include design, materials, condition, alterations, size, setting, etc.):

2335-37 BROADWAY is a former Beaux Arts derivative automobile showroom, remodeled in 1964 and joined with two neighboring buildings under a late 20th century commercial facade. It is high one story and mezzanine, rectangular plan, on an interior lot. It has a straight parapet and two plate glass storefront bays. Exterior walls are brick and terra cotta, the front now covered or replaced by a perforated and corrugated metal facing. Roof is composition. Foundation is concrete. Structure is brick bearing wall. Sanborn maps describe it as brick. Present use is automobile dealership, Negherbon Lincoln-Mercury etc. Surroundings are densely built up, commercial. Original plans show an elaborate polychrome terra cotta frieze and cornice, and paired storefronts with small-paned transoms, recessed entries, and marble bases. Visible alterations include new facade, entry changed, ornament removed, style changed completely, metal siding, signs. The building is in good condition; its integrity is poor.

b. Resource attributes: HP06--automobile showroom

- \*P4. Resources present: /X/Building //Structure //Object //Site //District //Element of District ( )//Other

\*P5. a. Photograph or Drawing

P5. b. Photo number: 658-13  
Photo date: 06/14/94



- \*P6. Date Constructed/Age, and Source:  
//Prehistoric /X/Historic //Both  
1920 F rem 1964  
building permit

\*P7. Owner and Address:  
NEGHERBON LINCOLN MERCURY INC  
2345 BROADWAY  
OAKLAND CA 94612

\*P8. Recorded by (name, affiliation, address):  
Oakland Cultural Heritage  
Survey, 1 City Hall Plaza,  
Oakland 94612 (510-238-3941)

\*P9. Date Recorded: 09/30/94

\*P10. Type of Survey: //Intensive  
/X/Reconnaissance //Other

- \*P11. Report Citation: OCHS Completion Report, CLG Project #06-93-80101, 9/30/94 (URM Citywide)  
OCHS, Project Agt. #36-14-707, Central District, 1985

\*Attachments: /X/None //Location Map //Sketch Map //Continuation Sheet //Building, Structure, and Object Record //Other

State of California - The Resources Agency  
DEPARTMENT OF PARKS AND RECREATION  
BUILDING, STRUCTURE, AND OBJECT RECORD

Page B1 of 2

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

\*NRHP Status Code: 4S7  
Local/Other Rating: Eb+3

\*Resource Name or #: Serial No. 1014  
2335-37 BROADWAY Oakland CA 94612

- B1. Historic Name: Dinsmore Brothers Auto Accessories bldg.  
B2. Common Name: Negherbon Lincoln-Mercury  
B3. Original Use: Commerce/specialty B4. Present Use: Commerce/specialty store  
\*B5. Architectural Style: Beaux Arts derivative remodeled as late 20th century  
\*B6. Construction History: built 1920, remodeled 1964ff  
new facade, entry changed, ornament removed, style changed completely, metal siding, signs  
\*B7. Moved? ☒ No / ☐ Yes / ☐ Unknown Date: \_\_\_\_\_ Original Location: \_\_\_\_\_  
\*B8. Related Features:

B9a. Architect: Morgan, Julia

b. Builder: Duval, Oliver & Son

- \*B10. Significance: Theme: masonry buildings (auto related) Area: Oakland  
Period: 1850-1948 Property Type: automobile showroom N.R. Criteria: N/A  
(Discuss importance in terms of context as defined by theme, period, and geographic scope. Also address integrity.)

2335-37 BROADWAY, the Dinsmore Brothers Auto Accessories building, was originally a very good example of a Beaux Arts derivative automobile showroom, remodeled as late 20th century. It was built in 1920, architect Julia Morgan and builder Oliver Duval & Son. It is dated by building permit 55156, and was originally valued at \$26,000. Plans are on file with the City of Oakland. It was remodeled in 1964 and after. Historically the building reflects motor transportation and the auto industry. The original owner, developer and business, 1920s, was Dinsmore Brothers Auto Accessories. The property is also associated with Negherbon Lincoln-Mercury, owner and commercial occupant c.1960s-90s, auto dealer, combined several buildings in this block behind new facades. Julia Morgan (1872-1957), California's first licensed woman architect, produced some 800 buildings over a 50 year career.

The Oakland Cultural Heritage Survey rates this property Eb+3 (E, of no particular interest; potentially B+, National Register, if restored), particularly for its design quality and historical associations and architect. It is not located in a district (3). Its Survey rating makes it a historic property under Oakland's Preservation Element. At present it does not appear eligible for listing on the National Register. However if its architectural integrity were accurately restored, it might become eligible. Some interior features remain; it is not known how much or little of the upper facade survives behind the metal siding.

(see plans continuation page)

B11. Resource Attributes: HP06--automobile showroom

\*B12. References:

Building and alteration permits, Sanborn maps, 1912-1935, 1951, 1970s; directories & phone books; city & county block books; name and subject indexes, Oakland History Room, OPL

B13. Remarks:

Primary Record submitted 9/30/94.

\*B14. Evaluator: Betty Marvin

\*Date of Evaluation: 03/31/93

Date Recorded: 09/30/95

(This space reserved for official comments.)

(Sketch map, <sup>^</sup>N<sup>^</sup> north at top.)



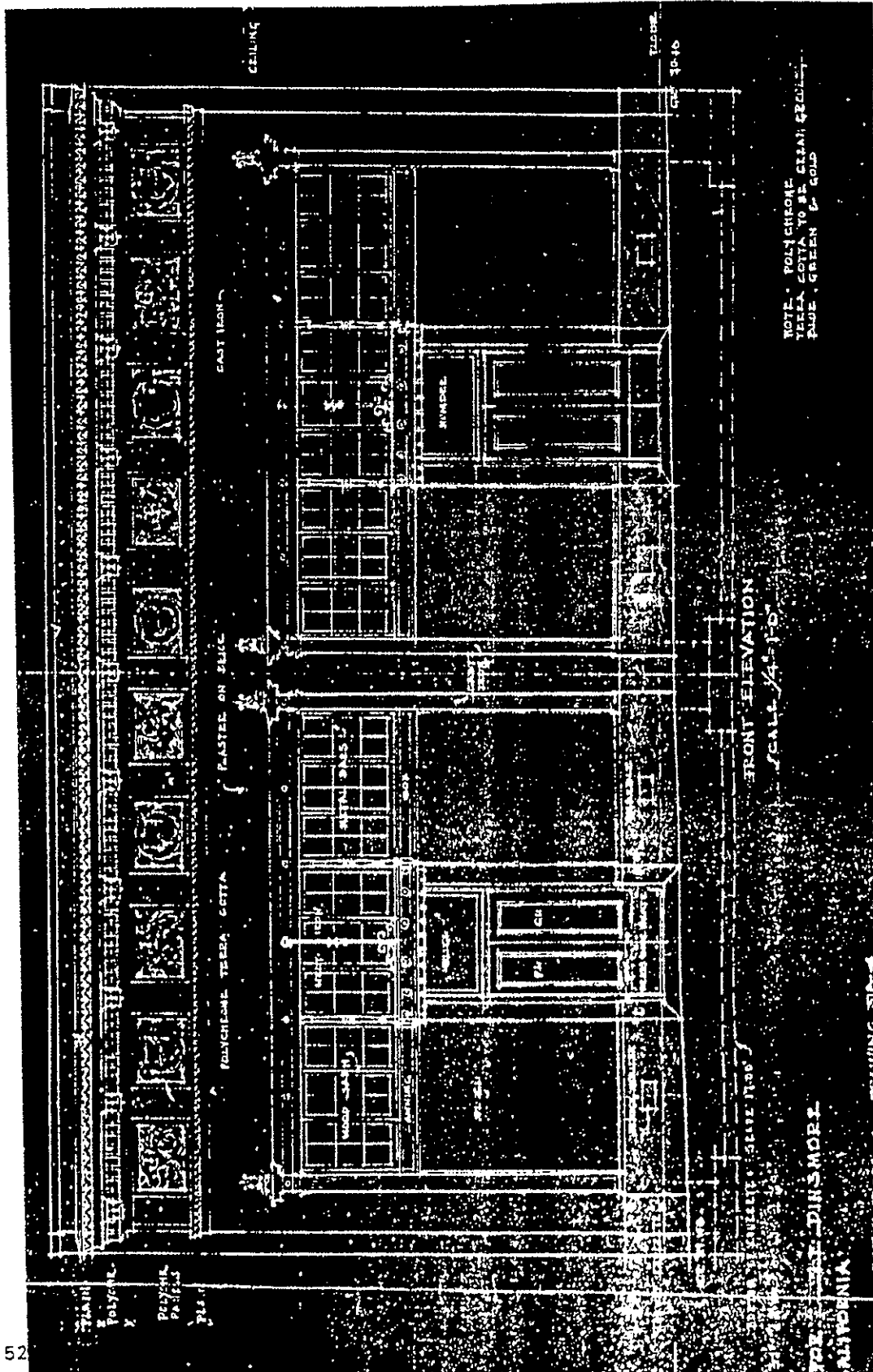
CONTINUATION SHEET

Page B2 of 2

\*Resource Name or #: Ser. No. 1014-Dinsmore Brothers Auto Accessories b  
2335-37 BROADWAY Oakland CA 94612

\*Recorded by Oakland Cultural Heritage Survey \*Date 09/30/95 /X/ Continuation / / Update

Permit #55156, 03/04/20 Plans and specs on file with City of Oakland (excerpt).  
1s/3r brick stores for L.C. Dinsmore, W Broadway 200' S/24th St, Julia Morgan arch.





State of California - The Resources Agency  
DEPARTMENT OF PARKS AND RECREATION  
PRIMARY RECORD

Primary # \_\_\_\_\_  
HRI # \_\_\_\_\_  
Trinomial \_\_\_\_\_  
NRHP Status Code: 7

Page P1 of 1

Other Listings OCHS Ec3  
Review Code \_\_\_\_\_ Reviewer \_\_\_\_\_ Date \_\_\_\_\_

\*P1. a. Resource Identifier (assign a name or number): Serial No. 1018  
b. Other Identifier: Kiel (Arthur) auto showroom

\*P2. Location:

a. County Alameda

\*b. Address 2343 BROADWAY

City Oakland, CA

Zip 94612

\*c. UTM: USGS 7.5' Quad Oakland West Date 1980; Zone:

mE /

mN

\*d. Other Locational Data (e.g. parcel #, legal description, additional UTM's, etc.)

Parcel no.: 008 0666 008 00

\*P3. a. Description (Describe resource and its major elements. Include design, materials, condition, alterations, size, setting, etc.):

2343 BROADWAY is an early 20th century automobile showroom (now remodeled). It is one story, rectangular plan, on an interior lot. It has a straight parapet, multiple entries, and wide showroom bay. Exterior walls are brick, terra cotta, and plate glass. Front facade remodeled with aluminum siding. Roof is composition. Foundation is concrete. Structure is brick bearing wall. Sanborn maps describe it as brick. Present use is one-story store, Negherbon Lincoln-Mercury. Surroundings are densely built up, commercial.

Visible alterations include new facade, entry changed, ornament removed, style changed completely, metal siding, signs. New facade unites three former buildings into one building. The building is in excellent condition; its integrity is poor.

b. Resource attributes: HP06--automobile showroom

\*P4. Resources present: /X/Building //Structure //Object //Site //District //Element of District ( ) //Other

\*P5. a. Photograph or Drawing

P5. b. Photo number: 677-27  
Photo date: 08/30/94



\*P6. Date Constructed/Age, and Source:  
//Prehistoric /X/Historic //Both  
1924-25 F rem 1952  
building permit

\*P7. Owner and Address:  
NEGHERBON LINCOLN MERCURY INC  
2345 BROADWAY  
OAKLAND CA 94612

\*P8. Recorded by (name, affiliation, address):  
Oakland Cultural Heritage  
Survey, 1 City Hall Plaza,  
Oakland 94612 (510-238-3941)

\*P9. Date Recorded: 09/30/94

\*P10. Type of Survey: //Intensive  
/X/Reconnaissance //Other

\*P11. Report Citation: OCHS Completion Report, CLG Project #06-93-80101, 9/30/94 (URM Citywide)  
OCHS, Project Agmt. #36-14-707, Central District, 1985

\*Attachments: /X/None //Location Map //Sketch Map //Continuation Sheet //Building, Structure, and Object Record //Other

State of California - The Resources Agency  
DEPARTMENT OF PARKS AND RECREATION  
BUILDING, STRUCTURE, AND OBJECT RECORD

Page B1 of 2

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

\*NRHP Status Code: 5S  
Local/Other Rating: Ec3

\*Resource Name or #: Serial No. 1018  
2343 BROADWAY Oakland CA 94612

- B1. Historic Name: Kiel (Arthur) auto showroom  
B2. Common Name: Negherbon Lincoln-Mercury  
B3. Original Use: Commerce/specialty  
B4. Present Use: Commerce/specialty store  
\*B5. Architectural Style: early 20th century  
\*B6. Construction History: built 1924-25, remodeled 1952ff  
new facade, entry changed, ornament removed, style changed completely, metal siding, signs  
\*B7. Moved? ☒ No / ☐ Yes / ☐ Unknown Date: \_\_\_\_\_ Original Location: \_\_\_\_\_  
\*B8. Related Features:

B9a. Architect: Schirmer-Bugbee Company b. Builder: Dinnie Construction Co.

- \*B10. Significance: Theme: masonry buildings (auto related) Area: Oakland  
Period: 1850-1948 Property Type: automobile showroom N.R. Criteria: N/A  
(Discuss importance in terms of context as defined by theme, period, and geographic scope. Also address integrity.)

2343 BROADWAY, the Kiel (Arthur) auto showroom, was originally a representative example of an early 20th century automobile showroom (now remodeled). It was built in 1924-25, architect Schirmer-Bugbee Company and builder Dinnie Construction Company. It is dated by building permit 98883, and was originally valued at \$10,000. Plans are on file with the City of Oakland. It was remodeled in 1952 and after, joined with 2335-37 and 2345 Broadway behind a single facade. Historically the building reflects motor transportation and the auto industry. The original owner, developer and business, about 1924-52, was Arthur Kiel, auto showroom (earlier carriage factory). The property is also associated with Negherbon Lincoln-Mercury, owner and commercial occupant c.1960s-90s, auto dealer. Architects William E. Schirmer (c.1893-1957) and Arthur S. Bugbee (of the early San Francisco architectural family) were partners in the early 1920s, designing commercial buildings and large Period Revival houses.

The Oakland Cultural Heritage Survey rates this property Ec3 (E, of no particular interest; potentially C, secondary importance or superior example, if restored). It is not located in a district (3). Its Survey rating makes it a historic property under Oakland's Historic Preservation Element. It does not appear eligible for the National Register, however, since its architectural integrity has been compromised and there are more significant examples.

(see plans continuation page)

B11. Resource Attributes: HP06--automobile showroom

- \*B12. References:  
Building and alteration permits, Sanborn maps, 1912-1935, 1951, 1970s; directories & phone books; city & county block books; name and subject indexes, Oakland History Room, OPL

B13. Remarks:  
Primary Record submitted 9/30/94.

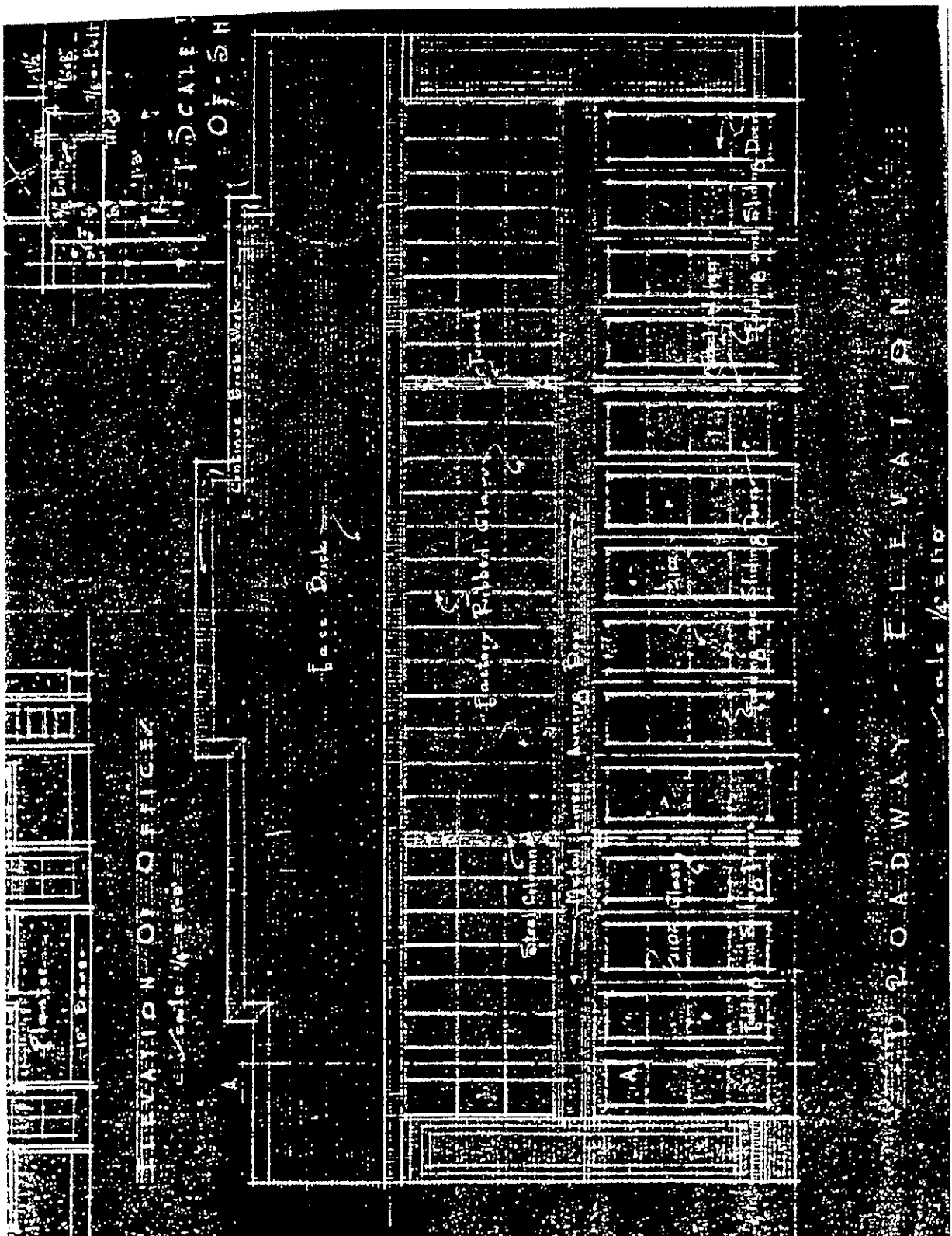
- \*B14. Evaluator: Betty Marvin  
\*Date of Evaluation: 03/31/93  
Date Recorded: 09/30/95

(This space reserved for official comments.)

(Sketch map, <sup>^</sup>N<sup>^</sup> north at top.)



Permit #98883, 12/01/24 Plans and specs on file with City of Oakland (excerpt)  
auto showroom for Arthur W. Kiel, W Broadway 150'N/23rd St, Schirmer-Bugbee Company arch.



State of California - The Resources Agency  
DEPARTMENT OF PARKS AND RECREATION  
PRIMARY RECORD

Primary # \_\_\_\_\_  
HRI # \_\_\_\_\_  
Trinomial \_\_\_\_\_  
NRHP Status Code: 7

Page P1 of 1

Other Listings OCHS Eb-3  
Review Code \_\_\_\_\_ Reviewer \_\_\_\_\_ Date \_\_\_\_\_

\*P1. a. Resource Identifier (assign a name or number): Serial No. 1020

b. Other Identifier: J.E. French Dodge showroom

\*P2. Location:

a. County Alameda

\*b. Address 2345 BROADWAY

City Oakland, CA

Zip 94612

\*c. UTM: USGS 7.5' Quad Oakland West Date 1980;

Zone:

mE /

mN

\*d. Other Locational Data (e.g. parcel #, legal description, additional UTM's, etc.)

Parcel no.: 008 0666 007 00

\*P3. a. Description (Describe resource and its major elements. Include design, materials, condition, alterations, size, setting, etc.):

2345 BROADWAY is an early 20th century automobile showroom, remodeled as late 20th century. It is high one story, irregular plan, on an interior lot. It has a straight parapet, multiple entries, and wide showroom bay. Exterior walls are brick, terra cotta, and plate glass. Front facade remodeled with aluminum siding. Roof is composition. Foundation is concrete. Sanborn maps describe it as concrete three sides, brick front. Present use is automobile dealership, Negherbon Lincoln-Mercury. Surroundings are densely built up, commercial.

Visible alterations include new facade, style changed completely, entry changed, ornament removed, metal siding, signs. Facade remodel unites three former buildings into one building. The building is in excellent condition; its integrity is poor.

b. Resource attributes: HP06--automobile showroom

\*P4. Resources present: /X/Building / /Structure / /Object / /Site / /District / /Element of District ( ) / /Other

\*P5. a. Photograph or Drawing

P5. b. Photo number: 677-26

Photo date: 08/30/94



\*P6. Date Constructed/Age, and Source:

/ /Prehistoric /X/Historic / /Both

1920 F rem 1970

building permit

\*P7. Owner and Address:

NEGHERBON LINCOLN MERCURY INC

2345 BROADWAY

OAKLAND CA 94612

\*P8. Recorded by (name, affiliation, address):

Oakland Cultural Heritage

Survey, 1 City Hall Plaza,

Oakland 94612 (510-238-3941)

\*P9. Date Recorded: 09/30/94

\*P10. Type of Survey: / /Intensive

/X/Reconnaissance / /Other

\*P11. Report Citation: OCHS Completion Report, CLG Project #06-93-80101, 9/30/94 (URM Citywide)  
OCHS, Project Agmt. #36-14-707, Central District, 1985

\*Attachments: /X/None / /Location Map / /Sketch Map / /Continuation Sheet / /Building, Structure, and Object Record / /Other

State of California - The Resources Agency  
DEPARTMENT OF PARKS AND RECREATION  
BUILDING, STRUCTURE, AND OBJECT RECORD

Page B1 of 2

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

\*NRHP Status Code: 5S  
Local/Other Rating: Eb-3

\*Resource Name or #: Serial No. 1020  
2345 BROADWAY Oakland CA 94612

- B1. Historic Name: J.E. French Dodge showroom  
B2. Common Name: Negherbon Lincoln-Mercury  
B3. Original Use: Commerce/specialty  
B4. Present Use: Commerce/specialty store  
\*B5. Architectural Style: 1920s decorative brick - Beaux Arts derivative  
\*B6. Construction History: built 1920, remodeled 1929, remodeled 1970s?  
new facade, style changed completely, entry changed, ornament removed, metal siding, signs  
\*B7. Moved? ☒ / No / Yes / Unknown Date: \_\_\_\_\_ Original Location: \_\_\_\_\_  
\*B8. Related Features:

B9a. Architect: Reed & Corlett  
Brown, Guy L. (1929)  
b. Builder: Muller, F.A.  
Petersen, J.B. (1929)

- \*B10. Significance: Theme: masonry buildings (auto related) Area: Oakland  
Period: 1850-1948 Property Type: automobile showroom N.R. Criteria: N/A  
(Discuss importance in terms of context as defined by theme, period, and geographic scope. Also address integrity.)

2345 BROADWAY, the J.E. French Dodge showroom, was originally a very good example of a Beaux Arts derivative automobile showroom, remodeled as late 20th century. It was built in 1920, architect Reed & Corlett and builder F.A. Muller. It is dated by building permit 56097 for a one story concrete auto showroom, and was originally valued at \$12,500. Plans for a 1929 remodeling of the facade and interior are included with plans for the adjoining garage at 421 24th Street (permit A37436, owner Derby Estate Company). The original brick arched facade was redesigned with plate glass in decorative metal surrounds, and the interior was given "Spanish texture" walls and rough hewn beams. It was remodeled with the present facing probably in the 1970s. Historically the building reflects motor transportation and the auto industry and 1920s speculative development. The original developer was Joseph Schwartz, of Schwartz & Grodin, clothiers. The property is also associated with Charles Philliber, c.1925, unidentified, J.E. French Dodge, c.1930s, and Negherbon Lincoln-Mercury, c.1960s-90s, auto dealer, with three 1920s buildings now joined under one facade. Architects Walter D. Reed (d.1933) and William G. Corlett (1887-1954) were partners c.1912-33 in an Oakland firm that designed many of Oakland's major buildings.

The Oakland Cultural Heritage Survey rates this property Eb-3 (E, of no particular interest; potentially B-, major importance, landmark quality, if restored). It is (see continuation page)

B11. Resource Attributes: HP06--automobile showroom

- \*B12. References:  
Building and alteration permits, Sanborn maps, 1912-1935, 1951, 1970s; directories & phone books; city & county block books; name and subject indexes, Oakland History Room, OPL

B13. Remarks:  
Primary Record submitted 9/30/94.

\*B14. Evaluator: Betty Marvin

\*Date of Evaluation: 05/29/93

Date Recorded: 09/30/95

(This space reserved for official comments.)

(Sketch map, <sup>^</sup>N<sup>^</sup> north at top.)

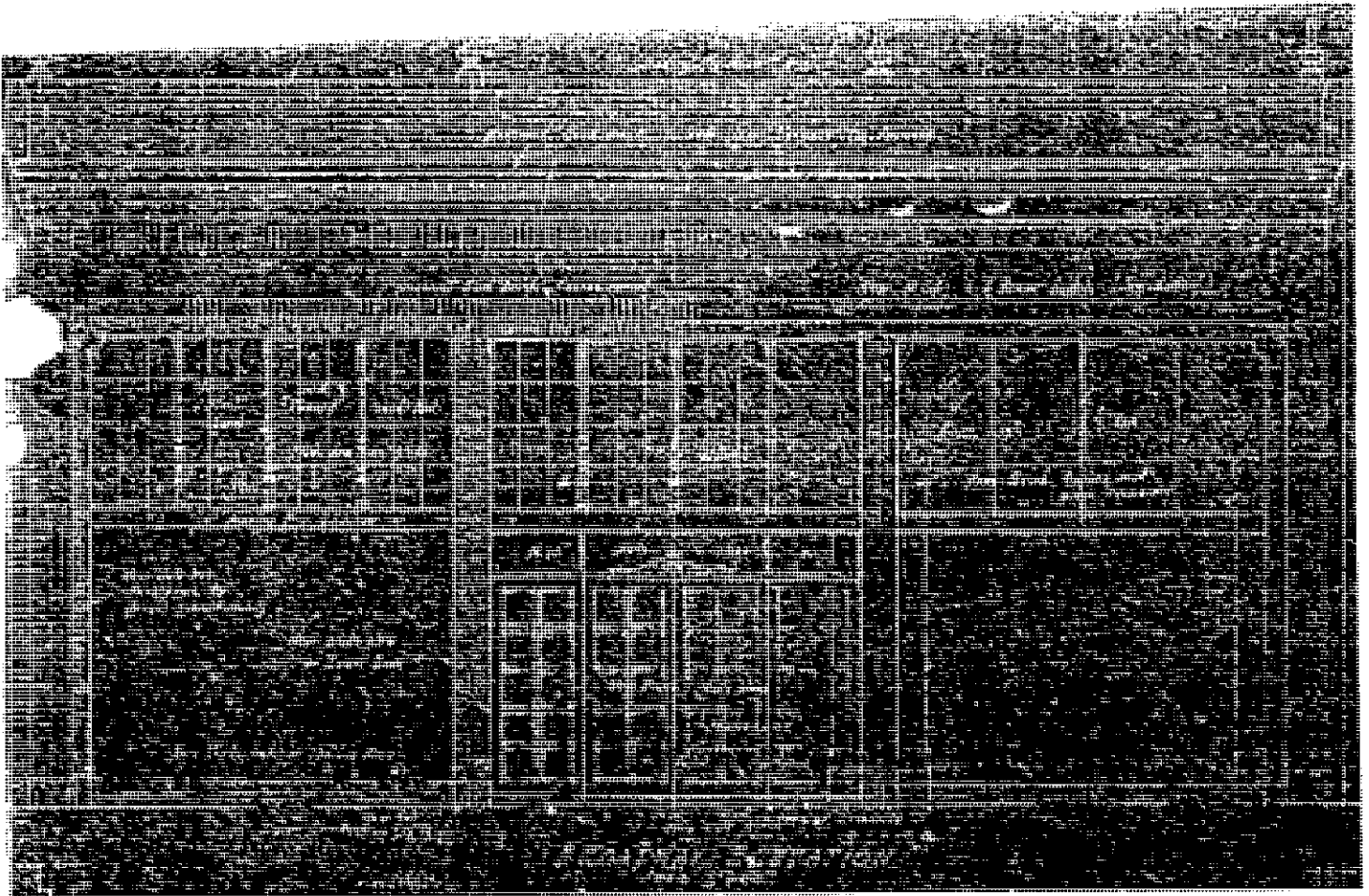




B10. Significance:

not located in a district (3). Its Survey rating makes it a historic property under Oakland's Preservation Element. It does not appear eligible for the National Register since its integrity has been seriously compromised and may not be reversible.

Permit #A37436, 02/04/29 Plans & specs on file with City of Oakland (excerpt)  
alt. to present auto sales on Broadway, for Derby Estate Co., Guy L. Brown arch.  
Shows both original 1920 design (right) and 1929 remodeling (left).





**Address:** 2400-04 Broadway / 2401-03 Webster

**APN:** 008 0673 003 00

**Construction Date:** 1912 / 1953 (remodel) (F)

**Historic Name:** n/a

**OCHS Rating:** F3, too recent to rate

**2009 ESA Reconnaissance Survey Finding:** E3

**Existing surveys:** OCHS, 1986 Preliminary Survey

**Description:**

2400-04 Broadway is a two story commercial structure with a plain parapet and flat roof. The exterior walls are stucco, and the first floor consists of store front windows separated by brick pillars.

**Evaluation:**

**2009 ESA Reconnaissance Survey Finding:** appearance unchanged – has achieved sufficient age since original rating, therefore appears to possess an E3 rating, as it does not represent any important style, type, convention, or historic pattern and is visually undistinguished.

In ESA's professional opinion 2400-04 Broadway / 2401-03 Webster is not considered an historical resource for CEQA purposes.

(F): Factual; (E): Estimated

City of Oakland (OCHS) ratings: Individual property: A, highest importance; B, major importance; C, secondary importance; D, minor importance; E, of no particular interest; \* or F, too recent to rate. District status: 1, in an Area of Primary Importance; 2, in an Area of Secondary Importance; 3, not in a district; + contributor to district's significance, - noncontributory, \* potential contributor e.g. if restored.

State of California - The Resources Agency  
DEPARTMENT OF PARKS AND RECREATION  
PRIMARY RECORD

Primary # \_\_\_\_\_  
HRI # \_\_\_\_\_  
Trinomial \_\_\_\_\_  
NRHP Status Code: 7

Page P1 of 1

Other Listings OCHS Ed3  
Review Code \_\_\_\_\_ Reviewer \_\_\_\_\_ Date \_\_\_\_\_

\*P1. a. Resource Identifier (assign a name or number): Serial No. 1037  
b. Other Identifier: Abrahamson Bros. store building

\*P2. Location:

a. County Alameda

\*b. Address 2420-36 BROADWAY/2417-19 WEBSTER  
City Oakland, CA

Zip 94612

\*c. UTM: USGS 7.5' Quad Oakland West Date 1980; Zone:

mE /

mN

\*d. Other Locational Data (e.g. parcel #, legal description, additional UTM's, etc.)

Parcel no.: 008 0673 002 00

\*P3. a. Description (Describe resource and its major elements. Include design, materials, condition, alterations, size, setting, etc.):

2420-36 BROADWAY is an early 20th century commercial service garage (now remodeled). It is one story, trapezoidal plan, three-frontage lot. It has a straight parapet, truss roof, and vehicle door. Exterior walls are brick and stucco. Roof is composition. Foundation is concrete. Structure is brick bearing wall. Sanborn maps describe it as brick with side of wood frame. Present use is commercial repair garage. Surroundings are densely built up, commercial.

Visible alterations include plywood siding, new doors and windows, style changed completely. The building is in good condition; its integrity is poor.

b. Resource attributes: HP06--service garage

\*P4. Resources present: ☒ Building ☐ Structure ☐ Object ☐ Site ☐ District ☐ Element of District ( ) ☐ Other

\*P5. a. Photograph or Drawing



P5. b. Photo number: 613-5  
Photo date: 07/03/92

\*P6. Date Constructed/Age, and Source:  
☐ Prehistoric ☒ Historic ☐ Both  
1912-13 F  
building permit

\*P7. Owner and Address:  
GARRITY THOMAS T & JERRY H  
TRS c/o JERRY GARRITY  
21730 STEVENS CREEK  
CUPERTINO CA 95014

\*P8. Recorded by (name, affiliation, address)  
Oakland Cultural Heritage  
Survey, 1 City Hall Plaza,  
Oakland 94612 (510-238-3941)

\*P9. Date Recorded: 09/30/94

\*P10. Type of Survey: ☐ Intensive  
☒ Reconnaissance ☐ Other

\*P11. Report Citation: OCHS Completion Report, CLG Project #06-93-80101, 9/30/94 (URM Citywide)  
OCHS, Project Agmt. #36-14-707, Central District, 1985

\*Attachments: ☒ None ☐ Location Map ☐ Sketch Map ☐ Continuation Sheet ☐ Building, Structure, and Object Record ☐ Other

\*Resource Name or #: Serial No. 1037  
2420-36 BROADWAY/2417-19 WEBSTER Oakland CA 94612

- B1. Historic Name: Abrahamson Brothers store building  
B2. Common Name: None  
B3. Original Use: Commerce  
B4. Present Use: Commerce/auto service  
\*B5. Architectural Style: early 20th century  
\*B6. Construction History: built 1912-13, altered  
plywood siding, new doors and windows, style changed completely  
\*B7. Moved? ☒ No / ☐ Yes / ☐ Unknown Date: \_\_\_\_\_ Original Location: \_\_\_\_\_  
\*B8. Related Features: \_\_\_\_\_

B9a. Architect: unknown

b. Builder: Whalin, W.E.

- \*B10. Significance: Theme: masonry buildings (commercial) Area: Oakland  
Period: 1850-1948 Property Type: commercial building N.R. Criteria: N/A  
(Discuss importance in terms of context as defined by theme, period, and geographic scope. Also address integrity.)

2420-36 BROADWAY, the Abrahamson Brothers store building, was originally a representative example of an early 20th century commercial building (now remodeled). It was built in 1912-13, architect unknown and builder W.E. Whalin. It is dated by building permit 29766, and was originally valued at \$11,046. Remodelings have affected its historic character. Historically the building reflects neighborhood commercial development, and motor transportation and the auto industry. The original owners and developers, about 1912, were Hugo and Jules Abrahamson, merchants, later in real estate. The property is also associated with Pacific Oil Sales, commercial occupant c.1936, and Standard Lacquer Company, commercial occupant c.1936, and Motor Thrift Finance Company, commercial occupant c.1936.

The Oakland Cultural Heritage Survey rates this property Ed3 (E, of no particular interest; potentially D, minor importance, if restored). It is not located in a district (3). It does not appear eligible for the National Register, since its architectural integrity has been seriously compromised and there are more significant examples.

B11. Resource Attributes: HP06--commercial building

- \*B12. References:  
Building and alteration permits, Sanborn maps, 1912-1935, 1951, 1970s; directories & phone books; city & county block books; name and subject indexes, Oakland History Room, OPL

B13. Remarks:  
Primary Record submitted 9/30/94.

- \*B14. Evaluator: Betty Marvin  
\*Date of Evaluation: 05/27/93  
Date Recorded: 09/30/95

(This space reserved for official comments.)

(Sketch map, <sup>^</sup>N<sup>^</sup> north at top.)







**Address:** 2420-36 Broadway / 2417 Webster Street

**APN:** 008 0673 002 00

**Construction Date:** 1912-13 (F)

**Historic Name:** Abrahamson Brothers store building

**OCHS Rating:** Ed3, of no particular interest; DPR 523B, 1994, status code 6Z1 (ineligible for listing on the National Register (NR), with no potential for any listing)

**2009 ESA Reconnaissance Survey Finding:** same

**Existing surveys:** OCHS, 1994 Citywide URM Survey (Intensive)

**Description:**

2420-36 Broadway / 2417 Webster Street is a single story commercial building with a straight parapet. The building's exterior walls are brick and stucco.

**Evaluation:**

**2009 ESA Reconnaissance Survey Finding:** appearance unchanged - retain Ed3 rating

In ESA's professional opinion 2420-36 Broadway / 2417 Webster Street is not considered an historical resource for CEQA purposes.

(F): Factual; (E): Estimated

City of Oakland (OCHS) ratings: Individual property: A, highest importance; B, major importance; C, secondary importance; D, minor importance; E, of no particular interest; \* or F, too recent to rate. District status: 1, in an Area of Primary Importance; 2, in an Area of Secondary Importance; 3, not in a district; + contributor to district's significance, - noncontributory, \* potential contributor e.g. if restored.



State of California - The Resources Agency  
DEPARTMENT OF PARKS AND RECREATION  
PRIMARY RECORD

Primary # \_\_\_\_\_  
HRI # \_\_\_\_\_  
Trinomial \_\_\_\_\_  
NRHP Status Code: 7

Page P1 of 1

Other Listings OCHS Dc3  
Review Code \_\_\_\_\_ Reviewer \_\_\_\_\_ Date \_\_\_\_\_

\*P1. a. Resource Identifier (assign a name or number): Serial No. 1049  
b. Other Identifier: Sullivan (D.J.) store building

\*P2. Location:

a. County Alameda

\*b. Address 2501-11 BROADWAY/400-12 25TH ST  
City Oakland, CA

Zip 94612

\*c. UTM: USGS 7.5' Quad Oakland West Date 1980; Zone: mE / mN

\*d. Other Locational Data (e.g. parcel #, legal description, additional UTMs, etc.)  
Parcel no.: 009 0683 003 00 E

\*P3. a. Description (Describe resource and its major elements. Include design, materials, condition, alterations, size, setting, etc.):

2501-11 BROADWAY is an early 20th century store building. It is high one story, trapezoidal plan, on a corner lot, on the east part of the parcel. It has a straight parapet and narrow molded cornice resting on cast concrete or terra cotta floral bosses. Exterior walls are brick and reinforced concrete surfaced with stucco. Roof is composition. Structure is concrete frame with URM infill. Sanborn maps describe it as reinforced concrete and brick. It has three storefronts with low Tudor arches over the transom area, plate glass windows, recessed entries, and tile bases. On the 25th Street side are two high mezzanine windows. Present use is one-story store, Iron Pit gym and others. Surroundings are densely built up, commercial.

Visible alterations include transoms infilled, probably some ornament removed, stucco, storefronts changed. The building is in excellent condition; its integrity is fair.

b. Resource attributes: HP06--store building

\*P4. Resources present: /X/Building / /Structure / /Object / /Site / /District / /Element of District ( ) / /Other

\*P5. a. Photograph or Drawing



P5. b. Photo number: 673-35A  
Photo date: 07/24/94

\*P6. Date Constructed/Age, and Source:  
/ /Prehistoric /X/Historic / /Both  
1924-25 F  
building permit

\*P7. Owner and Address:  
BOERO GEORGE E & LUCILLE TRS  
c/o HEATH ANGELO JR  
300 LAKESIDE DR  
OAKLAND CA 94612

\*P8. Recorded by (name, affiliation, address):  
Oakland Cultural Heritage  
Survey, 1 City Hall Plaza,  
Oakland 94612 (510-238-3941)

\*P9. Date Recorded: 09/30/94

\*P10. Type of Survey: / /Intensive  
/X/Reconnaissance / /Other

\*P11. Report Citation: OCHS Completion Report, CLG Project #06-93-80101, 9/30/94 (URM Citywide)  
OCHS, Project Agmt. #36-14-707, Central District, 1985

\* Attachments: /X/None / /Location Map / /Sketch Map / /Continuation Sheet / /Building, Structure, and Object Record / /Other

State of California - The Resources Agency  
DEPARTMENT OF PARKS AND RECREATION  
BUILDING, STRUCTURE, AND OBJECT RECORD

Page B1 of 1

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

HRI # \_\_\_\_\_

\*NRHP Status Code: 5S

Local/Other Rating: Dc3

\*Resource Name or #: Serial No. 1049  
2501-11 BROADWAY/400-12 25TH ST Oakland CA 94612

- B1. Historic Name: Sullivan (D.J.) store building  
B2. Common Name: Iron Pit  
B3. Original Use: Commerce  
B4. Present Use: Commerce/specialty store  
\*B5. Architectural Style: early 20th century  
\*B6. Construction History: built 1924-25, altered  
transom covered, some ornament removed, stucco, storefront changed  
\*B7. Moved? ☒ No / ☐ Yes / ☐ Unknown Date: \_\_\_\_\_ Original Location: \_\_\_\_\_  
\*B8. Related Features:

B9a. Architect: Toepke, W.H.

b. Builder: Barrett & Hilp

- \*B10. Significance: Theme: masonry buildings (commercial) Area: Oakland  
Period: 1850-1948 Property Type: store building N.R. Criteria: N/A  
(Discuss importance in terms of context as defined by theme, period, and geographic scope. Also address integrity.)

2501-11 BROADWAY, the Sullivan (D.J.) store building, is a representative example of an early 20th century store building (now remodeled). It was built in 1924-25, architect W.H. Toepke and builder Barrett & Hilp. It is dated by building permit 99200 for a one-story brick and concrete store building. Plans are on file with the City of Oakland. The building has an unusual low-slung cornice and arches. Remodelings have affected its historic character. Historically the building reflects central Oakland business and commercial development, and 1920s speculative development. The original owner and developer, about 1924-25, was D.J. Sullivan, of San Francisco. William H. Toepke was a San Francisco architect who trained in William Mooser's office; he was active from the late 1890s in residential and commercial work and schools, in San Francisco and on the Peninsula.

The Oakland Cultural Heritage Survey rates this property Dc3 (D, minor importance; potentially C, secondary importance or superior example, if restored). It is not located in a district (3). Its Survey rating makes it a historic property under Oakland's Historic Preservation Element. It does not appear eligible for the National Register, however, since there are more significant examples.

B11. Resource Attributes: HP06--store building

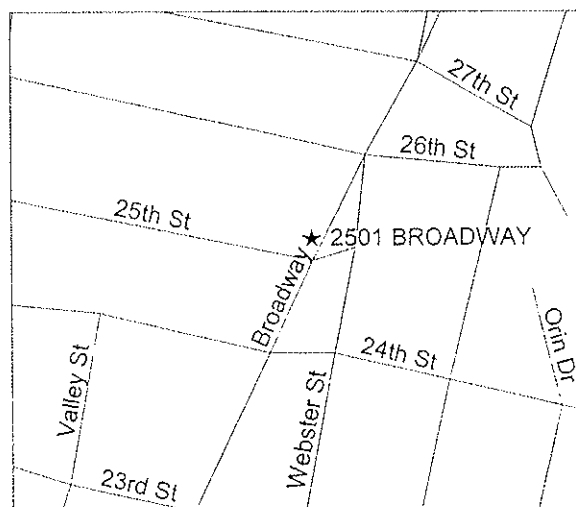
- \*B12. References:  
Building and alteration permits, Sanborn maps, 1912-1935, 1951, 1970s; directories & phone books; city & county block books; name and subject indexes, Oakland History Room, OPL

B13. Remarks:  
Primary Record submitted 9/30/94.

- \*B14. Evaluator: Betty Marvin  
\*Date of Evaluation: 06/04/85  
Date Recorded: 09/30/95

(This space reserved for official comments.)

(Sketch map, <sup>^</sup>N<sup>^</sup> north at top.)



State of California - The Resources Agency  
DEPARTMENT OF PARKS AND RECREATION  
PRIMARY RECORD

Primary # \_\_\_\_\_  
HRI # \_\_\_\_\_  
Trinomial \_\_\_\_\_  
NRHP Status Code: 7

Page P1 of 1

Other Listings OCHS Dc3  
Review Code \_\_\_\_\_ Reviewer \_\_\_\_\_ Date \_\_\_\_\_

\*P1. a. Resource Identifier (assign a name or number): Serial No. 1058  
b. Other Identifier: Ferguson (Susan) store building

\*P2. Location:

a. County Alameda

\*b. Address 2523 BROADWAY  
City Oakland, CA

Zip 94612

\*c. UTM: USGS 7.5' Quad Oakland West Date 1980; Zone: mE / mN

\*d. Other Locational Data (e.g. parcel #, legal description, additional UTMs, etc.)  
Parcel no.: 009 0683 002 00

\*P3. a. Description (Describe resource and its major elements. Include design, materials, condition, alterations, size, setting, etc.):

2523 BROADWAY is a 1920s decorative brick store building. It is one story, trapezoidal plan, on an angled lot. It has a straight parapet, enframed window wall containing a single storefront, and recessed entry. Exterior walls are variegated light brown Roman brick on the facade and brick and hollow clay tile behind. Roof is composition. Structure is masonry bearing wall. Sanborn maps describe it as 12" brick side walls with some hollow terra cotta tile at the rear. The building has a small cornice molding and three-dimensional brickwork consisting of projecting coping and a slightly recessed parapet panel. Present use is one-story store, Accents by Rosewood House. Surroundings are densely built up, commercial.

Visible alterations include transom covered, new brick base, new doors and windows, and a large awning. The building is in excellent condition; its integrity is good.

b. Resource attributes: HP06--store building

\*P4. Resources present: /X/Building //Structure //Object //Site //District //Element of District ( ) //Other

\*P5. a. Photograph or Drawing

P5. b. Photo number: 673-34A  
Photo date: 07/24/94



\*P6. Date Constructed/Age, and Source:  
//Prehistoric /X/Historic //Both  
1925-26 F  
building permit

\*P7. Owner and Address:  
TAI JANE L TR & JEFFREY S EST  
OF  
3458 SILVER SPRINGS RD  
LAFAYETTE CA 94549

\*P8. Recorded by (name, affiliation, address):  
Oakland Cultural Heritage  
Survey, 1 City Hall Plaza,  
Oakland 94612 (510-238-3941)

\*P9. Date Recorded: 09/30/94

\*P10. Type of Survey: //Intensive  
/X/Reconnaissance //Other

\*P11. Report Citation: OCHS Completion Report, CLG Project #06-93-80101, 9/30/94 (URM Citywide)  
OCHS, Project Agt. #36-14-707, Central District, 1985

\*Attachments: /X/None //Location Map //Sketch Map //Continuation Sheet //Building, Structure, and Object Record //Other

State of California - The Resources Agency  
DEPARTMENT OF PARKS AND RECREATION  
BUILDING, STRUCTURE, AND OBJECT RECORD

Page B1 of 1

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

\*NRHP Status Code: 5S  
Local/Other Rating: Dc3

\*Resource Name or #: Serial No. 1058  
2523 BROADWAY Oakland CA 94612

- B1. Historic Name: Ferguson (Susan) store building  
B2. Common Name: Accents by Rosewood House  
B3. Original Use: Commerce  
B4. Present Use: Commerce/specialty store  
\*B5. Architectural Style: 1920s decorative brick  
\*B6. Construction History: built 1925-26  
transom covered, brick base, new doors and windows, awnings  
\*B7. Moved? ☒ No / ☐ Yes / ☐ Unknown Date: \_\_\_\_\_ Original Location: \_\_\_\_\_  
\*B8. Related Features:

B9a. Architect: unknown

b. Builder: Sommarstrom Brothers

- \*B10. Significance: Theme: masonry buildings (commercial) Area: Oakland  
Period: 1850-1948 Property Type: store building N.R. Criteria: N/A  
(Discuss importance in terms of context as defined by theme, period, and geographic scope. Also address integrity.)

2523 BROADWAY, the Ferguson (Susan) store building, is a representative example of a 1920s decorative brick store building. It was built in 1925-26, architect unknown and builder Sommarstrom Brothers. It is dated by building permit A11530, and was originally valued at \$6,875. Historically the building reflects 1920s speculative development and central Oakland business and commercial development. The original owner and developer, about 1925-26, was Susan Ferguson, unidentified. The Sommarstrom Brothers, M. Felix and Edward, were Oakland contractors active from about 1905 through the 1930s, sometimes listed as designers and often working with architect Clay Burrell.

The Oakland Cultural Heritage Survey rates this property Dc3 (D, minor importance; potentially C, secondary importance or superior example, if restored). It is not located in a district (3). Its Survey rating makes it a historic property under Oakland's Historic Preservation Element. It does not appear eligible for the National Register, however, since there are more significant examples.

B11. Resource Attributes: HP06--store building

- \*B12. References:  
Building and alteration permits, Sanborn maps, 1912-1935, 1951, 1970s; directories & phone books; city & county block books; name and subject indexes, Oakland History Room, OPL

B13. Remarks:  
Primary Record submitted 9/30/94.

- \*B14. Evaluator: Betty Marvin  
\*Date of Evaluation: 06/04/85  
Date Recorded: 09/30/95

(This space reserved for official comments.)

(Sketch map, <sup>^</sup>N<sup>^</sup> north at top.)



State of California - The Resources Agency  
DEPARTMENT OF PARKS AND RECREATION  
PRIMARY RECORD

Primary # \_\_\_\_\_  
HRI # \_\_\_\_\_  
Trinomial \_\_\_\_\_  
NRHP Status Code: 7

Page P1 of 1

Other Listings OCHS D3  
Review Code \_\_\_\_\_ Reviewer \_\_\_\_\_ Date \_\_\_\_\_

\*P1. a. Resource Identifier (assign a name or number): Serial No. 1066

b. Other Identifier: Abrahamson (Hugo) shop and garage

\*P2. Location:

a. County Alameda

\*b. Address 2533-55 BROADWAY/351-61 26TH ST

City Oakland, CA

Zip 94612

\*c. UTM: USGS 7.5' Quad Oakland West Date 1980;

Zone:

mE /

mN

\*d. Other Locational Data (e.g. parcel #, legal description, additional UTM's, etc.)

Parcel no.: 009 0683 037 00

\*P3. a. Description (Describe resource and its major elements. Include design, materials, condition, alterations, size, setting, etc.):

2533-55 BROADWAY is an early 20th century commercial building and service garage. It is high one story, trapezoidal plan with an L at the rear, on a corner lot. It has a straight parapet (higher over the corner space), and series of storefronts and garages. Exterior walls are corrugated metal and stucco on the facade, three-dimensional brown brick on the 25th Street side, and common brick and concrete block on the rear machine shop wing. Roof is composition. Foundation is concrete. Structure is brick bearing wall and masonry bearing wall. Sanborn maps describe it as brick with one wood frame side (the left front section with the lower parapet), with appendage of concrete block. The building has metal sash and plate glass on the commercial spaces. Present use is one-story store, Foreign Auto Parts. Surroundings are densely built up, commercial.

Visible alterations include storefronts changed, stucco, signs. The building is in good condition; its integrity is fair.

b. Resource attributes: HP06--commercial building

\*P4. Resources present: /X/Building //Structure //Object //Site //District //Element of District ( ) //Other

\*P5. a. Photograph or Drawing

P5. b. Photo number: 677-25

Photo date: 08/30/94



\*P6. Date Constructed/Age, and Source:

//Prehistoric /X/Historic //Both

1913-15 F add 1917&26

assessor's block books

\*P7. Owner and Address:

ABRAHAMSON JAMES W & LUCILLE  
S TRS

29 WEST CLAY PK

SAN FRANCISCO CA 94121

\*P8. Recorded by (name, affiliation, address):

Oakland Cultural Heritage  
Survey, 1 City Hall Plaza,  
Oakland 94612 (510-238-3941)

\*P9. Date Recorded: 09/30/94

\*P10. Type of Survey: //Intensive

/X/Reconnaissance //Other

\*P11. Report Citation: OCHS Completion Report, CLG Project #06-93-80101, 9/30/94 (URM Citywide)  
OCHS, Project Agmt. #36-14-707, Central District, 1985

\*Attachments: /X/None //Location Map //Sketch Map //Continuation Sheet //Building, Structure, and Object Record //Other



State of California - The Resources Agency  
DEPARTMENT OF PARKS AND RECREATION  
BUILDING, STRUCTURE, AND OBJECT RECORD

Page B1 of 1

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

\*NRHP Status Code: 671  
Local/Other Rating: D3

\*Resource Name or #: Serial No. 1066  
2533-55 BROADWAY/351-61 26TH ST Oakland CA 94612

- B1. Historic Name: Abrahamson (Hugo) shop and garage  
B2. Common Name: Foreign Auto Parts  
B3. Original Use: Commerce  
B4. Present Use: Commerce/specialty store  
\*B5. Architectural Style: early 20th century  
\*B6. Construction History: built 1913-15, addition 1917 & 1926, altered storefront changed, stucco, signs  
\*B7. Moved? ☒ No / ☐ Yes / ☐ Unknown Date: \_\_\_\_\_ Original Location: \_\_\_\_\_  
\*B8. Related Features:

B9a. Architect: Voorhees, Fred D. (1917)      b. Builder: Pedgrift, James H. (1917)

- \*B10. Significance: Theme: masonry buildings (auto related)      Area: Oakland  
Period: 1850-1948      Property Type: commercial building      N.R. Criteria: N/A  
(Discuss importance in terms of context as defined by theme, period, and geographic scope. Also address integrity.)

2533-55 BROADWAY, the Abrahamson (Hugo) shop and garage, is a representative example of an early 20th century commercial building and service garage (now remodeled). The middle portion was built in 1913-15, architect and builder unknown. It is dated by assessor's block books, and was originally valued at \$900. Plans are on file with the City of Oakland. The corner addition was made in 1917, architect Fred D. Voorhees and builder James H. Pedgrift. The southern addition was built in 1926 and a rear addition in 1947-48. Remodelings have affected its historic character. Historically the building reflects motor transportation and the auto industry. The original owner, developer and business, about 1908-60s, was Hugo Abrahamson, downtown developer. The property is also associated with various auto supply stores, c.1915-90s. Architect Fred D. Voorhees, trained as an engineer at Mare Island, was active in Oakland in the 1890s-1920s, and designed many of the city's early business blocks, schools, and shingle and Mission revival houses.

The Oakland Cultural Heritage Survey rates this property D3 (D, minor importance). It is not located in a district (3). It does not appear eligible for the National Register, since there are more significant examples.

B11. Resource Attributes: HP06--commercial building & service garage

- \*B12. References:  
Building and alteration permits, Sanborn maps, 1912-1935, 1951, 1970s; directories & phone books; city & county block books; name and subject indexes, Oakland History Room, OPL

B13. Remarks:  
Primary Record submitted 9/30/94.

- \*B14. Evaluator: Anne Bloomfield  
\*Date of Evaluation: 05/17/85  
Date Recorded: 09/30/95

(This space reserved for official comments.)

(Sketch map, ^N^ north at top.)





**Address:** 2533-55 Broadway / 351-61 26<sup>th</sup> Street

**APN:** 009 068303700

**Construction Date:** 1913-15 (F)

**Historic Name:** Abrahamson (Hugo) shop and garage

**OCHS Rating:** D3, of minor importance; DPR 523B, 1994, status code 6Z1 (ineligible for listing on the National Register (NR), with no potential for any listing)

**2009 ESA Reconnaissance Survey Finding:** same

**Existing surveys:** OCHS, 1994 Citywide URM Survey (Intensive)

**Description:**

2533-55 Broadway / 351-61 26<sup>th</sup> Street is a single story commercial building on a corner lot. The building has a straight parapet with metal sash and plate glass windows.

**Evaluation:**

**2009 ESA Reconnaissance Survey Finding:** appearance unchanged - retain D3 rating

In ESA's professional opinion 2533-55 Broadway / 351-61 26<sup>th</sup> Street is not considered an historical resource for CEQA purposes.

(F): Factual; (E): Estimated

City of Oakland (OCHS) ratings: Individual property: A, highest importance; B, major importance; C, secondary importance; D, minor importance; E, of no particular interest; \* or F, too recent to rate. District status: 1, in an Area of Primary Importance; 2, in an Area of Secondary Importance; 3, not in a district; + contributor to district's significance, - noncontributory, \* potential contributor e.g. if restored.

State of California - The Resources Agency  
DEPARTMENT OF PARKS AND RECREATION  
PRIMARY RECORD

Primary # \_\_\_\_\_  
HRI # \_\_\_\_\_  
Trinomial \_\_\_\_\_  
NRHP Status Code: N/A

Page P1 of 1

Other Listings Study List; OCHS A3  
Review Code \_\_\_\_\_ Reviewer \_\_\_\_\_ Date \_\_\_\_\_

\*P1. a. Resource Identifier (assign a name or number): Serial No. 1076

b. Other Identifier: First Presbyterian Church

\*P2. Location:

a. County Alameda

\*b. Address 2601-19 BROADWAY/352 26TH ST

City Oakland, CA

Zip 94612

\*c. UTM: USGS 7.5' Quad Oakland West Date 1980;

Zone:

mE /

mN

\*d. Other Locational Data (e.g. parcel #, legal description, additional UTMs, etc.)

Parcel no.: 009 0684 003 02

\*P3. a. Description (Describe resource and its major elements. Include design, materials, condition, alterations, size, setting, etc.):

2601-19 BROADWAY is a Gothic Revival-Tudor Revival church building. It is mostly three stories, L-plan (cruciform church plus parish hall wing), on a corner lot. It has multiple gable roofs, buttresses, arched windows, and a tower with spire. Exterior walls are reinforced concrete faced with concrete blocks. Roof is slate. Foundation is concrete. Structure is steel frame. Sanborn maps describe it as reinforced concrete, steel frame. The building has stained glass, stone tracery, and metal ornament (spire, hardware, etc.). Interiors are also notable. Present use is church, First Presbyterian Church. Supportive elements include landscaping. Surroundings are densely built up, commercial. The building is in excellent condition; its integrity is excellent.

NOTE: THIS FORM UPDATES AN EARLIER FORM FOR THIS PROPERTY (SEE ITEM P11 BELOW), AND INCORPORATES BY REFERENCE ALL INFORMATION NOT SUPERSEDED BY THIS UPDATE.

b. Resource attributes: HP16--church building

\*P4. Resources present: ☒ Building ☐ Structure ☐ Object ☐ Site ☐ District ☐ Element of District ( ) / Other

\*P5. a. Photograph or Drawing



P5. b. Photo number: 673-33A

Photo date: 07/24/94

\*P6. Date Constructed/Age, and Source:

☐ Prehistoric ☒ Historic ☐ Both

1913-14 F

building permit

\*P7. Owner and Address:

FIRST PRESBYTERIAN CH

2619 BROADWAY

OAKLAND CALIF 94612

\*P8. Recorded by (name, affiliation, address):

Oakland Cultural Heritage

Survey, 1 City Hall Plaza,

Oakland 94612 (510-238-3941)

\*P9. Date Recorded: 09/30/94

\*P10. Type of Survey: ☐ Intensive

☒ Reconnaissance ☒ Other

update: see Completion Report

\*P11. Report Citation: OCHS Completion Report, CLG Project #06-93-80101, 9/30/94 (URM Citywide)  
OCHS vol.2, Central District Survey, 1982-85

\*Attachments: ☒ None ☐ Location Map ☐ Sketch Map ☐ Continuation Sheet ☐ Building, Structure, and Object Record ☐ Other

State of California - The Resources Agency  
DEPARTMENT OF PARKS AND RECREATION  
BUILDING, STRUCTURE, AND OBJECT RECORD

Page B1 of 1

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

\*NRHP Status Code: 3S  
Local/Other Rating: A3 SL

\*Resource Name or #: Serial No. 1076  
2601-19 BROADWAY/352 26TH ST Oakland CA 94612

B1. Historic Name: First Presbyterian Church  
B2. Common Name: First Presbyterian Church  
B3. Original Use: Religion/religious struct B4. Present Use: Religion/religious struct  
\*B5. Architectural Style: Gothic Revival - Tudor Revival  
\*B6. Construction History: built 1913-14

\*B7. Moved? ☒ No / ☐ Yes / ☐ Unknown Date: \_\_\_\_\_ Original Location: \_\_\_\_\_  
\*B8. Related Features: landscaping

B9a. Architect: Hays, William C. b. Builder: subcontractors  
Cram, Goodhue & Ferguson Couchot, Maurice (eng.)  
\*B10. Significance: Theme: masonry buildings (civic and institutional) Area: Oakland  
Period: 1850-1948 Property Type: church building N.R. Criteria: A,C  
(Discuss importance in terms of context as defined by theme, period, and geographic scope. Also address integrity.)

2601-19 BROADWAY, the First Presbyterian Church, is an outstanding example of a Gothic Revival-Tudor Revival church building. It was built in 1913-14, architect William C. Hays and builder subcontractors. It is dated by building permit 27666, valued at \$145,000. Plans are on file with the City of Oakland. The artificial stonework was featured in Architect and Engineer. Historically the building reflects civic institutions and activities, and architecture. First Presbyterian Church was founded in 1853. William C. Hays (1873-1963) studied architecture at the University of Pennsylvania and came west in 1904 to work for John Galen Howard on the UC campus plan. He became a professor of architecture and campus architect at UC, and designed major buildings in San Francisco and Oakland. For First Presbyterian, he engaged as consultants noted Boston Church architects Cram, Goodhue & Ferguson, and San Francisco engineers Maurice Couchot and William Leland.

The Oakland Cultural Heritage Survey rates this property A3 (A, highest importance), particularly for its design quality and type/style and historical associations and designer. It is not located in a district (3). It is on the City of Oakland Preservation Study List. This building appears individually eligible for the National Register of Historic Places in the context of masonry buildings (civic and institutional) in Oakland 1850-1948.

NOTE: THIS FORM UPDATES AN EARLIER FORM FOR THIS PROPERTY (OCHS vol.2: SEE ITEM P11), AND INCORPORATES BY REFERENCE ALL INFORMATION NOT SUPERSEDED BY THIS UPDATE.

B11. Resource Attributes: HP16--church building

\*B12. References:  
Building and alteration permits, Sanborn maps, 1912-1935, 1951, 1970s; directories & phone books; city & county block books; name and subject indexes, Oakland History Room, OPL; OCHS vol.2

B13. Remarks:  
Primary Record submitted 9/30/94.

\*B14. Evaluator: Anne Bloomfield  
\*Date of Evaluation: 05/17/85  
Date Recorded: 09/30/95

(This space reserved for official comments.)

(Sketch map, <sup>^</sup>N<sup>^</sup> north at top.)



## HISTORIC RESOURCES INVENTORY

Ser. No. \_\_\_\_\_  
HABS \_\_\_\_\_ HAER \_\_\_\_\_ NR 3 SHL \_\_\_\_\_ Loc \_\_\_\_\_  
UTM: A10/564815/4185400 B \_\_\_\_\_  
C \_\_\_\_\_ D \_\_\_\_\_

### IDENTIFICATION

1. Common name: First Presbyterian Church of Oakland
2. Historic name: First Presbyterian Church
3. Street or rural address: 2601-19 Broadway/352 26th St./Frontage on 27th St.  
City Oakland Zip 94612 County Alameda
4. Parcel number: 9-684-3-2
5. Present Owner: First Presbyterian Church Address: 2619 Broadway  
City Oakland Zip 94612 Ownership is: Public \_\_\_\_\_ Private X
6. Present Use: Church Original use: Same

### DESCRIPTION

- 7a. Architectural style: 20th Century Gothic Revival/Tudor Revival
- 7b. Briefly describe the present *physical description* of the site or structure and describe any major alterations from its original condition:

The First Presbyterian Church is a large-scale steel-frame, reinforced concrete cement-block clad building in a rough L-plan on a large prominently landscaped lot. The main church is English Perpendicular Gothic Revival, in plan a Latin cross with entry on the east facing Broadway and sanctuary on the west end. The L-wing to the south is a 3-story Tudor Revival parish house and education building that continues the main building fabric. To the southwest is a modern fellowship wing separated from the original building by an enclosed courtyard, and hidden from most public view by the bulk of the original building.

The sanctuary section is taller than the 3-story education wing, and its Broadway (east) facade is a 75-ft. tower flanked by a pair of 25-ft. stair wings and surmounted by a copper-clad spire rising to 138 ft. The small diameter of the ornately arcaded and crocketed spire contrasts with the

(see continuation page 3)



8. Construction date:  
Estimated \_\_\_\_\_ Factual 1913-14  
Wm. C. Hays, Cram,  
Goodhue & Ferguson
9. Architect consulting architects
10. Builder Subcontractors
11. Approx. property size (in feet)  
Frontage \_\_\_\_\_ Depth \_\_\_\_\_  
or approx. acreage 1.36
12. Date(s) of enclosed photograph(s)

312-7 2601-19 Broadway/352 26th St./  
Frontage on 27th 6/84



13. Condition: Excellent ☒ Good \_\_\_\_\_ Fair \_\_\_\_\_ Deteriorated \_\_\_\_\_ No longer in existence \_\_\_\_\_
14. Alterations: Stained glass windows north aisle c.1953, south aisle 1978. Parish house addition 1960.
15. Surroundings: (Check more than one if necessary) Open land \_\_\_\_\_ Scattered buildings \_\_\_\_\_ Densely built-up ☒  
Residential \_\_\_\_\_ Industrial \_\_\_\_\_ Commercial ☒ Other: \_\_\_\_\_
16. Threats to site: None known ☒ Private development \_\_\_\_\_ Zoning \_\_\_\_\_ Vandalism \_\_\_\_\_  
Public Works project \_\_\_\_\_ Other: \_\_\_\_\_
17. Is the structure: On its original site? ☒ Moved? \_\_\_\_\_ Unknown? \_\_\_\_\_
18. Related features: None

## SIGNIFICANCE

19. Briefly state historical and/or architectural importance (include dates, events, and persons associated with the site.)

The First Presbyterian Church of Oakland appears eligible for the National Register of Historic Places under category C, architecture, because it is an intact, imposing building of fine English Gothic Revival style on an important site, designed by a leading Bay Area architect, William C. Hays, in consultation with the nationally noted Boston firm, Cram, Goodhue & Ferguson.

The institution has additional significance under events and people for its role in the early settlement of Oakland. It was the first congregation of any denomination to be organized in Oakland, in the spring of 1853. Its building served as the initial meeting place for other sects: Baptists, Episcopalians, Congregationalists and Methodists. The church's second minister, The Rev. Samuel B. Bell, as a state senator introduced and eventually gained passage of the charter for the University of California. The Rev. Laurentine Hamilton, First Presbyterian's pastor 1864-69, first reached the mountain top since

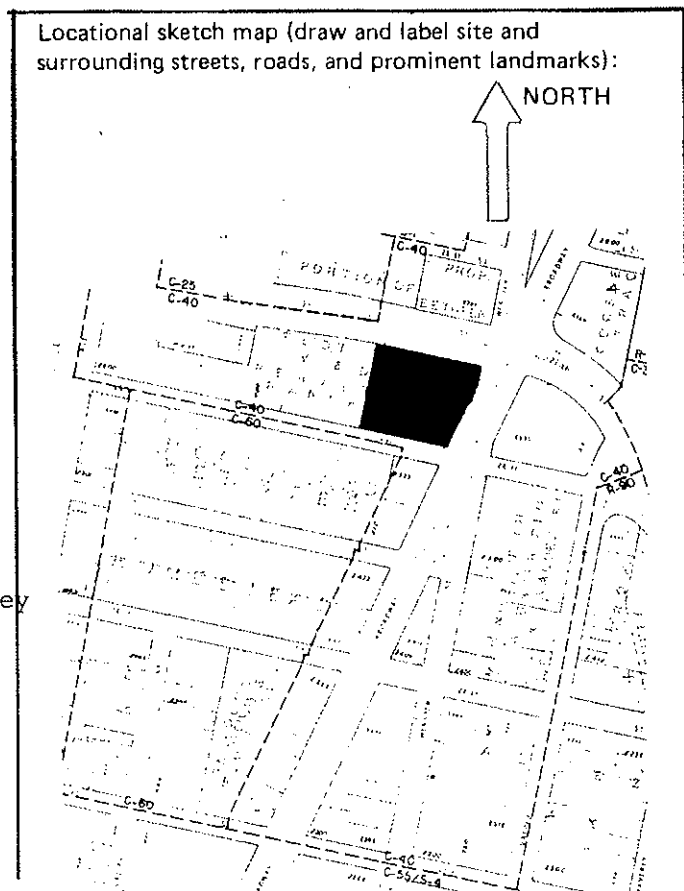
(see continuation page 8)

20. Main theme of the historic resource: (If more than one is checked, number in order of importance.)  
Architecture 1 Arts & Leisure \_\_\_\_\_  
Economic/Industrial \_\_\_\_\_ Exploration/Settlement 3  
Government \_\_\_\_\_ Military \_\_\_\_\_  
Religion 2 Social/Education \_\_\_\_\_

21. Sources (List books, documents, surveys, personal interviews and their dates).

(see continuation page 10)

22. Date form prepared June 30, 1985  
By (name) Staff  
Organization Oakland Cultural Heritage Survey  
Address: One City Hall Plaza, 6th floor  
Oakland Zip 94612  
City \_\_\_\_\_ Phone: (415) 273-3941  
© 1985 City of Oakland





HISTORIC RESOURCES INVENTORY

Street or rural address: 2601-19 Broadway/352 26th St./Frontage on 27th St.

7b. Physical Description (continued from page 1)

tower's massive block with subtle gables and tall setback buttressing. The tower facade features a huge arched stained glass window, divided by muntins in the Perpendicular manner into three major sections and a multitude of minor ones at 3-1/2 levels. Entry is by a broad flight of granite steps and a massive pair of doors, with arched tops and blind arcades for transoms. The entire cladding is concrete, including muntins, and most is combed to mimic cut stone. The side is articulated as four bays behind the tower, each with a tall arched clerestory window between buttresses, and a small rectangular window in the shed-roofed lower section. The transepts have similar clere-stories but no shed-roofed section. Window surrounds have label molds but little other decoration. Cross gable roofs cover the sanctuary.

The education wing has a pair of longitudinal gable roofs over its simple rectangle plan. The long eaves line is interrupted by two low pediments on the east, and a pair of larger gables on the south, which give this wing a Tudor-style profile. The style is further defined by string courses at the second- and third-floor lintel lines and by narrow casement windows, three to each bay. Under each eastern pediment is an entry, the more important near the center of the wing. This one boasts an arched, buttressed and battle-mented square portico which leads straight into the building or at the right into a one-story cloister parallel to the education wing and permitting access to the sanctuary. Embedded in the wall of the cloister's northern bay is a bronze bell, about 2-1/2 ft. high and 2 ft. wide, cracked and incapable of ringing, but inscribed with an 1853 and 1855 dedication in raised letters.

The sanctuary interior space is taller than it is wide. Side aisles are simply circulation space. Massive square piers define the seating area, divide the walls into bays, and support the clerestory and the timber roof. The principal rafters are reinforced not by tie beams but by other rafters of gentler pitch, joined by king posts and struts both diagonal and vertical. Upper walls are faced with stucco, lower walls to a height of about 7 ft. with wood paneling. At the west end, massive organ pipes seem to fill the whole wall but actually only the upper half, above high raked seating for elders and choir. At the east end a raked balcony covers the narthex or vestibule and exposes the great west window. Most surfaces are plain; ornament is concentrated in a few selected locations: corbels, window tracery, pulpit and baptismal font, roof strut arcades, rails of retable and balcony, original chandeliers, and the stained glass. All sanctuary windows are stained glass. Two of the clerestory windows tell detailed polychrome stories in medieval symbolism and were donated by the Dalziel and Palmer families. The great west window, similarly decorated, is in memory of First Presbyterian's first official pastor The Rev. Samuel B. Bell. These three were probably placed early--before 1916. The other clerestory windows are diaper patterns of green with white, with occasional inscriptions, shields, and false architecture. Probably they were originally intended to be replaced some day by more expensive memorials. The aisle windows, smaller, have been so replaced. Those in the north aisle recount the church's first century in Oakland. Those in the south depict Psalms 1, 8, 23 and 150 and bear the inscription "George McKeever Studios, Benicia, designer William Rundstrom, 1978."

(see next page)



HISTORIC RESOURCES INVENTORY

CP

Street or rural address: 2601-19 Broadway/352 26th St./Frontage on 27th St.

7b. Physical Description (continued from page 3)

The entry vestibule or narthex has walls all of plain plaster. It is square in plan, with balcony stairs rising to right and left. Banks of doors nearly fill the east and west walls. The floor is terrazzo and pink marble. The relatively low ceiling supports a flat bowl-like chandelier on ornate metal chains.

The education wing has simple hallways and minimally decorated spaces. Only the "Session Room" has paneling, a fireplace, window seats and an oriental rug. Its windows give onto one of two courtyards.

Landscaping fills the 'L' and other open spaces around the building. It includes a spacious lawn, many roses and other flowers, and mature specimen trees: redwood, cedar and cypress.

The adjoining Fellowship Hall addition is a balconied, flat-roofed single story over partly underground garage. It is approximately a U-shape around a courtyard, faced with concrete. It cannot be seen from Broadway.





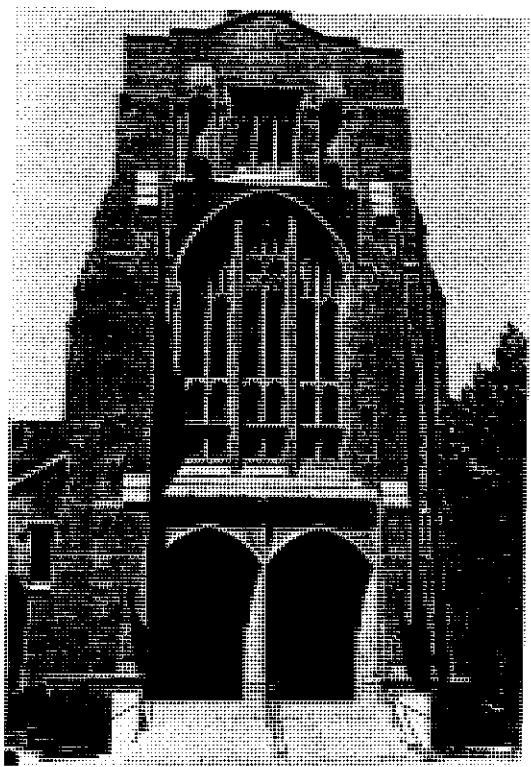
HISTORIC RESOURCES INVENTORY

CP

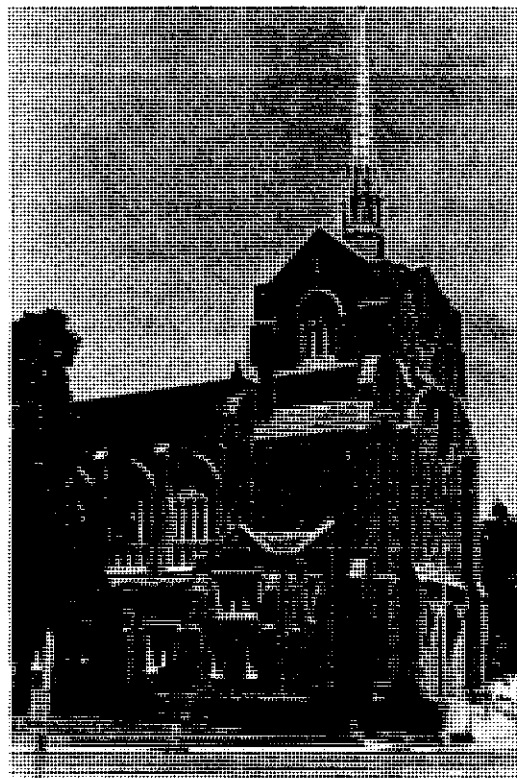
Street or rural address: 2601-19 Broadway/352 26th St./Frontage on 27th St.



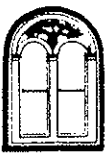
312-8 2601 Broadway, great  
east window 6/84



311-19A 2601 Broadway, east facade  
6/84



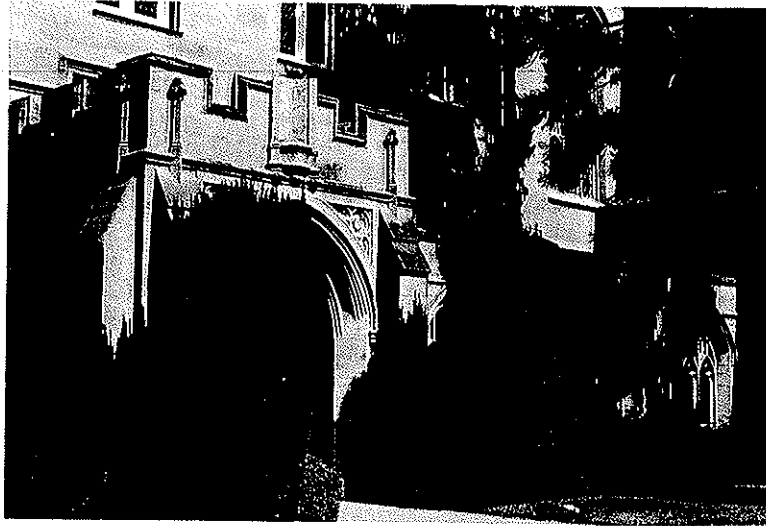
311-21A 2601 Broadway, spire  
6/84



HISTORIC RESOURCES INVENTORY

CP

Street or rural address: 2601-19 Broadway/352 26th St./Frontage on 27th St.



312-10 2601 Broadway, entry  
to cloister 6/84



321-27 2601 Broadway  
cloister 6/85



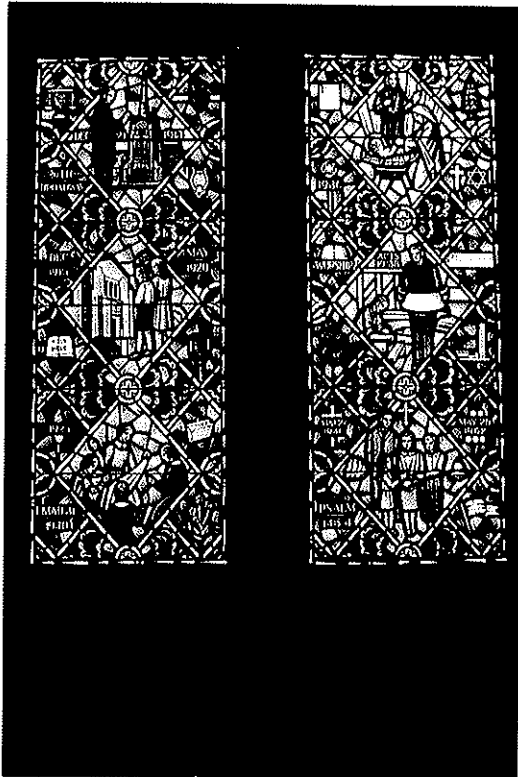
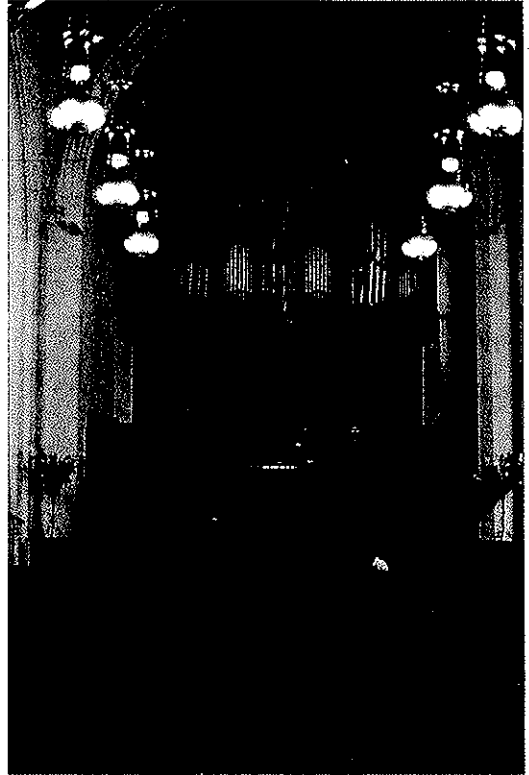


HISTORIC RESOURCES INVENTORY

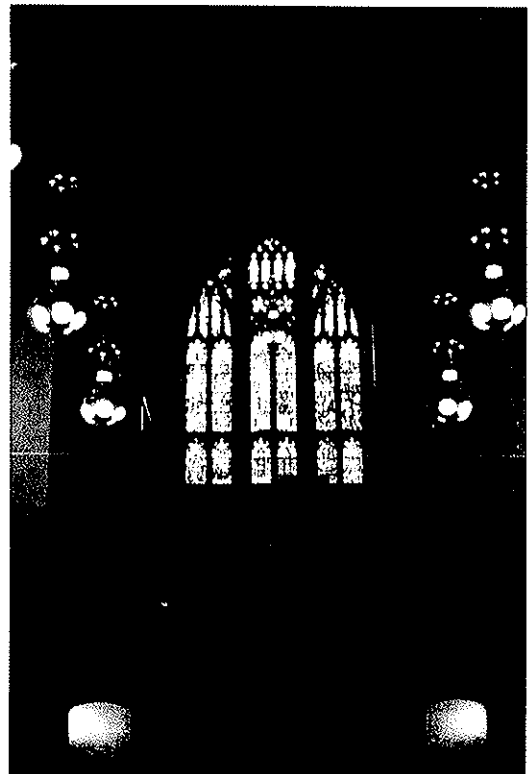
CP

Street or rural address: 2601-19 Broadway/352 26th St./Frontage on 27th St.

315-33 2601 Broadway  
Sanctuary west end 6/84



315-34 2601 Broadway  
North aisle window 6/84



315-32 2601 Broadway  
Sanctuary east end 6/84



HISTORIC RESOURCES INVENTORY

CP

Street or rural address: 2601-19 Broadway/352 26th St./Frontage on 27th St.

19. Historical and/or Architectural Importance (continued from page 2)

named after him, Mt. Hamilton, site of Lick Observatory. The present building's cloister contains the now-cracked brass bell "for the Presbyterian Church at Contra Costa," cast by Menelys of West Troy, New York in 1853 and donated by friends in New York City.

The building is significant for its outstanding site and landscaping, and for its distinguished architecture. It combines 20th century structure and materials--steel frame, reinforced concrete, concrete block cladding -- with an elegant design that features both uncluttered surfaces and the proportions and details of the English Perpendicular Gothic style. The tracery of windows and wood in particular expounds this style; the window tracery is remarkable for such delicacy executed in concrete. More delicacy is found in the subtly combed or fluted finish of the concrete block cladding, a finish copied from a popular treatment for sandstone.

Building permit #27666, issued 26 March, 1913, shows the architect as William C. Hays. Blueprints dated a year earlier show Maurice C. Couchot and William E. Leland, on separate sheets, as consulting engineers. Dedication ceremonies took place on 25 Jan. 1914.

Architect William Charles Hayes (c. 1873-1963) came to the San Francisco Bay Area in 1904 to work in the office of John Galen Howard and to teach at the University of California. He had graduated from the University of Pennsylvania's architecture school (1893) and the Ecole des Beaux Arts in Paris (1898). His known designs include Oakland's YMCA building (see SHRI form for 2101 Telegraph Avenue), Old First Presbyterian Church of San Francisco, Giannini Hall on the U.C. Berkeley campus, Berkeley High School and many other schools and residences. He was U.C.'s supervising architect for the Davis and San Francisco Medical Center campuses. He was a fellow of the A.I.A. and the American Academy of Rome, a charter member of San Francisco's Beaux Arts Institute, and a professor of architecture at Berkeley until he retired in 1943.

On the title page of Specifications for the First Presbyterian Church, Hays lists Cram, Goodhue & Ferguson of Boston as "Consulting Architects." Withey describes Cram (1863-1942) as "Distinguished ecclesiastical architect, philosopher and author, in the latter years of his life America's leading exponent of the Gothic revival," and says, "He was firm in the conviction that English Gothic was the proper medium for ecclesiastical buildings." Withey gives 1910 as the last year for the Cram, Goodhue & Ferguson partnership, though the Presbyterians bought the church site only in 1911, suggesting that Cram's contribution occurred early in the design process, probably influencing the selection of English Gothic Revival style.

The design was displayed in the 1915 San Francisco Architectural Club Exhibit and inspired this review by W. Garden Mitchell in Architect & Engineer:

Collaborating with Cram, Goodhue & Ferguson, W. C. Hays shows an excellent perspective of a picturesque Gothic church and parsonage

(see next page)



HISTORIC RESOURCES INVENTORY

CP

2601-19 Broadway/352 26th St./Frontage on 27th St.

Street or rural address:

19. Historical and/or Architectural Importance (continued from page 8)

attached. The photographs adjacent show how an architect may fall short of his first intention, either through his own fault or through the restrictions set upon him by lack of funds or some other practical necessity. The finished product looks very well, but the omission of embellishment at the gables' top, the reduction in height of portals, and the failure to carry out the detail of the parsonage as shown on the original drawing, all detract from the final result. However, it is a very excellent piece of work even as it is.

The finished work also appeared in the first exhibition of the Alameda County Society of Architects, in October 1916, with interior and exterior photographs selected for publication in Architect and Engineer.

These photos provide a basis for declaring the building intact inside and out, even to the lighting fixtures, the pews, and the clerestory stained glass. The only changes are stained glass in the aisles (north c. 1952, and south 1978), a discreet public address system, some carpeting and some harmonious sanctuary furniture. The new Fellowship Wing was constructed under permit #B86383, issued 24 Feb. 1960 to builder C. R. Gossett & Son of Castro Valley with architects Reynolds and Chamberlain, completed 20 Dec. 1960.



12-31-2      2601 Broadway, 1963 view  
Source: OCPD Visual Survey



HISTORIC RESOURCES INVENTORY

CP

Street or rural address: 2601-19 Broadway/352 26th St./Frontage on 27th St.

21. Sources (continued from page 2)

Building permits, plans & specifications.

Architect and Engineer, v. 51,3 (June 1915): 62-63; v. 47,1 (Oct. 1916): 52.

Oakland Tribune, 25 Jan. 1914; 24 Mar. 1953; 13 Jan. 1974: 11-CM, 14-CM.

Withey, Biographical Dictionary of American Architects: 145-46.

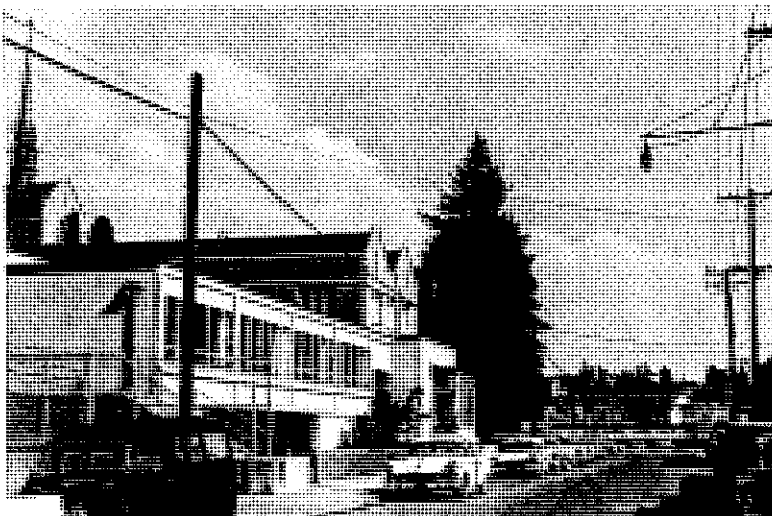
S.F. Chronicle, 3 Jan. 1963.

S.F. Examiner, 3 Jan. 1963.

Corbett, Splendid Survivors: 51.



309-2A 2601 Broadway, from southwest  
6/84



12-31-3 2601 Broadway from southwest  
1963 view. Source: OCPD  
Visual Survey



**Address:** 2601-19 Broadway / 352 26<sup>th</sup> Street

**APN:** 009 0684 003 02

**Construction Date:** 1913-14 (F)

**Historic Name:** First Presbyterian Church

**OCHS Rating:** A3, of highest importance, DHP; DPR 523B, 1994, status code 3S (appears eligible for listing in the National Register)

**2009 ESA Reconnaissance Survey Finding:** same

**Existing surveys:** OCHS, 1994 Citywide URM Survey (Intensive)

**Description:**

2601-19 Broadway is a Gothic Revival-Tudor Revival church building, measuring three stories high and constructed of reinforced concrete with concrete blocks. . The building has multiple gable roofs, buttresses, arched windows, and a tower topped with a spire. The steel framed structure has exterior walls of reinforced concrete.

**Evaluation:**

**2009 ESA Reconnaissance Survey Finding:** appearance unchanged - retain A3 rating

In ESA's professional opinion 2601-19 Broadway / 352 26<sup>th</sup> Street is a historical resource for CEQA purposes.

(F): Factual; (E): Estimated

City of Oakland (OCHS) ratings: Individual property: A, highest importance; B, major importance; C, secondary importance; D, minor importance; E, of no particular interest; \* or F, too recent to rate. District status: 1, in an Area of Primary Importance; 2, in an Area of Secondary Importance; 3, not in a district; + contributor to district's significance, - noncontributory, \* potential contributor e.g. if restored.





**Address:** 3050 Brook Street

**APN:** 009 070303700

**Construction Date:** 1931(E)

**Historic Name:** n/a

**OCHS Rating:** F3

**2009 ESA Reconnaissance Survey Finding:** E3

**Existing surveys:** OCHS, 1986 Field Survey

**Description:**

3050 Brook Street is a single story, reinforced concrete commercial building with a vehicle door, flat roof, and domed ventilation system.

**Evaluation:**

**2009 ESA Reconnaissance Survey Finding:** visual inspection by ESA in March 2009, and consultation with the City of Oakland, determined that the building possesses a rating of E3

In ESA's professional opinion 3050 Brook Street is not considered an historical resource for CEQA purposes.

(F): Factual; (E): Estimated

City of Oakland (OCHS) ratings: Individual property: A, highest importance; B, major importance; C, secondary importance; D, minor importance; E, of no particular interest; \* or F, too recent to rate. District status: 1, in an Area of Primary Importance; 2, in an Area of Secondary Importance; 3, not in a district; + contributor to district's significance, - noncontributory, \* potential contributor e.g. if restored.



**Address:** 3060 Brook Street

**APN:** 009 070303800

**Construction Date:** 1910s (E)

**Historic Name:** n/a

**OCHS Rating:** D3, of minor importance,

**2009 ESA Reconnaissance Survey Finding:** same

**Existing surveys:** OCHS, 1986 preliminary survey

**Description:**

3060 Brook Street is a two story apartment building with pilaster caps, a flat roof, and full length pilasters extending the height of the building. Exterior walls are brick and stucco.

**Evaluation:**

**2009 ESA Reconnaissance Survey Finding:** appearance unchanged - retain D3 rating

In ESA's professional opinion 3060 Brook Street is not considered an historical resource for CEQA purposes.

(F): Factual; (E): Estimated

City of Oakland (OCHS) ratings: Individual property: A, highest importance; B, major importance; C, secondary importance; D, minor importance; E, of no particular interest; \* or F, too recent to rate. District status: 1, in an Area of Primary Importance; 2, in an Area of Secondary Importance; 3, not in a district; + contributor to district's significance, - noncontributory, \* potential contributor e.g. if restored.





**Address:** 2307-11 Harrison Street

**APN:** 008 067000800

**Construction Date:** 1908 (F)

**Historic Name:** n/a

**OCHS Rating:** C3, of secondary importance, PDHP

**2009 ESA Reconnaissance Survey Finding:** same

**Existing surveys:** OCHS, 1986 North Central District Survey

**Description:**

2307-11 Harrison Street is a two story Colonial Revival derivative residential duplex on a concrete foundation with a hipped roof, dormer, and partially enclosed porches on either side. Exterior walls are stucco.

**Evaluation:**

**2009 ESA Reconnaissance Survey Finding:** appearance unchanged - retain C3 rating

In ESA's professional opinion 2307-11 Harrison Street is not considered an historical resource for CEQA purposes.

(F): Factual; (E): Estimated

City of Oakland (OCHS) ratings: Individual property: A, highest importance; B, major importance; C, secondary importance; D, minor importance; E, of no particular interest; \* or F, too recent to rate. District status: 1, in an Area of Primary Importance; 2, in an Area of Secondary Importance; 3, not in a district; + contributor to district's significance, - noncontributory, \* potential contributor e.g. if restored.



**Address:** 2315-21 Harrison Street

**APN:** 008 067000700

**Construction Date:** 1909 (F)

**Historic Name:** Pozzi (Romeo) flats

**OCHS Rating:** C3, of secondary importance, PDHP

**2009 ESA Reconnaissance Survey Finding:** same

**Existing surveys:** OCHS, 1986 North Central District Survey

**Description:**

2315-21 Harrison Street is a two story Colonial derivative residential duplex on a concrete foundation with a hipped roof, dormer, ribbon and elaborate transom windows, and partially enclosed porches on either side. Exterior walls are composition siding.

**Evaluation:**

**2009 ESA Reconnaissance Survey Finding:** appearance unchanged - retain C3 rating

In ESA's professional opinion 2315-21 Harrison Street is not considered an historical resource for CEQA purposes.

(F): Factual; (E): Estimated

City of Oakland (OCHS) ratings: Individual property: A, highest importance; B, major importance; C, secondary importance; D, minor importance; E, of no particular interest; \* or F, too recent to rate. District status: 1, in an Area of Primary Importance; 2, in an Area of Secondary Importance; 3, not in a district; + contributor to district's significance, - noncontributory, \* potential contributor e.g. if restored.

State of California - The Resources Agency  
DEPARTMENT OF PARKS AND RECREATION  
PRIMARY RECORD

Primary # \_\_\_\_\_  
HRI # \_\_\_\_\_  
Trinomial \_\_\_\_\_  
NRHP Status Code: N/A

Page P1 of 1

Other Listings Study List: OCHS A3  
Review Code \_\_\_\_\_ Reviewer \_\_\_\_\_ Date \_\_\_\_\_

\*P1. a. Resource Identifier (assign a name or number): Serial No. 1012  
b. Other Identifier: YWCA Blue Triangle Club

\*P2. Location:

a. County Alameda

\*b. Address 2332 HARRISON ST  
City Oakland, CA

Zip 94612

\*c. UTM: USGS 7.5' Quad Oakland West Date 1980;

Zone:

mE /

mN

\*d. Other Locational Data (e.g. parcel #, legal description, additional UTM's, etc.)

Parcel no.: 010 0768 005 00

\*P3. a. Description (Describe resource and its major elements. Include design, materials, condition, alterations, size, setting, etc.):

2332 HARRISON ST is a Beaux Arts derivative-Mediterranean hotel building. It is four stories, U-plan, on an interior lot. It has a bracketed cornice, tiled-edge straight parapet, and chamfered corners. Exterior walls are brick, stucco, and hollow clay tile. Roof is composition. Foundation is concrete. Structure is concrete frame with URM infill. Sanborn maps describe it as reinforced concrete frame with curtain walls of hollow terra cotta tile. The building has brick rustication. Interiors are also notable. Present use is hotel, Lake Merritt Lodge. Supportive elements include landscaping. Surroundings are densely built up, commercial, open land. The building is in excellent condition; its integrity is excellent. No changes since district last recorded.

NOTE: THIS FORM UPDATES AN EARLIER FORM FOR THIS PROPERTY (SEE ITEM P11 BELOW), AND INCORPORATES BY REFERENCE ALL INFORMATION NOT SUPERSEDED BY THIS UPDATE.

b. Resource attributes: HP05--hotel building

\*P4. Resources present: ☒ Building ☐ Structure ☐ Object ☐ Site ☐ District ☐ Element of District ( ) / Other

\*P5. a. Photograph or Drawing



P5. b. Photo number: 659-26  
Photo date: 06/15/94

\*P6. Date Constructed/Age, and Source:  
☐ Prehistoric ☒ Historic ☐ Both  
1925-26 F  
building permit

\*P7. Owner and Address:  
PATEL NATWARBHAI D &  
SUSILABEN  
2332 HARRISON ST  
OAKLAND CA 94612

\*P8. Recorded by (name, affiliation, address):  
Oakland Cultural Heritage  
Survey, 1 City Hall Plaza,  
Oakland 94612 (510-238-3941)

\*P9. Date Recorded: 09/30/94

\*P10. Type of Survey: ☐ Intensive  
☒ Reconnaissance ☐ Other  
update: see Completion Report

\*P11. Report Citation: UCHS Completion Report, CLG Project #06-93-80101, 9/30/94 (URM Citywide)  
UCHS vol.3, Central District Survey, 1982-85

\*Attachments: ☒ None ☐ Location Map ☐ Sketch Map ☐ Continuation Sheet ☐ Building, Structure, and Object Record ☐ Other



State of California - The Resources Agency  
DEPARTMENT OF PARKS AND RECREATION  
BUILDING, STRUCTURE, AND OBJECT RECORD

Page B1 of 1

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

\*NRHP Status Code: 3S  
Local/Other Rating: A3 SL

\*Resource Name or #: Serial No. 1012  
2332 HARRISON ST Oakland CA 94612

- B1. Historic Name: YWCA Blue Triangle Club  
B2. Common Name: Lake Merritt Lodge  
B3. Original Use: Domestic  
B4. Present Use: Domestic/hotel  
\*B5. Architectural Style: Beaux Arts derivative - Mediterranean  
\*B6. Construction History: built 1925-26

- \*B7. Moved? ☒ No / ☐ Yes / ☐ Unknown Date: \_\_\_\_\_ Original Location: \_\_\_\_\_  
\*B8. Related Features: landscaping

B9a. Architect: McCall & Davis b. Builder: Villadsen Brothers Inc

- \*B10. Significance: Theme: masonry buildings (civic and institutional) Area: Oakland  
Period: 1850-1948 Property Type: residential building N.R. Criteria: A,C  
(Discuss importance in terms of context as defined by theme, period, and geographic scope. Also address integrity.)

2332 HARRISON ST, the YWCA Blue Triangle Club, is a very good example of a Beaux Arts derivative-Mediterranean residential building. It was built in 1925-26, architect McCall & Davis and builder Villadsen Brothers Inc. It is dated by building permit A 6600, and was originally valued at \$200,000. Plans are on file with the City of Oakland. Historically the building reflects lakeside apartment development in Oakland, social history, and women in Oakland. The original owner and occupant was YWCA Blue Triangle Club. Architect Charles McCall (b.1878) was trained in England and practiced in Oakland from 1901 into the 1940s. He designed some houses but specialized in medium to large commercial buildings; several in the 1920s were designed with Charles T. Davis.

The Oakland Cultural Heritage Survey rates this property A3 (A, highest importance), particularly for its design quality and type/style and historical associations and designer. It is not located in a district (3). It meets the definition of a Historic Structure in the Oakland URM ordinance. It is on the City of Oakland Preservation Study List. This building appears individually eligible for the National Register of Historic Places in the context of masonry buildings (civic and institutional) in Oakland 1850-1948.

NOTE: THIS FORM UPDATES AN EARLIER FORM FOR THIS PROPERTY (OCHS vol.3: SEE ITEM P11), AND INCORPORATES BY REFERENCE ALL INFORMATION NOT SUPERSEDED BY THIS UPDATE.

B11. Resource Attributes: HP03,38--residential building

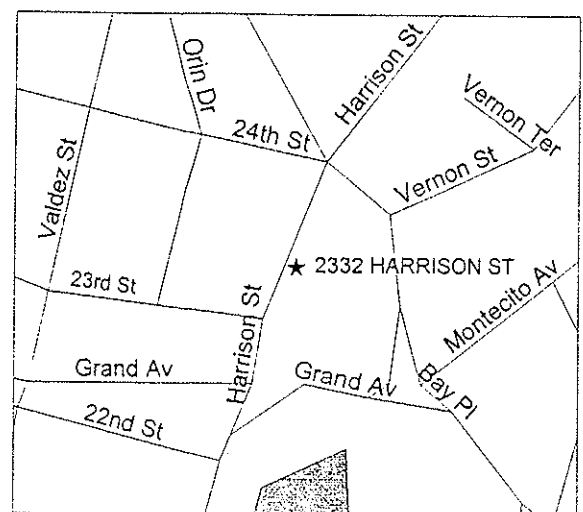
- \*B12. References:  
Building and alteration permits, Sanborn maps, 1912-1935, 1951, 1970s; directories & phone books; city & county block books; name and subject indexes, Oakland History Room, OPL; OCHS vol.3

B13. Remarks:  
Primary Record submitted 9/30/94.

\*B14. Evaluator: Anne Bloomfield  
\*Date of Evaluation: 05/20/85  
Date Recorded: 09/30/95

(This space reserved for official comments.)

(Sketch map, <sup>^</sup>N<sup>^</sup> north at top.)





**Address:** 2332 Harrison Street

**APN:** 010 0768 005 00

**Construction Date:** 1925-26 (F)

**Historic Name:** YMCA Blue Triangle Club

**OCHS Rating:** A3, of the highest importance, DHP; DPR 523B, 1994, status code 3S (appears eligible for listing in the National Register as a separate property)

**2009 ESA Reconnaissance Survey Finding:** Ba3

**Existing surveys:** OCHS, 1994 Citywide URM Survey (Intensive)

**Description:**

2332 Harrison Street is a Beaux Arts derivative Mediterranean hotel building, measuring four stories high on a U-shaped plan. The reinforced concrete frame building has curtain walls of terra cotta tile and brickwork detailing on a concrete foundation. The building has bracketed cornice, tile-edged straight parapet, and chamfered corners. The exterior walls are brick, stucco, and hollow clay tile, with a concrete frame with URM fill as well as a composition roof.

**Evaluation:**

**2009 ESA Reconnaissance Survey Finding:** visual inspection by ESA in March 2009, and consultation with the City of Oakland, determined that the building possesses a rating of Ba3, due to replacement of the original windows.

In ESA's professional opinion 2332 Harrison Street is considered an historical resource for CEQA purposes.

(F): Factual; (E): Estimated

City of Oakland (OCHS) ratings: Individual property: A, highest importance; B, major importance; C, secondary importance; D, minor importance; E, of no particular interest; \* or F, too recent to rate. District status: 1, in an Area of Primary Importance; 2, in an Area of Secondary Importance; 3, not in a district; + contributor to district's significance, - noncontributory, \* potential contributor e.g. if restored.



**Address:** 2333 Harrison Street

**APN:** 008 067000600

**Construction Date:** 1915-18 (F)

**Historic Name:** n/a

**OCHS Rating:** A3, of the highest importance, DHP

**2009 ESA Reconnaissance Survey Finding:** same

**Existing surveys:** OCHS, 1986 Preliminary Survey

**Description:**

2333 Harrison is a low-lying, two story wood frame Arts And Crafts bungalow church with flared gable roofs with exposed beams. The building has symmetrical side wings with secondary entrances similar to the primary entry. The three door entry has fan windows over each doorway, and the three part stained glass windows on the second floor are located above the entry. The exterior walls are covered in wood shingles.

**Evaluation:**

**2009 ESA Reconnaissance Survey Finding:** appearance unchanged - retain A3 rating

In ESA's professional opinion 2333 Harrison Street is considered an historical resource for CEQA purposes.

(F): Factual; (E): Estimated

City of Oakland (OCHS) ratings: Individual property: A, highest importance; B, major importance; C, secondary importance; D, minor importance; E, of no particular interest; \* or F, too recent to rate. District status: 1, in an Area of Primary Importance; 2, in an Area of Secondary Importance; 3, not in a district; + contributor to district's significance, - noncontributory, \* potential contributor e.g. if restored.





**Address:** 2336 Harrison Street

**APN:** 010 076800205

**Construction Date:** 1950 (F)

**Historic Name:** WR Griswold Store Building

**OCHS Rating:** \*, too recent to rate

**2009 ESA Reconnaissance Survey Finding:** D3

**Existing surveys:** OCHS, 1985 North Central Intensive Survey

**Description:**

2336 Harrison Street is a single story commercial building engineered by Carl Replogle with a straight parapet, flat roof, a recessed entry, concrete block walls and brick exterior veneer.

**Evaluation:**

**2009 ESA Reconnaissance Survey Finding:** based on visual inspection by ESA in March 2009, and consultation with the City of Oakland, the property appears to possess a D3 rating.

In ESA's professional opinion 2336 Harrison Street is not considered an historical resource for CEQA purposes.

(F): Factual; (E): Estimated

City of Oakland (OCHS) ratings: Individual property: A, highest importance; B, major importance; C, secondary importance; D, minor importance; E, of no particular interest; \* or F, too recent to rate. District status: 1, in an Area of Primary Importance; 2, in an Area of Secondary Importance; 3, not in a district; + contributor to district's significance, - noncontributory, \* potential contributor e.g. if restored.



**Address:** 2337 Harrison Street

**APN:** 008 067000500

**Construction Date:** 1917 (F)

**Historic Name:** Moana Apartments

**OCHS Rating:** C3, of secondary importance, PDHP

**2009 ESA Reconnaissance Survey Finding:** same

**Existing surveys:** OCHS, 1986 Preliminary Survey

**Description:**

2337 Harrison Street is a two story Mission Revival apartment building. The wood frame building has stucco exterior, a flat roof with red tile awnings, and Mission style parapets with bay windows.

**Evaluation:**

**2009 ESA Reconnaissance Survey Finding:** appearance unchanged - retain C3 rating

In ESA's professional opinion 2337 Harrison Street is not considered an historical resource for CEQA purposes.

(F): Factual; (E): Estimated

City of Oakland (OCHS) ratings: Individual property: A, highest importance; B, major importance; C, secondary importance; D, minor importance; E, of no particular interest; \* or F, too recent to rate. District status: 1, in an Area of Primary Importance; 2, in an Area of Secondary Importance; 3, not in a district; + contributor to district's significance, - noncontributory, \* potential contributor e.g. if restored.





**Address:** 2340 Harrison Street

**APN:** 010 076800204

**Construction Date:** 1952 (F)

**Historic Name:** n/a

**OCHS Rating:** \*, too recent to rate

**2009 ESA Reconnaissance Survey Finding:** D3

**Existing surveys:**

**Description:**

2340 Harrison Street is a tall single story commercial building with a straight parapet, flat roof, vehicle door, and stucco exterior walls.

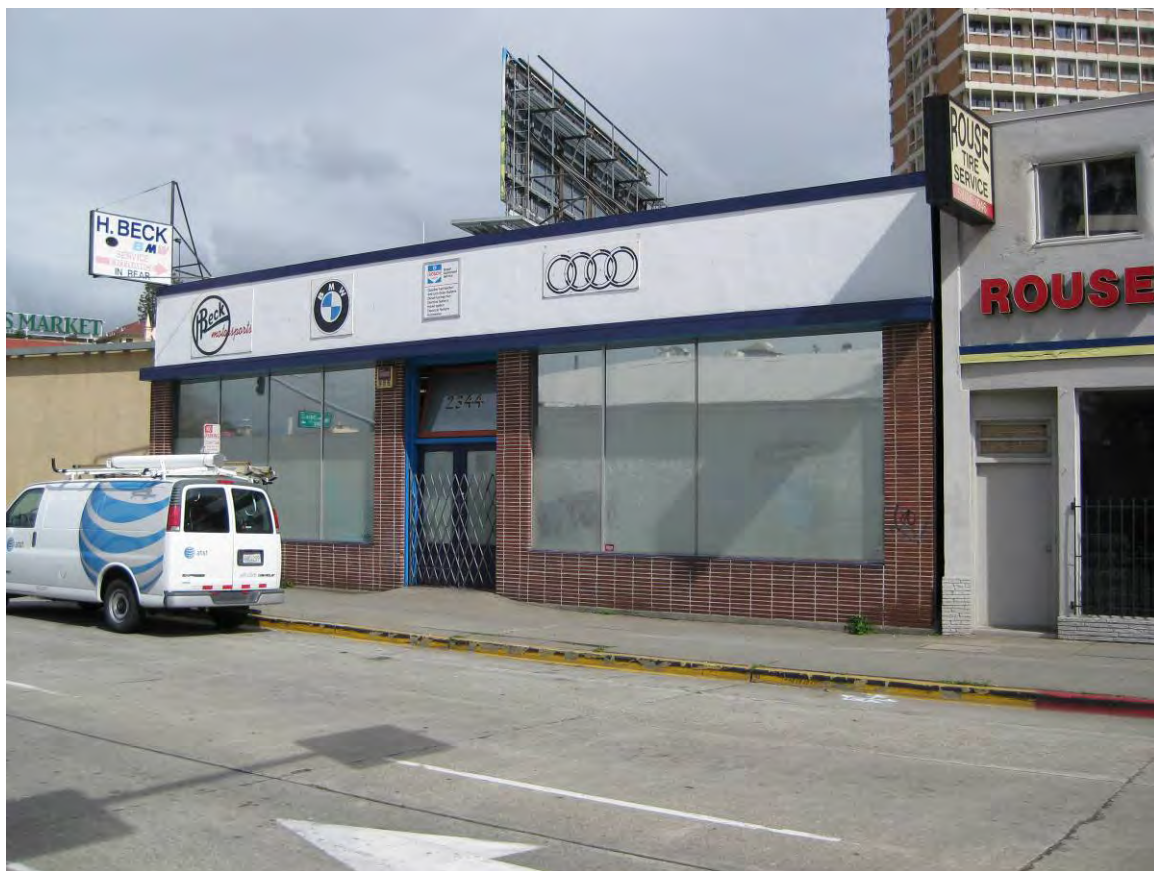
**Evaluation:**

**2009 ESA Reconnaissance Survey Finding:** appearance unchanged – based on consultation with City of Oakland and ESA visual inspection, it appears that the building possesses a D3 rating

In ESA's professional opinion 2340 Harrison Street is not considered an historical resource for CEQA purposes.

(F): Factual; (E): Estimated

City of Oakland (OCHS) ratings: Individual property: A, highest importance; B, major importance; C, secondary importance; D, minor importance; E, of no particular interest; \* or F, too recent to rate. District status: 1, in an Area of Primary Importance; 2, in an Area of Secondary Importance; 3, not in a district; + contributor to district's significance, - noncontributory, \* potential contributor e.g. if restored.



**Address:** 2344 Harrison Street

**APN:** 010 076800201

**Construction Date:** 1948 (F)

**Historic Name:** Motor Parts Co Building

**OCHS Rating:** \*, too recent to rate

**2009 ESA Reconnaissance Survey Finding:** E3

**Existing surveys:**

**Description:**

2344 Harrison Street is a single story commercial building engineered by Carl Replogle with a straight parapet, flat roof, recessed entry, concrete block exterior walls, brick veneer façade, and large plate glass shop windows.

**Evaluation:**

**2009 ESA Reconnaissance Survey Finding:** appearance unchanged - based on consultation with City of Oakland and ESA visual inspection, it appears that the building possesses a E3 rating

In ESA's professional opinion 2344 Harrison Street is not considered an historical resource for CEQA purposes.

(F): Factual; (E): Estimated

City of Oakland (OCHS) ratings: Individual property: A, highest importance; B, major importance; C, secondary importance; D, minor importance; E, of no particular interest; \* or F, too recent to rate. District status: 1, in an Area of Primary Importance; 2, in an Area of Secondary Importance; 3, not in a district; + contributor to district's significance, - noncontributory, \* potential contributor e.g. if restored.

State of California - The Resources Agency  
DEPARTMENT OF PARKS AND RECREATION  
PRIMARY RECORD

Primary # \_\_\_\_\_  
HRI # \_\_\_\_\_  
Trinomial \_\_\_\_\_  
NRHP Status Code: 7

Page P1 of 1

Other Listings OCHS Dc3  
Review Code \_\_\_\_\_ Reviewer \_\_\_\_\_ Date \_\_\_\_\_

\*P1. a. Resource Identifier (assign a name or number): Serial No. 1022

b. Other Identifier: Nielsen (A.K.) garage

\*P2. Location:

a. County Alameda

\*b. Address 2345-59 HARRISON ST/251-55 24TH ST

City Oakland, CA

Zip 94612

\*c. UTM: USGS 7.5' Quad Oakland West Date 1980; Zone:

mE / mN

\*d. Other Locational Data (e.g. parcel #, legal description, additional UTM's, etc.)

Parcel no.: 008 0670 004 00

\*P3. a. Description (Describe resource and its major elements. Include design, materials, condition, alterations, size, setting, etc.):

2345-59 HARRISON ST is an early 20th century utilitarian service garage. It is one story, irregular plan, on a corner lot. It has a bowstring roof, shaped parapet, and canted corner. Exterior walls are brick and hollow clay tile. Structure is brick bearing wall. Sanborn maps describe it as brick with curtain walls of hollow terra cotta tile. The building has plate glass showroom windows and an arcade. Present use is commercial repair garage, Acura. Surroundings are densely built up commercial, residential.

The building is in good condition; its integrity is good.

b. Resource attributes: HP06--service garage

\*P4. Resources present: /X/Building //Structure //Object //Site //District //Element of District ( ) //Other

\*P5. a. Photograph or Drawing



P5. b. Photo number: 680-30A

Photo date: 09/03/94

\*P6. Date Constructed/Age, and Source:

//Prehistoric /X/Historic //Both

1931-32 F

building permit

\*P7. Owner and Address:

MASRI DAVID & ELIZABETH V

290 27TH ST

OAKLAND CA 94612

\*P8. Recorded by (name, affiliation, address):

Oakland Cultural Heritage

Survey, 1 City Hall Plaza,

Oakland 94612 (510-238-3941)

\*P9. Date Recorded: 09/30/94

\*P10. Type of Survey: //Intensive

/X/Reconnaissance //Other

\*P11. Report Citation: OCHS Completion Report, CLG Project #06-93-80101, 9/30/94 (URM Citywide)

OCHS, Project Agrt. #36-14-707, Central District, 1985

\*Attachments: /X/None //Location Map //Sketch Map //Continuation Sheet //Building, Structure, and Object Record //Other

State of California - The Resources Agency  
DEPARTMENT OF PARKS AND RECREATION  
BUILDING, STRUCTURE, AND OBJECT RECORD

Page B1 of 1

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

\*NRHP Status Code: 5S  
Local/Other Rating: Dc3

\*Resource Name or #: Serial No. 1022  
2345-59 HARRISON ST/251-55 24TH ST Oakland CA 94612

B1. Historic Name: Nielsen (A.K.) garage  
B2. Common Name: Oakland Acura  
B3. Original Use: Commerce/auto service  
B4. Present Use: Commerce/auto service  
\*B5. Architectural Style: early 20th century utilitarian  
\*B6. Construction History: built 1931-32

\*B7. Moved? /X/No / /Yes / /Unknown Date: \_\_\_\_\_ Original Location: \_\_\_\_\_  
\*B8. Related Features:

B9a. Architect: Miller & Warnecke b. Builder: Jensen & Pedersen

\*B10. Significance: Theme: masonry buildings (auto related) Area: Oakland  
Period: 1850-1948 Property Type: service garage N.R. Criteria: N/A  
(Discuss importance in terms of context as defined by theme, period, and geographic scope. Also address integrity.)

2345-59 HARRISON ST, the Nielsen (A.K.) garage, is a representative example of an early 20th century utilitarian service garage. It was built in 1931-32, architect Miller & Warnecke and builder Jensen & Pedersen. It is dated by building permit A48735, and was originally valued at \$5,600. Historically the building reflects motor transportation and the auto industry. The original owner and developer, about 1931, was A.K. Nielsen, unidentified. Oakland architects Chester Miller and Carl Warnecke practiced together from 1917 to 1951, designing large numbers of houses, apartments, schools, and commercial and civic buildings, mostly in Period Revival and Moderne styles.

The Oakland Cultural Heritage Survey rates this property Dc3 (D, minor importance; potentially C, secondary importance or superior example, if restored). It is not located in a district (3). Its Survey rating makes it a historic property under Oakland's Historic Preservation Element. It does not appear eligible for the National Register, however, since there are more significant examples.

B11. Resource Attributes: HP06--service garage

\*B12. References:  
Building and alteration permits, Sanborn maps, 1912-1935, 1951, 1970s; directories & phone books; city & county block books; name and subject indexes, Oakland History Room, OPL

B13. Remarks:  
Primary Record submitted 9/30/94.

\*B14. Evaluator: Betty Marvin  
\*Date of Evaluation: 06/08/85  
Date Recorded: 09/30/95

(This space reserved for official comments.)

(Sketch map, <sup>^</sup>N<sup>^</sup> north at top.)







**Address:** 3356 Piedmont Avenue

**APN:** 009 073101602

**Construction Date:** 1946 (remodeled 1966, 1977) (F)

**Historic Name:** White (Robert) Garage

**OCHS Rating:** \*d3, too recent to rate

**2009 ESA Reconnaissance Survey Finding:** same

**Existing surveys:**

**Description:**

3356 Piedmont Avenue is a single story commercial building with minimal Art Deco features on a corner lot. The building has a straight parapet, round corner, storefront windows, and brick and concrete exterior walls.

**Evaluation:**

**2009 ESA Reconnaissance Survey Finding:** appearance unchanged - retain \*d3 rating

In ESA's professional opinion 3356 Piedmont Avenue is not considered an historical resource for CEQA purposes

(F): Factual; (E): Estimated

City of Oakland (OCHS) ratings: Individual property: A, highest importance; B, major importance; C, secondary importance; D, minor importance; E, of no particular interest; \* or F, too recent to rate. District status: 1, in an Area of Primary Importance; 2, in an Area of Secondary Importance; 3, not in a district; + contributor to district's significance, - noncontributory, \* potential contributor e.g. if restored.





**Address:** 3403 Piedmont Avenue

**APN:** 009 073200502

**Construction Date:** 1978 (F)

**Historic Name:** n/a

**OCHS Rating:** \*3, too recent to rate

**2009 ESA Reconnaissance Survey Finding:** same

**Existing surveys:**

**Description:**

3403 Piedmont Avenue is a tall single story Craftsman derivative commercial building with a hipped roof, small square cupola, exposed rafters and beams, and brick and stucco exterior walls.

**Evaluation:**

**2009 ESA Reconnaissance Survey Finding:** appearance unchanged - retain \*3 rating

In ESA's professional opinion 3403 Piedmont Avenue is not considered an historical resource for CEQA purposes

(F): Factual; (E): Estimated

City of Oakland (OCHS) ratings: Individual property: A, highest importance; B, major importance; C, secondary importance; D, minor importance; E, of no particular interest; \* or F, too recent to rate. District status: 1, in an Area of Primary Importance; 2, in an Area of Secondary Importance; 3, not in a district; + contributor to district's significance, - noncontributory, \* potential contributor e.g. if restored.



**Address:** 2300-12 Valdez Street

**APN:** 008 066901200

**Construction Date:** 1922 (F)

**Historic Name:** n/a

**OCHS Rating:** Dc3, of minor importance

**2009 ESA Reconnaissance Survey Finding:** same

**Existing surveys:** OCHS, 1985, North Central Survey (Intensive)

**Description:**

2300-12 Valdez Street is a single story commercial building. The building has a low, peaked parapet, vehicle door, and stucco exterior walls.

**Evaluation:**

**2009 ESA Reconnaissance Survey Finding:** appearance unchanged - retain Dc3 rating

In ESA's professional opinion 2300-12 Valdez Street is not considered an historical resource for CEQA purposes

(F): Factual; (E): Estimated

City of Oakland (OCHS) ratings: Individual property: A, highest importance; B, major importance; C, secondary importance; D, minor importance; E, of no particular interest; \* or F, too recent to rate. District status: 1, in an Area of Primary Importance; 2, in an Area of Secondary Importance; 3, not in a district; + contributor to district's significance, - noncontributory, \* potential contributor e.g. if restored.

State of California - The Resources Agency  
DEPARTMENT OF PARKS AND RECREATION  
PRIMARY RECORD

Primary # \_\_\_\_\_  
HRI # \_\_\_\_\_  
Trinomial \_\_\_\_\_  
NRHP Status Code: 7

Page P1 of 1

Other Listings OCHS C3  
Review Code \_\_\_\_\_ Reviewer \_\_\_\_\_ Date \_\_\_\_\_

\*P1. a. Resource Identifier (assign a name or number): Serial No. 1017  
b. Other Identifier: Enterprise Hall Assn.-Makelin(H.) garage

\*P2. Location: a. County Alameda

\*b. Address 2342 VALDEZ ST  
City Oakland, CA

Zip 94612

\*c. UTM: USGS 7.5' Quad Oakland West Date 1980; Zone: mE / mN

\*d. Other Locational Data (e.g. parcel #, legal description, additional UTM's, etc.)

Parcel no.: 008 0669 017 00

\*P3. a. Description (Describe resource and its major elements. Include design, materials, condition, alterations, size, setting, etc.):

2342 VALDEZ ST is a 1920s decorative brick-utilitarian service garage. It is one story, rectangular plan, on an interior lot. It has a stepped parapet, pilaster and bay composition, and a four-panel folding vehicle door in the right bay. Exterior walls are mottled brick in front with three-dimensional pilasters and coping, and slightly darker brick at sills, lintels, and pilaster caps. Sides are stuccoed. Roof is composition. Structure is brick bearing wall. Sanborn maps describe it as 8" brick with wood posts. The building has metal sash and glazed door in the left and center bays. Period interior is also notable. Present use is commercial repair garage. Surroundings are densely built up, commercial.

The building is in good condition; its integrity is excellent.

b. Resource attributes: HP06--service garage

\*P4. Resources present: /X/Building //Structure //Object //Site //District //Element of District ( ) //Other

\*P5. a. Photograph or Drawing



P5. b. Photo number: 659-28  
Photo date: 06/15/94

\*P6. Date Constructed/Age, and Source:  
//Prehistoric /X/Historic //Both  
1930 F  
building permit

\*P7. Owner and Address:  
HAMBLETON SUZANNE C ETAL c/o  
S C HAMBLETON  
1210 VIA NUBE  
SAN LORENZO CA 94580

\*P8. Recorded by (name, affiliation, address):  
Oakland Cultural Heritage  
Survey, 1 City Hall Plaza,  
Oakland 94612 (510-238-3941)

\*P9. Date Recorded: 09/30/94

\*P10. Type of Survey: //Intensive  
/X/Reconnaissance //Other

\*P11. Report Citation: OCHS Completion Report, CLG Project #06-93-80101, 9/30/94 (URM Citywide)  
OCHS, Project Agmt. #36-14-707, Central District, 1985

\*Attachments: /X/None //Location Map //Sketch Map //Continuation Sheet //Building, Structure, and Object Record //Other

State of California - The Resources Agency  
DEPARTMENT OF PARKS AND RECREATION  
BUILDING, STRUCTURE, AND OBJECT RECORD

Page B1 of 1

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

\*NRHP Status Code: 5S  
Local/Other Rating: C3

\*Resource Name or #: Serial No. 1017  
2342 VALDEZ ST Oakland CA 94612

B1. Historic Name: Enterprise Hall Assn.-Makelim(H.) garage  
B2. Common Name: None  
B3. Original Use: Commerce/auto service B4. Present Use: Commerce/auto service  
\*B5. Architectural Style: 1920s decorative brick - early 20th century utilitarian  
\*B6. Construction History: built 1930

\*B7. Moved? /X/No / /Yes / /Unknown Date: \_\_\_\_\_ Original Location: \_\_\_\_\_  
\*B8. Related Features:

B9a. Architect: Cooley, R.H.

b. Builder: Enterprise Hall Assn.

\*B10. Significance: Theme: masonry buildings (auto related) Area: Oakland  
Period: 1850-1948 Property Type: service garage N.R. Criteria: N/A  
(Discuss importance in terms of context as defined by theme, period, and geographic scope. Also address integrity.)

2342 VALDEZ ST, the Enterprise Hall Association-Makelim (H.) garage, is a representative example of a 1920s decorative brick-early 20th century utilitarian service garage. It was built in 1930, architect R.H. Cooley and builder Enterprise Hall Association. It is dated by building permit A42737, and was originally valued at \$5,500. Historically the building reflects motor transportation and the auto industry, 1920s speculative development and social history. The original owner and developer, about 1930, was Enterprise Hall Association. Apparently an offshoot of Enterprise Lodge #238 of Odd Fellows, Enterprise Hall Association developed several income properties in north central Oakland between about 1916 and 1930. The property is also associated with Howard G. Makelim, owner and commercial occupant c.1935, auto repair and accessories. Russell H. Cooley (1889-1969) was a UC-trained structural engineer, designer of many Oakland industrial buildings in the 1930s and 40s, as well as engineer for other major buildings.

The Oakland Cultural Heritage Survey rates this property C3 (C, secondary importance or superior example), particularly for its historical associations and intact period interior. It is not located in a district (3). Its Survey rating makes it a historic property under Oakland's Historic Preservation Element. It does not appear eligible for the National Register, however, since there are more significant examples.

B11. Resource Attributes: HP06--service garage

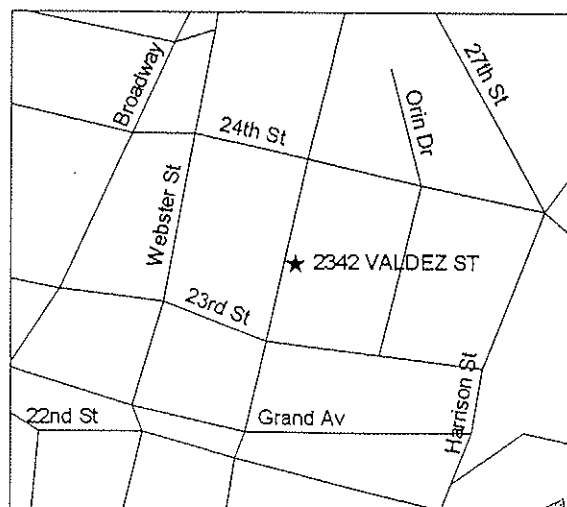
\*B12. References:  
Building and alteration permits, Sanborn maps, 1912-1935, 1951, 1970s; directories & phone books; city & county block books; name and subject indexes, Oakland History Room, OPL

B13. Remarks:  
Primary Record submitted 9/30/94.

\*B14. Evaluator: Betty Marvin  
\*Date of Evaluation: 06/08/85  
Date Recorded: 09/30/95

(This space reserved for official comments.)

(Sketch map, <sup>^</sup>N<sup>^</sup> north at top.)







**Address:** 2429-31 Valdez Street

**APN:** 008 067200600

**Construction Date:** 1909-10 (F)

**Historic Name:** Ford (Edward A.) flats

**OCHS Rating:** C3, of minor importance, PDHP

**2009 ESA Reconnaissance Survey Finding:** same

**Existing surveys:** OCHS, 1985, North Central Survey (Intensive)

**Description:**

2429-31 Valdez Street is a two story Craftsman/Colonial derivative residential duplex. The building has a hipped roof, dormer, exposed rafters, bay windows, and partially enclosed porches on either side.

**Evaluation:**

**2009 ESA Reconnaissance Survey Finding:** appearance unchanged - retain C3 rating

In ESA's professional opinion 2429-31 Valdez Street is not considered an historical resource for CEQA purposes.

(F): Factual; (E): Estimated

City of Oakland (OCHS) ratings: Individual property: A, highest importance; B, major importance; C, secondary importance; D, minor importance; E, of no particular interest; \* or F, too recent to rate. District status: 1, in an Area of Primary Importance; 2, in an Area of Secondary Importance; 3, not in a district; + contributor to district's significance, - noncontributory, \* potential contributor e.g. if restored.



State of California - The Resources Agency  
DEPARTMENT OF PARKS AND RECREATION  
PRIMARY RECORD

Primary # \_\_\_\_\_  
HRI # \_\_\_\_\_  
Trinomial \_\_\_\_\_  
NRHP Status Code: 7

Page P1 of 1

Other Listings OCHS Dc3  
Review Code \_\_\_\_\_ Reviewer \_\_\_\_\_ Date \_\_\_\_\_

- \*P1. a. Resource Identifier (assign a name or number): Serial No. 1019  
b. Other Identifier: Muller (F.A.)-Faulkner (Geo. H.) garage

\*P2. Location:

a. County Alameda

\*b. Address 2344-50 WEBSTER ST/369-79 24TH ST  
City Oakland, CA

Zip 94612

\*c. UTM: USGS 7.5' Quad Oakland West Date 1980; Zone: mE / mN

\*d. Other Locational Data (e.g. parcel #, legal description, additional UTMs, etc.)

Parcel no.: 008 0668 011 03

\*P3. a. Description (Describe resource and its major elements. Include design, materials, condition, alterations, size, setting, etc.):

2344-50 WEBSTER ST is an early 20th century commercial service garage. It is one story, square plan, on a corner lot. It has a wide modillion cornice, transom, and vehicle doors. Exterior walls are glazed brick and cream pressed brick. Roof is composition and trussed monitor. Structure is brick bearing wall. Sanborn maps describe it as brick with wood frame. The building has three-dimensional brickwork, metal ornament, and plate glass. Present use is commercial repair garage, Foreign Body Shop. Supportive elements include signs. Surroundings are densely built up, commercial.

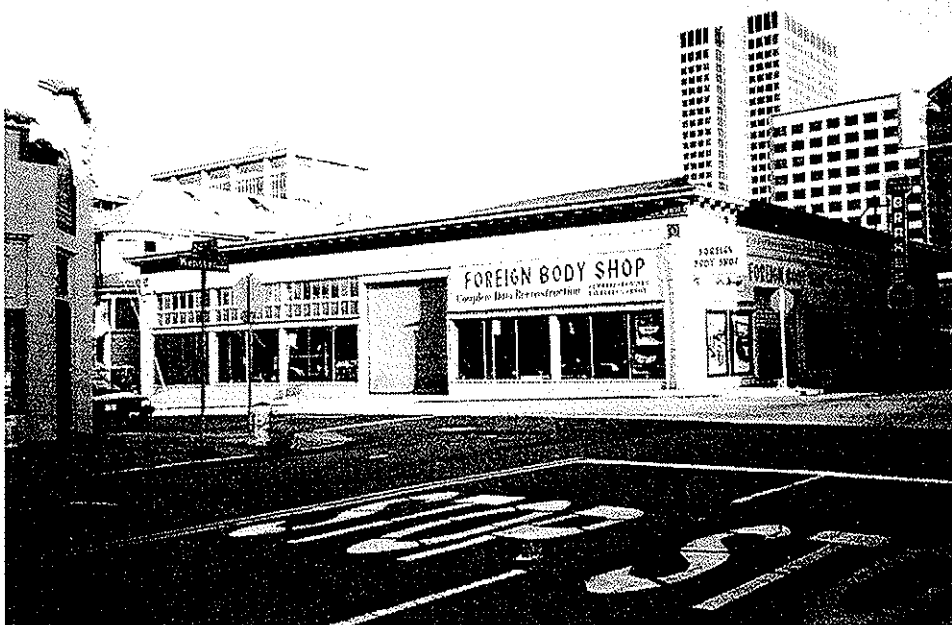
Visible alterations include transom partly covered, new doors and windows. The building is in excellent condition; its integrity is fair.

b. Resource attributes: HP06--service garage

\*P4. Resources present: /X/Building / /Structure / /Object / /Site / /District / /Element of District ( ) / /Other

\*P5. a. Photograph or Drawing

P5. b. Photo number: 659-36  
Photo date: 06/15/94



\*P6. Date Constructed/Age, and Source:  
/ /Prehistoric /X/Historic / /Both  
1919 F  
building permit

\*P7. Owner and Address:  
TORCHIO AMELIA & LLOYD &  
FERRO ESTHER TRS ETAL  
2300 PINE KNOLL DR  
WALNUT CREEK CA 94595

\*P8. Recorded by (name, affiliation, address):  
Oakland Cultural Heritage  
Survey, 1 City Hall Plaza,  
Oakland 94612 (510-238-3941)

\*P9. Date Recorded: 09/30/94

\*P10. Type of Survey: / /Intensive  
/X/Reconnaissance / /Other

P11. Report Citation: OCHS Completion Report, CLG Project #06-93-80101, 9/30/94 (URM Citywide)  
OCHS, Project Agmt. #36-14-707, Central District, 1985

\*Attachments: /X/None / /Location Map / /Sketch Map / /Continuation Sheet / /Building, Structure, and Object Record / /Other



**Address:** 2344-50 Webster Street

**APN:** 008 066801103

**Construction Date:** 1919 (F)

**Historic Name:** Muller & Faulkner garage

**OCHS Rating:** Dc3, of minor importance

**2009 ESA Reconnaissance Survey Finding:** same

**Existing surveys:** OCHS, 1994 Citywide URM Survey (Intensive)

**Description:**

2344-50 Webster Street is a single story commercial building. The building has a straight parapet, decorative brick exterior walls, and vehicle doors.

**Evaluation:**

**2009 ESA Reconnaissance Survey Finding:** appearance unchanged - retain Dc3 rating

In ESA's professional opinion 2344-50 Webster Street is not considered an historical resource for CEQA purposes.

(F): Factual; (E): Estimated

City of Oakland (OCHS) ratings: Individual property: A, highest importance; B, major importance; C, secondary importance; D, minor importance; E, of no particular interest; \* or F, too recent to rate. District status: 1, in an Area of Primary Importance; 2, in an Area of Secondary Importance; 3, not in a district; + contributor to district's significance, - noncontributory, \* potential contributor e.g. if restored.

State of California - The Resources Agency  
DEPARTMENT OF PARKS AND RECREATION  
PRIMARY RECORD

Primary # \_\_\_\_\_  
HRI # \_\_\_\_\_  
Trinomial \_\_\_\_\_  
NRHP Status Code: 7

Page P1 of 1

Other Listings OCHS C3

Review Code \_\_\_\_\_ Reviewer \_\_\_\_\_ Date \_\_\_\_\_

- \*P1. a. Resource Identifier (assign a name or number): Serial No. 1033  
b. Other Identifier: C.P. Hunt Auto Accessories building

\*P2. Location:

a. County Alameda

\*b. Address 2406 WEBSTER ST/370 24TH ST

City Oakland, CA

Zip 94612

\*c. UTM: USGS 7.5' Quad Oakland West Date 1980;

Zone:

mE/

mN

\*d. Other Locational Data (e.g. parcel #, legal description, additional UTM's, etc.)

Parcel no.: 008 0672 014 01

- \*P3. a. Description (Describe resource and its major elements. Include design, materials, condition, alterations, size, setting, etc.):

2406 WEBSTER ST is an early 20th century commercial store building. It is one story, L-plan, on a double-ended lot. It has a straight parapet and storefront. Exterior walls are brick, plywood, and colored tile. Roof is composition. Foundation is concrete. Structure is brick bearing wall and masonry bearing wall. Sanborn maps describe it as brick with appendage of concrete block. Present use is one-story store, C.P. Hunt Auto Accessories. Supportive elements include long-time occupancy, and double-sided electric sign. Surroundings are densely built up, commercial.

Visible alterations include style changed completely, aluminum windows, windows reshaped. The building is in excellent condition; its integrity is excellent.

b. Resource attributes: HP06--store building

- \*P4. Resources present: ☒ Building ☐ Structure ☐ Object ☐ Site ☐ District ☐ Element of District ( ) ☐ Other

\*P5. a. Photograph or Drawing

P5. b. Photo number: 673-36A  
Photo date: 07/24/94

\*P6. Date Constructed/Age, and Source:  
☐ Prehistoric ☒ Historic ☐ Both  
1945 F  
building permit

\*P7. Owner and Address:  
HUNT S M & MARILYN B TRS & T  
R & PATSY O c/o STEVEN M HUNT  
2980 WINDTREE CT  
LAFAYETTE CA 94549

\*P8. Recorded by (name, affiliation, address):  
Oakland Cultural Heritage  
Survey, 1 City Hall Plaza,  
Oakland 94612 (510-238-3941)

\*P9. Date Recorded: 09/30/94

\*P10. Type of Survey: ☐ Intensive  
☒ Reconnaissance ☐ Other



- \*P11. Report Citation: OCHS Completion Report, CLG Project #06-93-80101, 9/30/94 (URM Citywide)  
OCHS, Project Agrt. #36-14-707, Central District, 1985

\*Attachments: ☒ None ☐ Location Map ☐ Sketch Map ☐ Continuation Sheet ☐ Building, Structure, and Object Record ☐ Other



**Address:** 2406 Webster Street

**APN:** 008 067201401

**Construction Date:** 1945 (F)

**Historic Name:** C.P. Hunt Auto Accessories building

**OCHS Rating:** C3, of secondary importance, PDHP

**2009 ESA Reconnaissance Survey Finding:** same

**Existing surveys:** OCHS, 1994 Citywide URM Survey (Intensive)

**Description:**

2406 Webster Street is a single story brick commercial building. The building has a flat roof, transom and plate glass windows, and a recessed entry. Exterior walls are brick.

**Evaluation:**

**2009 ESA Reconnaissance Survey Finding:** appearance unchanged - retain C3 rating

In ESA's professional opinion 2406 Webster Street is not considered an historical resource for CEQA purposes.

(F): Factual; (E): Estimated

City of Oakland (OCHS) ratings: Individual property: A, highest importance; B, major importance; C, secondary importance; D, minor importance; E, of no particular interest; \* or F, too recent to rate. District status: 1, in an Area of Primary Importance; 2, in an Area of Secondary Importance; 3, not in a district; + contributor to district's significance, - noncontributory, \* potential contributor e.g. if restored.

State of California - The Resources Agency  
DEPARTMENT OF PARKS AND RECREATION  
PRIMARY RECORD

Primary # \_\_\_\_\_  
HRI # \_\_\_\_\_  
Trinomial \_\_\_\_\_  
NRHP Status Code: 7

Page P1 of 1

Other Listings OCHS Ec3  
Review Code \_\_\_\_\_ Reviewer \_\_\_\_\_ Date \_\_\_\_\_

\*P1. a. Resource Identifier (assign a name or number): Serial No. 1044  
b. Other Identifier: Taylor (James P.) garage

\*P2. Location:

a. County Alameda

\*b. Address 2424-28 WEBSTER ST  
City Oakland, CA

Zip 94612

\*c. UTM: USGS 7.5' Quad Oakland West Date 1980;

Zone:

mE /

mN

\*d. Other Locational Data (e.g. parcel #, legal description, additional UTM's, etc.)

Parcel no.: 008 0672 019 00

\*P3. a. Description (Describe resource and its major elements. Include design, materials, condition, alterations, size, setting, etc.):

2424-28 WEBSTER ST is an early 20th century utilitarian service garage (now remodeled). It is one story and mezzanine, rectangular plan, on an interior lot. It has a straight parapet, series of storefronts, and vehicle door. Exterior walls are brick and stucco. Roof is composition. Foundation is concrete. Structure is brick bearing wall. Sanborn maps describe it as brick with curtain walls of hollow terra cotta tile. The building has plate glass, terra cotta coping and pilaster caps. Present use is miscellaneous commercial. Surroundings are densely built up, commercial.

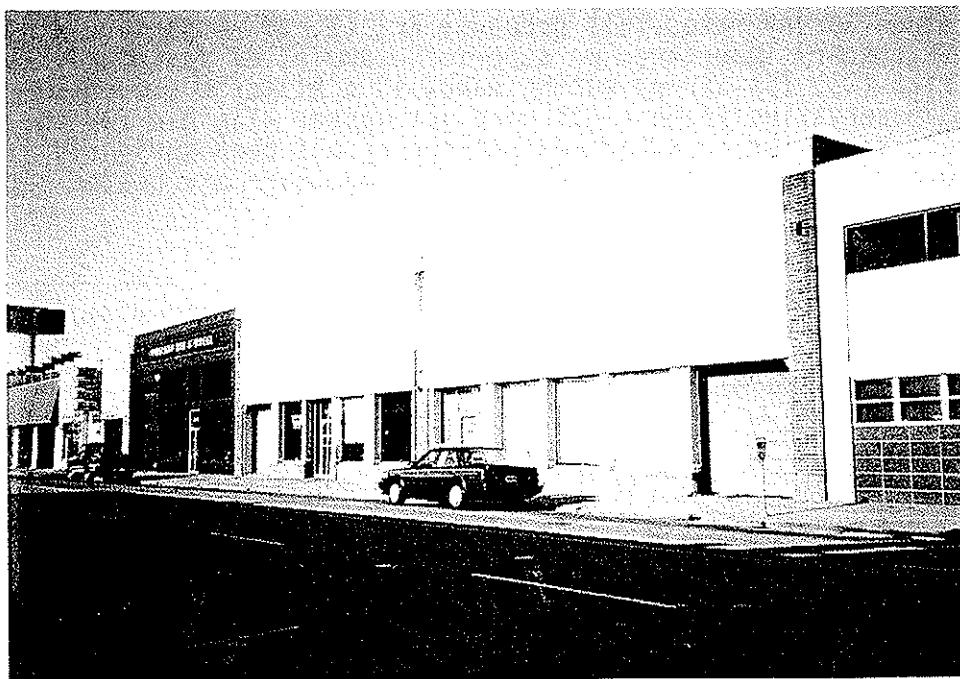
Visible alterations include ground floor alteration, new doors and windows, stucco. The building is in excellent condition; its integrity is poor.

b. Resource attributes: HP06--service garage

P4. Resources present: ☒ Building ☐ Structure ☐ Object ☐ Site ☐ District ☐ Element of District ( ) ☐ Other

\*P5. a. Photograph or Drawing

P5. b. Photo number: 659-30  
Photo date: 06/15/94



\*P6. Date Constructed/Age, and Source:  
☐ Prehistoric ☒ Historic ☐ Both  
1917 F  
building permit

\*P7. Owner and Address:  
HUNT T R & PATSY & STEVEN M &  
MARILY B TRS c/o STEVEN HUNT  
2980 WINDTREE CT  
LAFAYETTE CA 94549

\*P8. Recorded by (name, affiliation, address):  
Oakland Cultural Heritage  
Survey, 1 City Hall Plaza,  
Oakland 94612 (510-238-3941)

\*P9. Date Recorded: 09/30/94

\*P10. Type of Survey: ☐ Intensive  
☒ Reconnaissance ☐ Other

P11. Report Citation: OCHS Completion Report, CLG Project #06-93-80101, 9/30/94 (URM Citywide)  
OCHS, Project Agt. #36-14-707, Central District, 1985

\*Attachments: ☒ None ☐ Location Map ☐ Sketch Map ☐ Continuation Sheet ☐ Building, Structure, and Object Record ☐ Other



\*Resource Name or #: Serial No. 1044  
2424-28 WEBSTER ST Oakland CA 94612

- B1. Historic Name: Taylor (James P.) garage  
B2. Common Name: None  
B3. Original Use: Commerce/auto service  
B4. Present Use: Commerce  
\*B5. Architectural Style: early 20th century utilitarian  
\*B6. Construction History: built 1917, altered  
ground floor alteration, new doors and windows, stucco  
\*B7. Moved? ☒ No ☐ Yes ☐ Unknown Date: \_\_\_\_\_ Original Location: \_\_\_\_\_  
\*B8. Related Features:

- B9a. Architect: Reed, Walter D. b. Builder: McPherson, Stephen  
N. Clark & Son (terra cotta)  
\*B10. Significance: Theme: masonry buildings (auto related) Area: Oakland  
Period: 1850-1948 Property Type: service garage N.R. Criteria: N/A  
(Discuss importance in terms of context as defined by theme, period, and geographic scope. Also address integrity.)

2424-28 WEBSTER ST, the Taylor (James P.) garage, was originally a representative example of an early 20th century utilitarian service garage (now remodeled). It was built in 1917, architect Walter D. Reed and builder Stephen McPherson. Terra cotta was by N. Clark & Son of Alameda (job #1191). It is dated by building permit 45200, and was originally valued at \$17,100. Plans are on file with the City of Oakland. Remodelings have affected its historic character. Historically the building reflects downtown Oakland business and commercial development, and motor transportation and the auto industry. The original owner and developer, about 1917, was James P. Taylor, wood and coal, later president of Midway Oil Co.. Walter D. Reed (d.1933), as a member of the Oakland firm of Reed & Corlett c.1912-33, designed many of Oakland's major office and institutional buildings; he also worked in other occasional partnerships and in the early 1910s designed the Lake Merritt boathouse, boat landing, and other park improvements.

The Oakland Cultural Heritage Survey rates this property Ec3 (E, of no particular interest; potentially C, secondary importance or superior example, if restored). It is not located in a district (3). Its Survey rating makes it a historic property under Oakland's Historic Preservation Element. It does not appear eligible for the National Register, however, since its architectural integrity has been seriously compromised (see items B6 & P3) and may not be reversible, and there are better surviving examples.

B11. Resource Attributes: HP06--service garage

- \*B12. References:  
Building and alteration permits, Sanborn maps, 1912-1935, 1951, 1970s; directories & phone books; city & county block books; name and subject indexes, Oakland History Room, OPL

B13. Remarks:  
Primary Record submitted 9/30/94.

- \*B14. Evaluator: Betty Marvin  
\*Date of Evaluation: 06/07/85  
Date Recorded: 09/30/95

(This space reserved for official comments.)

(Sketch map, <sup>^</sup>N<sup>^</sup> north at top.)





**Address:** 2442 Webster Street

**APN:** 008 067202000

**Construction Date:** 1929-30 (F)

**Historic Name:** n/a

**OCHS Rating:** C3, of secondary importance, PDHP

**2009 ESA Reconnaissance Survey Finding:** same

**Existing surveys:** OCHS, 1985 North Central Survey (Intensive)

**Description:**

2442 Webster Street is a tall single story commercial building. The reinforced concrete building has a roll up door, concrete ornamentation, and large plate glass windows.

**Evaluation:**

**2009 ESA Reconnaissance Survey Finding:** appearance unchanged - retain C3 rating

In ESA's professional opinion 2442 Webster Street is not considered an historical resource for CEQA purposes.

(F): Factual; (E): Estimated

City of Oakland (OCHS) ratings: Individual property: A, highest importance; B, major importance; C, secondary importance; D, minor importance; E, of no particular interest; \* or F, too recent to rate. District status: 1, in an Area of Primary Importance; 2, in an Area of Secondary Importance; 3, not in a district; + contributor to district's significance, - noncontributory, \* potential contributor e.g. if restored.



**Address:** 2500-06 Webster Street

**APN:** 008 067202100

**Construction Date:** 1929-30 (F)

**Historic Name:** J. A. Kitchen Auto Repair Garage

**OCHS Rating:** Dc3, of minor importance

**2009 ESA Reconnaissance Survey Finding:** \*D

**Existing surveys:** OCHS, 1985 North Central Survey (Intensive)

**Description:**

2500-06 Webster Street is a single story commercial building. The reinforced concrete building has a straight parapet, tile base on the façade, and plate glass windows.

**Evaluation:**

**2009 ESA Reconnaissance Survey Finding:** visual inspection by ESA in March 2009, and consultation with the City of Oakland, determined that the building possesses a rating of \*D.

In ESA's professional opinion 2500-06 Webster Street is not considered an historical resource for CEQA purposes.

(F): Factual; (E): Estimated

City of Oakland (OCHS) ratings: Individual property: A, highest importance; B, major importance; C, secondary importance; D, minor importance; E, of no particular interest; \* or F, too recent to rate. District status: 1, in an Area of Primary Importance; 2, in an Area of Secondary Importance; 3, not in a district; + contributor to district's significance, - noncontributory, \* potential contributor e.g. if restored.

State of California - The Resources Agency  
DEPARTMENT OF PARKS AND RECREATION  
PRIMARY RECORD

Primary # \_\_\_\_\_  
HRI # \_\_\_\_\_  
Trinomial \_\_\_\_\_  
NRHP Status Code: 7

Page P1 of 1

Other Listings OCHS Ed3  
Review Code \_\_\_\_\_ Reviewer \_\_\_\_\_ Date \_\_\_\_\_

\*P1. a. Resource Identifier (assign a name or number): Serial No. 1063

b. Other Identifier: Abrahamson Bros. store building

\*P2. Location:

a. County Alameda

\*b. Address 2530-68 WEBSTER ST/343-49 26TH ST

City Oakland, CA

Zip 94612

\*c. UTM: USGS 7.5' Quad Oakland West Date 1980; Zone:

mE /

mN

\*d. Other Locational Data (e.g. parcel #, legal description, additional UTM's, etc.)

Parcel no.: 008 0672 001 00

\*P3. a. Description (Describe resource and its major elements. Include design, materials, condition, alterations, size, setting, etc.):

2530-68 WEBSTER ST is an early 20th century commercial building, remodeled as late 20th century. It is one story, rectangular plan, on a corner lot. It has a straight parapet and large windows between plain rectangular pilasters. Exterior walls are stucco and brick. Roof is composition. Foundation is concrete. Structure is brick bearing wall. Sanborn maps describe it as brick with wood posts. The building has flagstone and plate glass. Present use is automobile dealership, Broadway Motors Ford. Surroundings are densely built up, commercial.

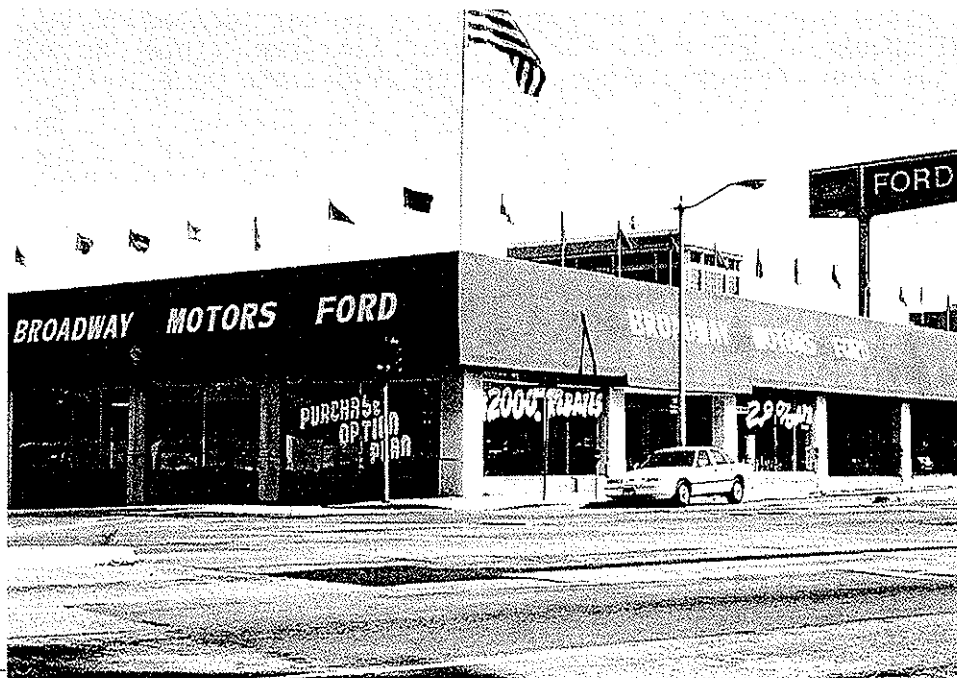
Visible alterations include new doors and windows, awnings, style changed completely. The building is in good condition; its integrity is poor.

b. Resource attributes: HP06--commercial building

\*P4. Resources present: /X/Building //Structure //Object //Site //District //Element of District ( ) //Other

\*P5. a. Photograph or Drawing

P5. b. Photo number: 613-4  
Photo date: 07/03/92



\*P6. Date Constructed/Age, and Source:  
//Prehistoric /X/Historic //Both  
1912-13 F rem 1950  
building permit

\*P7. Owner and Address:  
LEROY EUGENE R & WELLS FARGO  
BANK TR c/o EUGENE R LEROY TR  
160 BOVET RD  
SAN MATEO CA 94402

\*P8. Recorded by (name, affiliation, address):  
Oakland Cultural Heritage  
Survey, 1 City Hall Plaza,  
Oakland 94612 (510-238-3941)

\*P9. Date Recorded: 09/30/94

\*P10. Type of Survey: //Intensive  
/X/Reconnaissance //Other

\*P11. Report Citation: OCHS Completion Report, CLG Project #06-93-80101, 9/30/94 (URM Citywide)  
OCHS, Project Agmt. #36-14-707, Central District, 1985

\*Attachments: /X/None //Location Map //Sketch Map //Continuation Sheet //Building, Structure, and Object Record //Other

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

\*NRHP Status Code: 671  
Local/Other Rating: Ed3

\*Resource Name or #: Serial No. 1063  
2530-68 WEBSTER ST/343-49 26TH ST Oakland CA 94612

- B1. Historic Name: Abrahamson Bros. store building  
B2. Common Name: Broadway Motors Ford  
B3. Original Use: Commerce  
B4. Present Use: Commerce/specialty store  
\*B5. Architectural Style: early 20th century remodeled as late 20th century  
\*B6. Construction History: built 1912-13, remodeled 1950ff  
new doors and windows, awnings, style changed completely  
\*B7. Moved? ☒ No ☐ Yes ☐ Unknown Date: \_\_\_\_\_ Original Location: \_\_\_\_\_  
\*B8. Related Features:

B9a. Architect: unknown

b. Builder: Whalin, W.E.

- \*B10. Significance: Theme: masonry buildings (commercial) Area: Oakland  
Period: 1850-1948 Property Type: commercial building N.R. Criteria: N/A  
(Discuss importance in terms of context as defined by theme, period, and geographic scope. Also address integrity.)

2530-68 WEBSTER ST, the Abrahamson Bros. store building, was originally a representative example of an early 20th century commercial building, remodeled as late 20th century. It was built in 1912-13, architect unknown and builder W.E. Whalin. It is dated by building permit 29766 for "one-story brick stores", and was originally valued at \$11,046. It was remodeled in 1950 (for S & E Motors) and after. Historically the building reflects downtown Oakland business and commercial development, and motor transportation and the auto industry. The original owner and developer, about 1912, was Abrahamson Brothers, dry goods merchants downtown. The property is also associated with Motor Electric Company, commercial occupant c.1936. It is not clear when it first came into auto-related uses, but this area was definitely an auto row by the late 1910s. The previous building on the site was Piedmont Livery Stable.

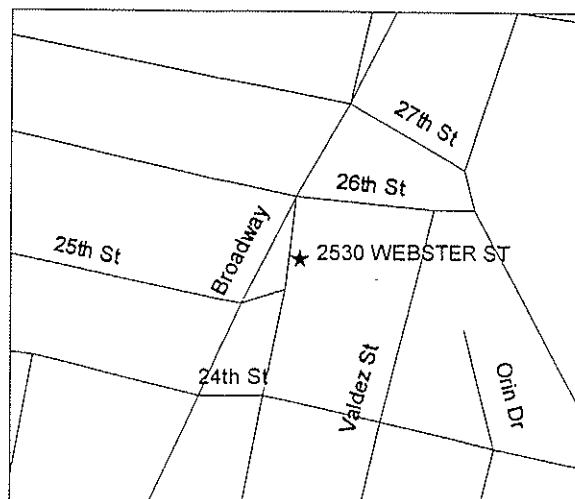
The Oakland Cultural Heritage Survey rates this property Ed3 (E, of no particular interest; potentially D, minor importance, if restored). It is not located in a district (3). It does not appear eligible for the National Register, since its architectural integrity has been seriously compromised and there are more significant examples.

- B11. Resource Attributes: HP06--commercial building  
\*B12. References:  
Building and alteration permits, Sanborn maps, 1912-1935, 1951, 1970s; directories & phone books; city & county block books; name and subject indexes, Oakland History Room, OPL

(Sketch map, <sup>^</sup>N<sup>^</sup> north at top.)

- B13. Remarks:  
Primary Record submitted 9/30/94.

- \*B14. Evaluator: Betty Marvin  
\*Date of Evaluation: 05/25/93  
Date Recorded: 09/30/95  
(This space reserved for official comments.)







**Address:** 2530-68 Webster Street

**APN:** 008 067200100

**Construction Date:** 1912-13 (F)

**Historic Name:** Abrahamson Bros. store building

**OCHS Rating:** Ed3, of no particular interest, DPR 523B, 1994, status code 6Z1 (ineligible for listing on the National Register (NR), with no potential for any listing)

**2009 ESA Reconnaissance Survey Finding:** same

**Existing surveys:** OCHS, 1994 Citywide URM Survey (Intensive)

**Description:**

2530-68 Webster Street is a single story commercial building on a corner lot. The building has stucco and brick exterior walls and tall plate glass windows.

**Evaluation:**

**2009 ESA Reconnaissance Survey Finding:** appearance unchanged - retain Ed3 rating

In ESA's professional opinion 2530-68 Webster Street is not considered an historical resource for CEQA purposes.

(F): Factual; (E): Estimated

City of Oakland (OCHS) ratings: Individual property: A, highest importance; B, major importance; C, secondary importance; D, minor importance; E, of no particular interest; \* or F, too recent to rate. District status: 1, in an Area of Primary Importance; 2, in an Area of Secondary Importance; 3, not in a district; + contributor to district's significance, - noncontributory, \* potential contributor e.g. if restored.



**Address:** 2938 Webster Street

**APN:** 009 070101300

**Construction Date:** 1900s (E)

**Historic Name:** n/a

**OCHS Rating:** F3, too recent to rate (totally modernized)

**2009 ESA Reconnaissance Survey Finding:** same

**Existing surveys:** OCHS, 1986 Field Survey

**Description:**

2938 Webster Street is a two story Colonial Revival residence with a hipped roof and dormer, heavily remodeled with full length columns, a recessed entry, and exterior veneer of brick.

**Evaluation:**

**2009 ESA Reconnaissance Survey Finding:** appearance unchanged - retain F3 rating

In ESA's professional opinion 2938 Webster Street is not considered an historical resource for CEQA purposes.

(F): Factual; (E): Estimated

City of Oakland (OCHS) ratings: Individual property: A, highest importance; B, major importance; C, secondary importance; D, minor importance; E, of no particular interest; \* or F, too recent to rate. District status: 1, in an Area of Primary Importance; 2, in an Area of Secondary Importance; 3, not in a district; + contributor to district's significance, - noncontributory, \* potential contributor e.g. if restored.



**Address:** 2940-44 Webster Street

**APN:** 009 070101400

**Construction Date:** 1910s (moved post 1953) (E)

**Historic Name:** n/a

**OCHS Rating:** F3, too recent to rate (totally modernized)

**2009 ESA Reconnaissance Survey Finding:** same

**Existing surveys:** OCHS, 1986 Field Survey

**Description:**

2940-44 Webster Street is a two story residential building with a hipped roof, exposed beams, and stucco exterior walls.

**Evaluation:**

**2009 ESA Reconnaissance Survey Finding:** appearance unchanged - retain F3 rating

In ESA's professional opinion 2940-44 Webster Street is not considered an historical resource for CEQA purposes.

(F): Factual; (E): Estimated

City of Oakland (OCHS) ratings: Individual property: A, highest importance; B, major importance; C, secondary importance; D, minor importance; E, of no particular interest; \* or F, too recent to rate. District status: 1, in an Area of Primary Importance; 2, in an Area of Secondary Importance; 3, not in a district; + contributor to district's significance, - noncontributory, \* potential contributor e.g. if restored.





**Address:** 2946-50 Webster Street

**APN:** 009 070100101

**Construction Date:** 1910 (E)

**Historic Name:** n/a

**OCHS Rating:** F3, too recent to rate

**2009 ESA Reconnaissance Survey Finding:** \*d3

**Existing surveys:** OCHS, 1986 Field Survey

**Description:**

2946-50 Webster Street is a pair of two story residential buildings now joined in a U shaped plan with hipped roof, recessed entry surrounded by tile pillars, and stucco exterior walls.

**Evaluation:**

**2009 ESA Reconnaissance Survey Finding:** visual inspection by ESA in March 2009, and consultation with the City of Oakland, determined that the building possesses a rating of \*d3.

In ESA's professional opinion 2946-50 Webster Street is not considered an historical resource for CEQA purposes.

(F): Factual; (E): Estimated

City of Oakland (OCHS) ratings: Individual property: A, highest importance; B, major importance; C, secondary importance; D, minor importance; E, of no particular interest; \* or F, too recent to rate. District status: 1, in an Area of Primary Importance; 2, in an Area of Secondary Importance; 3, not in a district; + contributor to district's significance, - noncontributory, \* potential contributor e.g. if restored.



**Address:** 3000-30 Webster Street

**APN:** 009 070500101

**Construction Date:** 1960 (F)

**Historic Name:**

**OCHS Rating:** F3

**2009 ESA Reconnaissance Survey Finding:** same

**Existing surveys:** OCHS, 1986 Field Survey

**Description:**

3000-30 Webster Street is a two story assisted living center with a flat roof, full length second story porch, and brick exterior walls.

**Evaluation:**

**2009 ESA Reconnaissance Survey Finding:** appearance unchanged - retain F3 rating

In ESA's professional opinion 3000-30 Webster Street is not considered an historical resource for CEQA purposes.

(F): Factual; (E): Estimated

City of Oakland (OCHS) ratings: Individual property: A, highest importance; B, major importance; C, secondary importance; D, minor importance; E, of no particular interest; \* or F, too recent to rate. District status: 1, in an Area of Primary Importance; 2, in an Area of Secondary Importance; 3, not in a district; + contributor to district's significance, - noncontributory, \* potential contributor e.g. if restored.





**Address:** 3120 Webster Street

**APN:** 009 070500107

**Construction Date:** 1930 (E)

**Historic Name:**

**OCHS Rating:** C3

**2009 ESA Reconnaissance Survey Finding:** same

**Existing surveys:** OCHS, 1986 Field Survey

**Description:**

3120 Webster Street is a tall single story Tudor Revival medical office building with a cross gable roof, and brick and stucco exterior walls.

**Evaluation:**

**2009 ESA Reconnaissance Survey Finding:** appearance unchanged - retain C3 rating

In ESA's professional opinion 3120 Webster Street is not considered an historical resource for CEQA purposes.

(F): Factual; (E): Estimated

City of Oakland (OCHS) ratings: Individual property: A, highest importance; B, major importance; C, secondary importance; D, minor importance; E, of no particular interest; \* or F, too recent to rate. District status: 1, in an Area of Primary Importance; 2, in an Area of Secondary Importance; 3, not in a district; + contributor to district's significance, - noncontributory, \* potential contributor e.g. if restored.



**Address:** 3324 Webster Street

**APN:** 009 073000805

**Construction Date:** 1900s (E)

**Historic Name:**

**OCHS Rating:** F3

**2009 ESA Reconnaissance Survey Finding:** same

**Existing surveys:** OCHS, 1986 Field Survey

**Description:**

3324 Webster Street is a two story office building with a hipped roof, and stucco exterior walls.

**Evaluation:**

**2009 ESA Reconnaissance Survey Finding:** appearance unchanged - retain F3 rating

In ESA's professional opinion 3324 Webster Street is not considered an historical resource for CEQA purposes.

(F): Factual; (E): Estimated

City of Oakland (OCHS) ratings: Individual property: A, highest importance; B, major importance; C, secondary importance; D, minor importance; E, of no particular interest; \* or F, too recent to rate. District status: 1, in an Area of Primary Importance; 2, in an Area of Secondary Importance; 3, not in a district; + contributor to district's significance, - noncontributory, \* potential contributor e.g. if restored.



**Address:** 3334 Webster Street

**APN:** 009 073000904

**Construction Date:** 1900 (E)

**Historic Name:**

**OCHS Rating:** F3

**2009 ESA Reconnaissance Survey Finding:** same

**Existing surveys:** OCHS, 1986 Field Survey

**Description:**

3334 Webster Street is a two story office building with a hipped roof, and stucco and brick exterior walls.

**Evaluation:**

**2009 ESA Reconnaissance Survey Finding:** appearance unchanged - retain F3 rating

In ESA's professional opinion 3334 Webster Street is not considered an historical resource for CEQA purposes.

(F): Factual; (E): Estimated

City of Oakland (OCHS) ratings: Individual property: A, highest importance; B, major importance; C, secondary importance; D, minor importance; E, of no particular interest; \* or F, too recent to rate. District status: 1, in an Area of Primary Importance; 2, in an Area of Secondary Importance; 3, not in a district; + contributor to district's significance, - noncontributory, \* potential contributor e.g. if restored.





**Address:** 200-06 23<sup>rd</sup> Street

**APN:** 008 067000900

**Construction Date:** 1915 (F)

**Historic Name:** Sunnyside Apartments

**OCHS Rating:** C3, of secondary importance, PDHP

**2009 ESA Reconnaissance Survey Finding:** same

**Existing surveys:** OCHS, 1985 North Central Survey (intensive)

**Description:**

200-06 23<sup>rd</sup> Street is a two story Mission Revival apartment building with angled bays, jagged parapets, and an arched entryway.

**Evaluation:**

**2009 ESA Reconnaissance Survey Finding:** appearance unchanged - retain C3 rating

In ESA's professional opinion 200-06 23<sup>rd</sup> Street is not considered an historical resource for CEQA purposes.

(F): Factual; (E): Estimated

City of Oakland (OCHS) ratings: Individual property: A, highest importance; B, major importance; C, secondary importance; D, minor importance; E, of no particular interest; \* or F, too recent to rate. District status: 1, in an Area of Primary Importance; 2, in an Area of Secondary Importance; 3, not in a district; + contributor to district's significance, - noncontributory, \* potential contributor e.g. if restored.



**Address:** 320 23<sup>rd</sup> Street

**APN:** 008 066800500

**Construction Date:** 1923 (F)

**Historic Name:** n/a

**OCHS Rating:** C3, of secondary importance, PDHP

**2009 ESA Reconnaissance Survey Finding:** same

**Existing surveys:** OCHS, 1986 Field Survey

**Description:**

320 23<sup>rd</sup> Street is a single story commercial building with a bell shaped parapet, three vehicle doors with transom windows, concrete exterior walls.

**Evaluation:**

**2009 ESA Reconnaissance Survey Finding:** appearance unchanged - retain C3 rating

In ESA's professional opinion 320 23<sup>rd</sup> Street is not considered an historical resource for CEQA purposes.

(F): Factual; (E): Estimated

City of Oakland (OCHS) ratings: Individual property: A, highest importance; B, major importance; C, secondary importance; D, minor importance; E, of no particular interest; \* or F, too recent to rate. District status: 1, in an Area of Primary Importance; 2, in an Area of Secondary Importance; 3, not in a district; + contributor to district's significance, - noncontributory, \* potential contributor e.g. if restored.



State of California - The Resources Agency  
DEPARTMENT OF PARKS AND RECREATION  
PRIMARY RECORD

Primary # \_\_\_\_\_  
HRI # \_\_\_\_\_  
Trinomial \_\_\_\_\_  
NRHP Status Code: 7

Page P1 of 1

Other Listings OCHS Ed3

Review Code \_\_\_\_\_ Reviewer \_\_\_\_\_ Date \_\_\_\_\_

\*P1. a. Resource Identifier (assign a name or number): Serial No. 140

b. Other Identifier: Chestnut (Mary) store

\*P2. Location:

a. County Alameda

\*b. Address 326-48 23RD ST/2300-08 WEBSTER

City Oakland, CA

Zip 94612

\*c. UTM: USGS 7.5' Quad Oakland West Date 1980; Zone:

mE /

mN

\*d. Other Locational Data (e.g. parcel #, legal description, additional UTM's, etc.)

Parcel no.: 008 0668 006 00

\*P3. a. Description (Describe resource and its major elements. Include design, materials, condition, alterations, size, setting, etc.):

326-48 23RD ST is an early 20th century commercial store building (now remodeled). It is one story, rectangular plan, on a corner lot. It has a straight parapet and multiple storefronts. Exterior walls are stucco (over tile ornament and hollow tile parapet) and plate glass. Roof is composition. Foundation is concrete. Structure is masonry bearing wall. Sanborn maps describe it as hollow terra cotta tile and concrete with wood posts. There are three bays on each side, one with a recessed entry (formerly vehicle doors). The building has concrete columns and tile base. Present use is one-story store. Surroundings are densely built up, commercial.

Visible alterations include stucco, painted brick. The building is in excellent condition; its integrity is poor.

b. Resource attributes: HP06--store building

\*P4. Resources present: /X/Building //Structure //Object //Site //District //Element of District ( )//Other

\*P5. a. Photograph or Drawing



P5. b. Photo number: 677-30

Photo date: 08/30/94

\*P6. Date Constructed/Age, and Source:

//Prehistoric /X/Historic //Both

1922 F

building permit

\*P7. Owner and Address:

FIEBIG BERND & CATHARINE R

236 HILLSIDE AV

PIEDMONT CA 94611

\*P8. Recorded by (name, affiliation, address):

Oakland Cultural Heritage

Survey, 1 City Hall Plaza,

Oakland 94612 (510-238-3941)

\*P9. Date Recorded: 09/30/94

\*P10. Type of Survey: //Intensive

/X/Reconnaissance //Other

P11. Report Citation: OCHS Completion Report, CLG Project #06-93-80101, 9/30/94 (URM Citywide)

OCHS, Project Agmt. #36-14-707, Central District, 1985

\*Attachments: /X/None //Location Map //Sketch Map //Continuation Sheet //Building, Structure, and Object Record //Other



**Address:** 326-48 23<sup>rd</sup> Street

**APN:** 008 066800600

**Construction Date:** 1922 (F)

**Historic Name:** Chestnut (Mary) store

**OCHS Rating:** Ed3, of no particular interest; DPR 523B, 1994, status code 6Z1 (ineligible for listing on the National Register (NR), with no potential for any listing))

**2009 ESA Reconnaissance Survey Finding:** D3

**Existing surveys:** OCHS, 1994 Citywide URM Survey (intensive)

**Description:**

326-48 23<sup>rd</sup> Street is a single story decorative brick commercial building with a straight parapet, multiple storefronts, and plate glass windows.

**Evaluation:**

**2009 ESA Reconnaissance Survey Finding:** visual inspection by ESA in March 2009, and consultation with the City of Oakland, determined that the building possesses a rating of D3.

In ESA's professional opinion 320 23<sup>rd</sup> Street is not considered an historical resource for CEQA purposes.

(F): Factual; (E): Estimated

City of Oakland (OCHS) ratings: Individual property: A, highest importance; B, major importance; C, secondary importance; D, minor importance; E, of no particular interest; \* or F, too recent to rate. District status: 1, in an Area of Primary Importance; 2, in an Area of Secondary Importance; 3, not in a district; + contributor to district's significance, - noncontributory, \* potential contributor e.g. if restored.



**Address:** 444 23<sup>rd</sup> Street

**APN:** 008 066601500

**Construction Date:** 1919 (F)

**Historic Name:** Elliott (C.T.) shop – Valley Auto Garage

**OCHS Rating:** Cb+3, of secondary importance, PDHP; DPR 523B, 1994, status code 4S7 (may become eligible for National Register as a separate property when its integrity is restored)

**2009 ESA Reconnaissance Survey Finding:** same

**Existing surveys:** OCHS, 1994 Citywide URM Survey (intensive)

**Description:**

444 23<sup>rd</sup> Street is a single story decorative brick-Beaux Arts commercial building on a corner lot. The building has a low, stepped parapet, pilaster and bay composition, arched windows with fan lights, and vehicle doors.

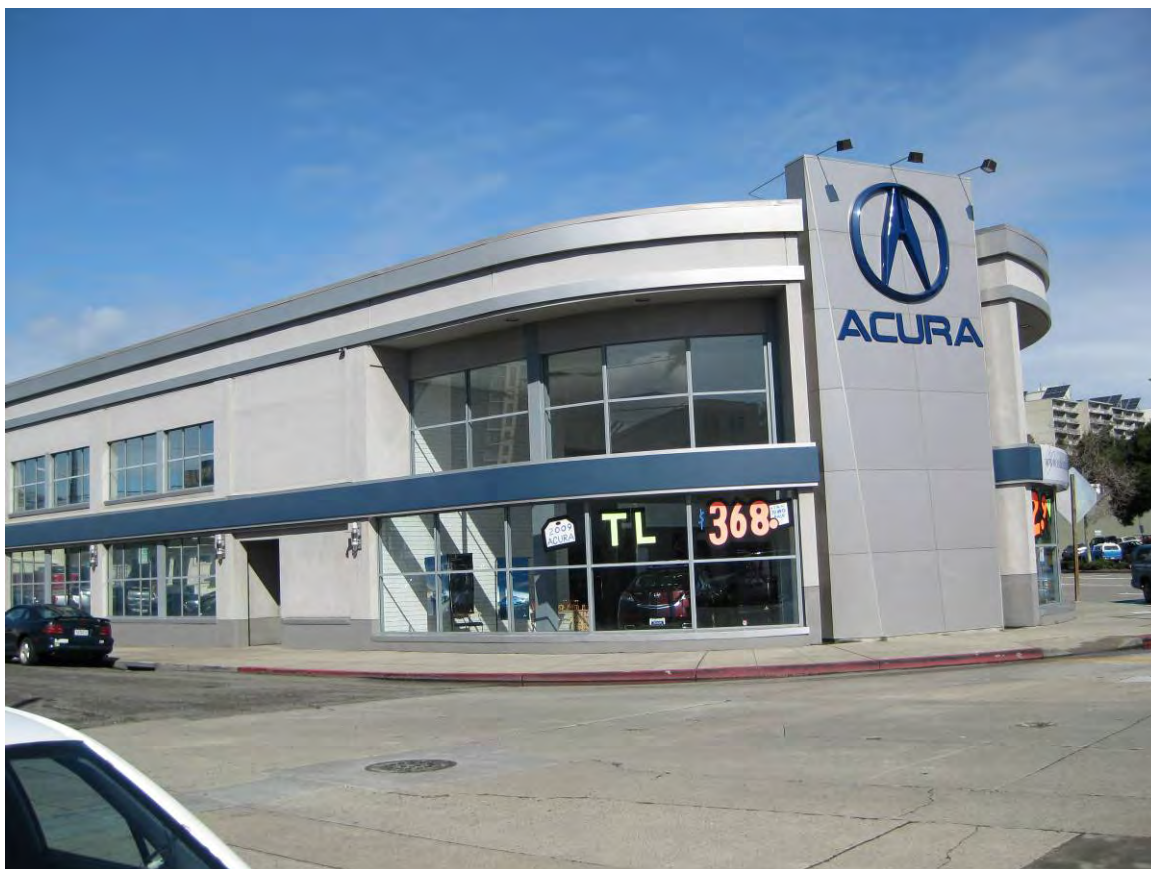
**Evaluation:**

**2009 ESA Reconnaissance Survey Finding:** appearance unchanged - retain Cb+3 rating

In ESA's professional opinion 444 23<sup>rd</sup> Street is not considered an historical resource for CEQA purposes.

(F): Factual; (E): Estimated

City of Oakland (OCHS) ratings: Individual property: A, highest importance; B, major importance; C, secondary importance; D, minor importance; E, of no particular interest; \* or F, too recent to rate. District status: 1, in an Area of Primary Importance; 2, in an Area of Secondary Importance; 3, not in a district; + contributor to district's significance, - noncontributory, \* potential contributor e.g. if restored.



**Address:** 266-72 24<sup>th</sup> Street

**APN:** 008 067102001

**Construction Date:** 1925-41, 1994 remodel (F)

**Historic Name:** United Automotive Service

**OCHS Rating:** C3, of secondary importance

**2009 ESA Reconnaissance Survey Finding:** \*3

**Existing surveys:** OCHS 1985, North Central Survey (intensive)

**Description:**

266-72 24<sup>th</sup> Street is a tall single story commercial building with concrete exterior walls and plate glass windows.

**Evaluation:**

**2009 ESA Reconnaissance Survey Finding:** visual inspection by ESA in March 2009, and consultation with the City of Oakland, determined that the building possesses a rating of \*3, as it has been heavily modified since its original evaluation

In ESA's professional opinion 263-65 24<sup>th</sup> Street is not considered an historical resource for CEQA purposes.

(F): Factual; (E): Estimated

City of Oakland (OCHS) ratings: Individual property: A, highest importance; B, major importance; C, secondary importance; D, minor importance; E, of no particular interest; \* or F, too recent to rate. District status: 1, in an Area of Primary Importance; 2, in an Area of Secondary Importance; 3, not in a district; + contributor to district's significance, - noncontributory, \* potential contributor e.g. if restored.



State of California - The Resources Agency  
DEPARTMENT OF PARKS AND RECREATION  
PRIMARY RECORD

Primary # \_\_\_\_\_  
HRI # \_\_\_\_\_  
Trinomial \_\_\_\_\_  
NRHP Status Code: 7

Page P1 of 1

Other Listings OCHS D3  
Review Code \_\_\_\_\_ Reviewer \_\_\_\_\_ Date \_\_\_\_\_

\*P1. a. Resource Identifier (assign a name or number): Serial No. 97

b. Other Identifier: Wigin (Chas.) garage

\*P2. Location:

a. County Alameda

\*b. Address 300-02 24TH ST

City Oakland, CA

Zip 94612

\*c. UTM: USGS 7.5' Quad Oakland West Date 1980; Zone:

mE /

mN

\*d. Other Locational Data (e.g. parcel #, legal description, additional UTMs, etc.)

Parcel no.: 008 0671 021 01

\*P3. a. Description (Describe resource and its major elements. Include design, materials, condition, alterations, size, setting, etc.):

300-02 24TH ST is an early 20th century utilitarian service garage. It is one story, rectangular plan, on an interior lot. It has a straight parapet, enframed window wall, and vehicle door. Exterior walls are decorative brickwork. Roof is composition. Foundation is concrete. Structure is brick bearing wall and masonry bearing wall. Sanborn maps describe it as brick with other walls (drawn diagonally) of concrete block. The building has plate glass and transom. Present use is commercial repair garage, Bay Cities Glass. Surroundings are densely built up, commercial.

Visible alterations include new doors and windows. The building is in good condition; its integrity is good.

b. Resource attributes: HP06--service garage

\*P4. Resources present: /X/Building //Structure //Object //Site //District //Element of District ( ) //Other

\*P5. a. Photograph or Drawing

P5. b. Photo number: 658-15  
Photo date: 06/14/94



\*P6. Date Constructed/Age, and Source:  
//Prehistoric /X/Historic //Both  
1930 F add 1945  
building permit

\*P7. Owner and Address:  
BONVICIN DAVID G & ROBYN D  
16995 MIRA VISTA PL  
CASTRO VALLEY CA 94546

\*P8. Recorded by (name, affiliation, address):  
Oakland Cultural Heritage  
Survey, 1 City Hall Plaza,  
Oakland 94612 (510-238-3941)

\*P9. Date Recorded: 09/30/94

\*P10. Type of Survey: //Intensive  
/X/Reconnaissance //Other

P11. Report Citation: OCHS Completion Report, CLG Project #06-93-80101, 9/30/94 (URM Citywide)  
OCHS, Project Agmt. #36-14-707, Central District, 1985

\*Attachments: /X/None //Location Map //Sketch Map //Continuation Sheet //Building, Structure, and Object Record //Other



State of California - The Resources Agency  
DEPARTMENT OF PARKS AND RECREATION  
BUILDING, STRUCTURE, AND OBJECT RECORD

Page B1 of 1

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

\*NRHP Status Code: 671  
Local/Other Rating: D3

\*Resource Name or #: Serial No. 97  
300-02 24TH ST Oakland CA 94612

- B1. Historic Name: Wiggin (Charles) garage  
B2. Common Name: Bay Cities Glass  
B3. Original Use: Commerce/auto service  
B4. Present Use: Commerce/auto service  
\*B5. Architectural Style: early 20th century utilitarian  
\*B6. Construction History: built 1930, addition 1945  
new doors and windows  
\*B7. Moved? ☒ No / ☐ Yes / ☐ Unknown Date: \_\_\_\_\_ Original Location: \_\_\_\_\_  
\*B8. Related Features:

- B9a. Architect: Hyde, Lawrence F. (1930) b. Builder: Wiggin, Charles M.  
Replogle, Carl (eng 1945) Thrams, C.H. (1945)  
\*B10. Significance: Theme: masonry buildings (auto related) Area: Oakland  
Period: 1850-1948 Property Type: service garage N.R. Criteria: N/A  
(Discuss importance in terms of context as defined by theme, period, and geographic scope. Also address integrity.)

300-02 24TH ST, the Wiggin (Charles) garage, is a representative example of an early 20th century utilitarian service garage. It was built in 1930, architect Lawrence F. Hyde (1930) and builder Charles M. Wiggin. It is dated by building permit A42539, and was originally valued at \$5,000. An addition to the east was made in 1945 (permit B 7580, valued at \$8,500). Historically the building reflects motor transportation and the auto industry. The original owner and developer, about 1930, was Charles Wiggin, active in real estate development of Grand Avenue. The property is also associated with Armature and Ignition Shop, owner, developer and business c.1945, built the addition. Oakland architect Lawrence Flagg Hyde was an active designer of houses, apartments, and commercial buildings in the 1920s and 30s. Engineer Carl Replogle, who designed the addition, was active as a designer of small industrial buildings in the postwar building boom of the late 1940s.

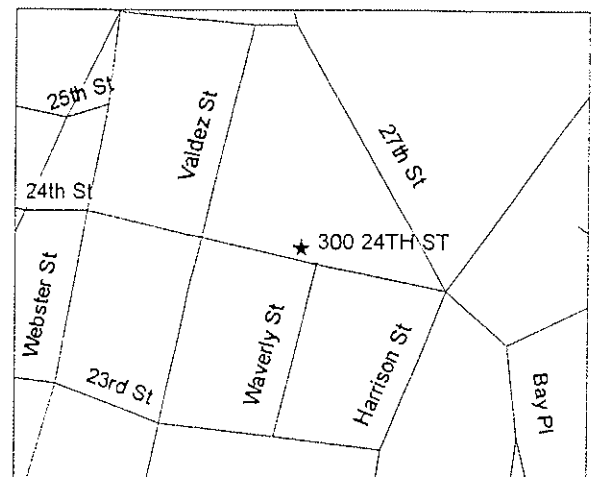
The Oakland Cultural Heritage Survey rates this property D3 (D, minor importance). It is not located in a district (3). It does not appear eligible for the National Register, since there are more significant examples.

- B11. Resource Attributes: HP06--service garage  
\*B12. References:  
Building and alteration permits, Sanborn maps, 1912-1935, 1951, 1970s; directories & phone books; city & county block books; name and subject indexes, Oakland History Room, OPL

- B13. Remarks:  
Primary Record submitted 9/30/94.

- \*B14. Evaluator: Betty Marvin  
\*Date of Evaluation: 06/10/85  
Date Recorded: 09/30/95  
(This space reserved for official comments.)

(Sketch map, <sup>^</sup>N<sup>^</sup> north at top.)





**Address:** 300-02 24<sup>th</sup> Street

**APN:** 008 067102101

**Construction Date:** 1930 (F)

**Historic Name:** Wiggin (Charles) garage

**OCHS Rating:** D3, of minor importance; DPR 523B, 1994, status code 6Z1 (ineligible listing in National Register, or any other listing)

**2009 ESA Reconnaissance Survey Finding:** same

**Existing surveys:** OCHS, 1994, Citywide URM Survey (Intensive)

**Description:**

300-02 24<sup>th</sup> Street is a single story brick commercial building with a straight parapet, window wall, and vehicle door.

**Evaluation:**

**2009 ESA Reconnaissance Survey Finding:** appearance unchanged - retain D3 rating

In ESA's professional opinion 300-02 24<sup>th</sup> Street is not considered an historical resource for CEQA purposes.

(F): Factual; (E): Estimated

City of Oakland (OCHS) ratings: Individual property: A, highest importance; B, major importance; C, secondary importance; D, minor importance; E, of no particular interest; \* or F, too recent to rate. District status: 1, in an Area of Primary Importance; 2, in an Area of Secondary Importance; 3, not in a district; + contributor to district's significance, - noncontributory, \* potential contributor e.g. if restored.



**Address:** 352 24<sup>th</sup> Street

**APN:** 008 067201000

**Construction Date:** 1890-92 (F)

**Historic Name:** Weber (Louise)-Murbach (Simon & Lena) house

**OCHS Rating:** C3, of secondary importance, PDHP

**2009 ESA Reconnaissance Survey Finding:** same

**Existing surveys:**

**Description:**

352 24<sup>th</sup> Street is a Queen Anne style two story residence with a cross gable roof, bays, a partially enclosed spindle porch, and wood siding exterior walls.

**Evaluation:**

**2009 ESA Reconnaissance Survey Finding:** appearance mostly unchanged - retain C3 rating

In ESA's professional opinion 352 24<sup>th</sup> Street is not considered an historical resource for CEQA purposes.

(F): Factual; (E): Estimated

City of Oakland (OCHS) ratings: Individual property: A, highest importance; B, major importance; C, secondary importance; D, minor importance; E, of no particular interest; \* or F, too recent to rate. District status: 1, in an Area of Primary Importance; 2, in an Area of Secondary Importance; 3, not in a district; + contributor to district's significance, - noncontributory, \* potential contributor e.g. if restored.





**Address:** 354 24<sup>th</sup> Street

**APN:** 008 067201100

**Construction Date:** 1896-97 (F)

**Historic Name:** Schaefer (C.)-Snow (W.)-Portree (D.) house

**OCHS Rating:** C3, of secondary importance, PDHP

**2009 ESA Reconnaissance Survey Finding:** same

**Existing surveys:** OCHS, 1985 North Central Intensive Survey

**Description:**

354 24<sup>th</sup> Street is a Queen Anne style residential building, one story in height with a raised basement. The building has a cross gable roof, spindle work porch and stairway, diamond pattern shingles, and cutout leaf pattern ornamentation.

**Evaluation:**

**2009 ESA Reconnaissance Survey Finding:** appearance mostly unchanged - retain C3 rating

In ESA's professional opinion 354 24<sup>th</sup> Street is not considered an historical resource for CEQA purposes.

(F): Factual; (E): Estimated

City of Oakland (OCHS) ratings: Individual property: A, highest importance; B, major importance; C, secondary importance; D, minor importance; E, of no particular interest; \* or F, too recent to rate. District status: 1, in an Area of Primary Importance; 2, in an Area of Secondary Importance; 3, not in a district; + contributor to district's significance, - noncontributory, \* potential contributor e.g. if restored.





**Address:** 355-63 24<sup>th</sup> Street

**APN:** 008 066800300

**Construction Date:** 1929-30 (F)

**Historic Name:** Bearing & Equipment Co.- Colyear Motor Sales

**OCHS Rating:** C3, of secondary importance

**2009 ESA Reconnaissance Survey Finding:** same

**Existing surveys:** OCHS, 1985 North Central Intensive Survey

**Description:**

355-63 24<sup>th</sup> Street is a tall single story brick commercial building with a peaked parapet, pilaster and bay composition, tall and transom windows, and brick exterior walls.

**Evaluation:**

**2009 ESA Reconnaissance Survey Finding:** appearance mostly unchanged - retain C3,rating

In ESA's professional opinion 355-63 24<sup>th</sup> Street is not considered an historical resource for CEQA purposes.

(F): Factual; (E): Estimated

City of Oakland (OCHS) ratings: Individual property: A, highest importance; B, major importance; C, secondary importance; D, minor importance; E, of no particular interest; \* or F, too recent to rate. District status: 1, in an Area of Primary Importance; 2, in an Area of Secondary Importance; 3, not in a district; + contributor to district's significance, - noncontributory, \* potential contributor e.g. if restored.



**Address:** 360 24<sup>th</sup> Street

**APN:** 008 067201200

**Construction Date:** 1903, addition and remodel 1925-1950 (F)

**Historic Name:**

**OCHS Rating:** Dc3, of minor importance

**2009 ESA Reconnaissance Survey Finding:** same

**Existing surveys:** OCHS, 1985 North Central Intensive Survey

**Description:**

360 24<sup>th</sup> Street is a two story residential building with a side gable roof, arched partially enclosed porch, and a storefront first floor.

**Evaluation:**

**2009 ESA Reconnaissance Survey Finding:** appearance unchanged - retain Dc3 rating

In ESA's professional opinion 360 24<sup>th</sup> Street is not considered an historical resource for CEQA purposes.

(F): Factual; (E): Estimated

City of Oakland (OCHS) ratings: Individual property: A, highest importance; B, major importance; C, secondary importance; D, minor importance; E, of no particular interest; \* or F, too recent to rate. District status: 1, in an Area of Primary Importance; 2, in an Area of Secondary Importance; 3, not in a district; + contributor to district's significance, - noncontributory, \* potential contributor e.g. if restored.



**Address:** 366 24<sup>th</sup> Street

**APN:** 008 067201303

**Construction Date:** 1938 (E)

**Historic Name:** n/a

**OCHS Rating:** X

**2009 ESA Reconnaissance Survey Finding:** D3

**Existing surveys:** OCHS, 1986 Field Survey

**Description:**

366 24<sup>th</sup> Street is a single story commercial building with a flat roof, vehicle entrance, and reinforced concrete exterior walls.

**Evaluation:**

**2009 ESA Reconnaissance Survey Finding:** visual inspection by ESA in March 2009, and consultation with the City of Oakland, determined that the building possesses a rating of D3.

In ESA's professional opinion 360 24<sup>th</sup> Street is not considered an historical resource for CEQA purposes.

(F): Factual; (E): Estimated

City of Oakland (OCHS) ratings: Individual property: A, highest importance; B, major importance; C, secondary importance; D, minor importance; E, of no particular interest; \* or F, too recent to rate. District status: 1, in an Area of Primary Importance; 2, in an Area of Secondary Importance; 3, not in a district; + contributor to district's significance, - noncontributory, \* potential contributor e.g. if restored.





**Address:** 367 24<sup>th</sup> Street

**APN:** 008 066800203

**Construction Date:** 1902-03 (F)

**Historic Name:** Muller (Hugo) flats

**OCHS Rating:** C3, of minor importance

**2009 ESA Reconnaissance Survey Finding:** same

**Existing surveys:** OCHS, 1985 North Central Intensive Survey

**Description:**

367 24<sup>th</sup> Street is a two story Colonial Revival residential building with a hipped roof, dormers, a circular bay, and wood siding exterior walls.

**Evaluation:**

**2009 ESA Reconnaissance Survey Finding:** appearance unchanged - retain C3 rating

In ESA's professional opinion 367 24<sup>th</sup> Street is not considered an historical resource for CEQA purposes.

(F): Factual; (E): Estimated

City of Oakland (OCHS) ratings: Individual property: A, highest importance; B, major importance; C, secondary importance; D, minor importance; E, of no particular interest; \* or F, too recent to rate. District status: 1, in an Area of Primary Importance; 2, in an Area of Secondary Importance; 3, not in a district; + contributor to district's significance, - noncontributory, \* potential contributor e.g. if restored.





**Address:** 372-94 24<sup>th</sup> Street

**APN:** 008 067201500

**Construction Date:** 1913-31 (F)

**Historic Name:** Patterson Parts Inc.

**OCHS Rating:** C3, of secondary importance, PDHP

**2009 ESA Reconnaissance Survey Finding:** same

**Existing surveys:** OCHS, 1985 North Central Intensive Survey

**Description:**

372-94 24<sup>th</sup> Street is a single story Mission Revival Style commercial building. The building has a peaked parapet with red tile, vehicle doors, and stucco covered exterior walls.

**Evaluation:**

**2009 ESA Reconnaissance Survey Finding:** appearance mostly unchanged - retain C3 rating

In ESA's professional opinion 372-94 24<sup>th</sup> Street is not considered an historical resource for CEQA purposes.

(F): Factual; (E): Estimated

City of Oakland (OCHS) ratings: Individual property: A, highest importance; B, major importance; C, secondary importance; D, minor importance; E, of no particular interest; \* or F, too recent to rate. District status: 1, in an Area of Primary Importance; 2, in an Area of Secondary Importance; 3, not in a district; + contributor to district's significance, - noncontributory, \* potential contributor e.g. if restored.



**Address:** 421 24<sup>th</sup> Street

**APN:** 008 066600500

**Construction Date:** 1929 (F)

**Historic Name:** Weaver-Wells Co. auto salesroom & garage

**OCHS Rating:** D3, of minor importance; DPR 523B, 1994, status code 6Z1 (not eligible for listing in the National Register or any other listing)

**2009 ESA Reconnaissance Survey Finding:** same

**Existing surveys:**

**Description:** OCHS, 1994 Citywide URM Survey (Intensive)

421 24<sup>th</sup> Street is a single story brick commercial building with a straight parapet, monitor roof, industrial sash windows, and brick exterior walls.

**Evaluation:**

**2009 ESA Reconnaissance Survey Finding:** appearance unchanged - retain D3 rating

In ESA's professional opinion 421 24<sup>th</sup> Street is not considered an historical resource for CEQA purposes.

(F): Factual; (E): Estimated

City of Oakland (OCHS) ratings: Individual property: A, highest importance; B, major importance; C, secondary importance; D, minor importance; E, of no particular interest; \* or F, too recent to rate. District status: 1, in an Area of Primary Importance; 2, in an Area of Secondary Importance; 3, not in a district; + contributor to district's significance, - noncontributory, \* potential contributor e.g. if restored.

State of California - The Resources Agency  
DEPARTMENT OF PARKS AND RECREATION  
PRIMARY RECORD

Primary # \_\_\_\_\_  
HRI # \_\_\_\_\_  
Trinomial \_\_\_\_\_  
NRHP Status Code: 7

Page P1 of 1

Other Listings OCHS Dc3  
Review Code \_\_\_\_\_ Reviewer \_\_\_\_\_ Date \_\_\_\_\_

\*P1. a. Resource Identifier (assign a name or number): Serial No. 143

b. Other Identifier: Leach (F.A.) building

\*P2. Location:

a. County Alameda

\*b. Address 329-33 26TH ST/2499-69 VALDEZ

City Oakland, CA

Zip 94612

\*c. UTM: USGS 7.5' Quad Oakland West Date 1980;

Zone:

mE /

mN

\*d. Other Locational Data (e.g. parcel #, legal description, additional UTM's, etc.)

Parcel no.: 008 0672 002 00

\*P3. a. Description (Describe resource and its major elements. Include design, materials, condition, alterations, size, setting, etc.):

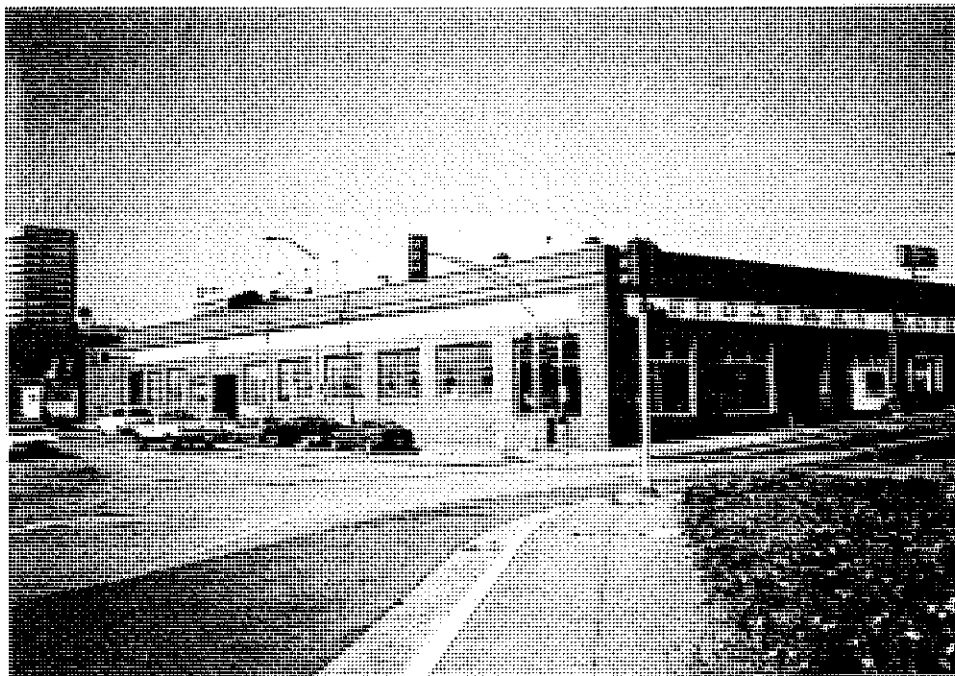
329-33 26TH ST is an early 20th century utilitarian service garage. It is one story, rectangular plan, on a corner lot. It has a straight parapet, truss roof, and pilaster and bay composition. Exterior walls are brick. Roof is composition. Structure is brick bearing wall. Sanborn maps describe it as brick with wood trusses and wood posts along walls. The building has metal sash industrial windows and plate glass. Present use is commercial repair garage, Broadway Motors. Surroundings are densely built up, commercial.

Visible alterations include new doors and windows. The building is in excellent condition; its integrity is good.

b. Resource attributes: HP06--service garage

\*P4. Resources present: /X/Building //Structure //Object //Site //District //Element of District ( ) //Other

\*P5. a. Photograph or Drawing



P5. b. Photo number: 658-6  
Photo date: 06/14/94

\*P6. Date Constructed/Age, and Source:  
//Prehistoric /X/Historic //Both  
1917 F  
building permit

\*P7. Owner and Address:  
BOREL BANK & TRUST COMPANY TR  
c/o EUGENE R LEROY TR  
160 BOVET RD  
SAN MATEO CA 94402

\*P8. Recorded by (name, affiliation, address):  
Oakland Cultural Heritage  
Survey, 1 City Hall Plaza,  
Oakland 94612 (510-238-3941)

\*P9. Date Recorded: 09/30/94

\*P10. Type of Survey: //Intensive  
/X/Reconnaissance //Other

\*P11. Report Citation: OCHS Completion Report, CLG Project #06-93-80101, 9/30/94 (URM Citywide)  
OCHS, Project Agmt. #36-14-707, Central District, 1985

\*Attachments: /X/None //Location Map //Sketch Map //Continuation Sheet //Building, Structure, and Object Record //Other

State of California - The Resources Agency  
DEPARTMENT OF PARKS AND RECREATION  
BUILDING, STRUCTURE, AND OBJECT RECORD

Page B1 of 1

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

\*NRHP Status Code: 5S  
Local/Other Rating: Dc3

\*Resource Name or #: Serial No. 143  
329-33 26TH ST/2469-99 VALDEZ Oakland CA 94612

- B1. Historic Name: Leach (F.A.) building  
B2. Common Name: Broadway Motors  
B3. Original Use: Commerce/auto service  
B4. Present Use: Commerce/auto service  
\*B5. Architectural Style: early 20th century utilitarian  
\*B6. Construction History: built 1917  
new doors and windows  
\*B7. Moved? ☒ No / ☐ Yes / ☐ Unknown Date: \_\_\_\_\_ Original Location: \_\_\_\_\_  
\*B8. Related Features:

B9a. Architect: Thomas & Olver

b. Builder: Sommarstrom Brothers

- \*B10. Significance: Theme: masonry buildings (auto related) Area: Oakland  
Period: 1850-1948 Property Type: service garage N.R. Criteria: N/A  
(Discuss importance in terms of context as defined by theme, period, and geographic scope. Also address integrity.)

329-33 26TH ST, the Leach (F.A.) building, is a representative example of an early 20th century utilitarian service garage. It was built in 1917, architect Thomas & Olver and builder Sommarstrom Brothers. It is dated by building permit 45170, and was originally valued at \$15,500. Plans are on file with the City of Oakland. Historically the building reflects motor transportation and the auto industry. The original owner and developer, about 1917, was F.A. Leach, unidentified. The Sommarstrom Brothers, M. Felix and Edward, were Oakland contractors active from about 1905 through the 1930s, sometimes listed as designers. Architects John Watson Olver and Leonard Thomas practiced together in the 1910s, and are best known for the Oakland Free Market (Swan's) building of 1917. Thomas was a member of the Thomas Bros. map family; Olver was a Fruitvale neighborhood resident and designed many buildings there.

The Oakland Cultural Heritage Survey rates this property Dc3 (D, minor importance; potentially C, secondary importance or superior example, if restored). It is not located in a district (3). Its Survey rating makes it a historic property under Oakland's Historic Preservation Element. It does not appear eligible for the National Register, however, since there are more significant examples.

B11. Resource Attributes: HP06--service garage

\*B12. References:

Building and alteration permits, Sanborn maps, 1912-1935, 1951, 1970s; directories & phone books; city & county block books; name and subject indexes, Oakland History Room, OPL

B13. Remarks:

Primary Record submitted 9/30/94. Address revised since Primary Record.

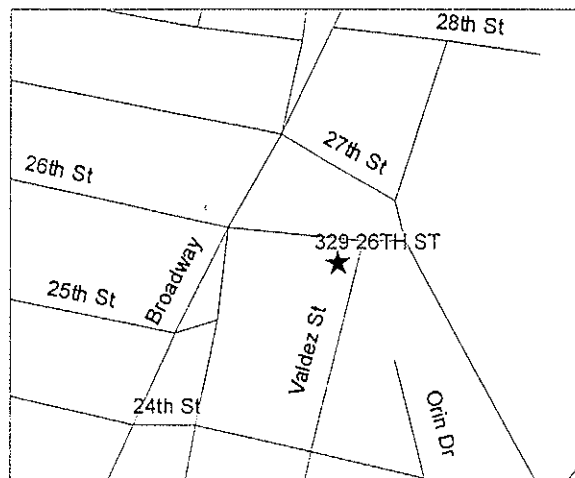
\*B14. Evaluator: Betty Marvin

\*Date of Evaluation: 06/10/85

Date Recorded: 09/30/95

(This space reserved for official comments.)

(Sketch map, <sup>^</sup>N<sup>^</sup> north at top.)







**Address:** 290-92 27<sup>th</sup> Street

**APN:** 010 079800308

**Construction Date:** 1945-46 (F)

**Historic Name:** Schwarz (H.)- Chanslor & Lyon Co. building

**OCHS Rating:** D3, of minor importance

**2009 ESA Reconnaissance Survey Finding:** C3

**Existing surveys:** OCHS, 1986 Field Survey

**Description:**

290 27th Street is a two story commercial building with hollow clay tile and reinforced concrete exterior walls.

**Evaluation:**

**2009 ESA Reconnaissance Survey Finding:** visual inspection by ESA in March 2009, and consultation with the City of Oakland, determined that the building possesses a rating of C3.

In ESA's professional opinion 290-92 27<sup>th</sup> Street is not considered an historical resource for CEQA purposes.

(F): Factual; (E): Estimated

City of Oakland (OCHS) ratings: Individual property: A, highest importance; B, major importance; C, secondary importance; D, minor importance; E, of no particular interest; \* or F, too recent to rate. District status: 1, in an Area of Primary Importance; 2, in an Area of Secondary Importance; 3, not in a district; + contributor to district's significance, - noncontributory, \* potential contributor e.g. if restored.



**Address:** 293 27<sup>th</sup> Street

**APN:** 008 067100501

**Construction Date:** 1950 (F)

**Historic Name:**

**OCHS Rating:** F3, too recent to rate

**2009 ESA Reconnaissance Survey Finding:** E3

**Existing surveys:** OCHS, 1986 Field Survey

**Description:**

293 27<sup>th</sup> Street is a single story, reinforced concrete commercial building with a flat roof, vehicle door, and stucco exterior walls.

**Evaluation:**

**2009 ESA Reconnaissance Survey Finding:** visual inspection by ESA in March 2009, and consultation with the City of Oakland, determined that the building possesses a rating of E3.

In ESA's professional opinion 293 27<sup>th</sup> Street is not considered an historical resource for CEQA purposes.

(F): Factual; (E): Estimated

City of Oakland (OCHS) ratings: Individual property: A, highest importance; B, major importance; C, secondary importance; D, minor importance; E, of no particular interest; \* or F, too recent to rate. District status: 1, in an Area of Primary Importance; 2, in an Area of Secondary Importance; 3, not in a district; + contributor to district's significance, - noncontributory, \* potential contributor e.g. if restored.



**Address:** 294 27<sup>th</sup> Street

**APN:** 010 079800307

**Construction Date:** 1961 (E)

**Historic Name:**

**OCHS Rating:** F3, too recent to rate

**2009 ESA Reconnaissance Survey Finding:** same

**Existing surveys:** OCHS, 1986 Field Survey

**Description:**

294 27th Street is a tall single story commercial building with a straight parapet, garage door entry, glass block windows, and hollow clay tile and reinforced concrete exterior walls.

**Evaluation:**

**2009 ESA Reconnaissance Survey Finding:** appearance unchanged - retain F3 rating

In ESA's professional opinion 294 27<sup>th</sup> Street is not considered an historical resource for CEQA purposes.

(F): Factual; (E): Estimated

City of Oakland (OCHS) ratings: Individual property: A, highest importance; B, major importance; C, secondary importance; D, minor importance; E, of no particular interest; \* or F, too recent to rate. District status: 1, in an Area of Primary Importance; 2, in an Area of Secondary Importance; 3, not in a district; + contributor to district's significance, - noncontributory, \* potential contributor e.g. if restored.





**Address:** 295 27<sup>th</sup> Street

**APN:** 008 067100402

**Construction Date:** 1963 (F)

**Historic Name:**

**OCHS Rating:** X, too recent to rate

**2009 ESA Reconnaissance Survey Finding:** \*3

**Existing surveys:** OCHS, 1986 Field Survey

**Description:**

295 27<sup>th</sup> Street is a two story commercial building with wood frame and reinforced concrete block exterior walls.

**Evaluation:**

**2009 ESA Reconnaissance Survey Finding:** visual inspection by ESA in March 2009, and consultation with the City of Oakland, determined that the building possesses a rating of \*3.

In ESA's professional opinion 295 27<sup>th</sup> Street is not considered an historical resource for CEQA purposes.

(F): Factual; (E): Estimated

City of Oakland (OCHS) ratings: Individual property: A, highest importance; B, major importance; C, secondary importance; D, minor importance; E, of no particular interest; \* or F, too recent to rate. District status: 1, in an Area of Primary Importance; 2, in an Area of Secondary Importance; 3, not in a district; + contributor to district's significance, - noncontributory, \* potential contributor e.g. if restored.



State of California - The Resources Agency  
DEPARTMENT OF PARKS AND RECREATION  
PRIMARY RECORD

Primary # \_\_\_\_\_  
HRI # \_\_\_\_\_  
Trinomial \_\_\_\_\_  
NRHP Status Code: 7

Page P1 of 6

Other Listings OCHS \*b+3  
Review Code \_\_\_\_\_ Reviewer \_\_\_\_\_ Date \_\_\_\_\_

\*P1. a. Resource Identifier (assign a name or number): 315 27TH ST

b. Other Identifier: Biff's II Coffee Shop

\*P2. Location:

a. County Alameda

\*b. Address 315 27TH ST/GORE 26TH/BDWAY

City Oakland, CA

Zip \_\_\_\_\_

\*c. UTM: USGS 7.5' Quad

Date \_\_\_\_\_

Zone: \_\_\_\_\_

mE /

mN

\*d. Other Locational Data (e.g. parcel #, legal description, additional UTMs, etc.)

Parcel no.: 009 0685 018 06 E

\*P3. a. Description (Describe resource and its major elements. Include design, materials, condition, alterations, size, setting, etc.):

315 27TH ST is a Moderne restaurant building. It is high one story, circular plan (38'6" radius, according to original permit) with entry and utility projections, on a gore lot, on the east part of the parcel whose west Broadway frontage is occupied by a 1970s Chevron station. It has a mansard-like roof now clad in brown shingles, a conical "roof fence" of wood slats surrounding the mechanical penthouse at the center, an outward-sloping scored stucco base, and large plate glass windows around slightly more than half the exterior. Exterior walls are concrete block and stucco. Roof is composition. Foundation is concrete. Sanborn maps describe the structure as reinforced concrete block. The entry is below a metal mansard canopy, alongside a battered buttress of split-face concrete block. Interiors are also notable, with zig-zag ceilings, naugahyde booths, terrazzo floors, geometric wood paneling, and a central "exhibition cooking" area. Present use is restaurant, JJ's Diner. Supportive elements include a palm tree and signs (internally illuminated neo-'60s on original crossed pole supports, replacing animated neon bullseye "Biff's" sign).  
(see continuation page)

b. Resource attributes: HP06--restaurant building

\*P4. Resources present: ☒ Building ☐ Structure ☐ Object ☐ Site ☐ District ☐ Element of District ( ) ☐ Other

\*P5. a. Photograph or Drawing

P5. b. Photo number: -

Photo date: 7/5/96

\*P6. Date Constructed/Age, and Source:

☐ Prehistoric ☒ Historic ☐ Both

1962-64 F rem 1975

building permit

\*P7. Owner and Address:

CHEVRON U S A INC c/o CHEVRON

SVCS COMPANY

PO BOX 285

HOUSTON TX 77001

\*P8. Recorded by (name, affiliation, address):

Oakland Cultural Heritage

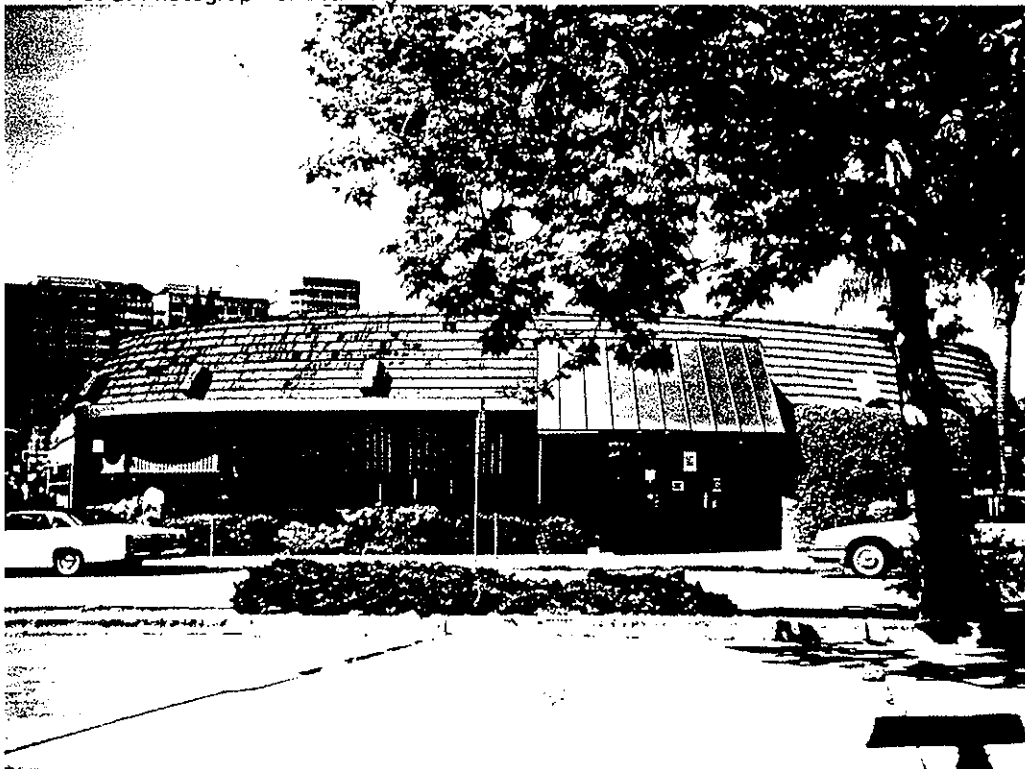
Survey, 1 City Hall Plaza,

Oakland 94612 (510-238-3941)

\*P9. Date Recorded: 07/19/96

\*P10. Type of Survey: ☐ Intensive

☒ Reconnaissance ☐ Other



\*Attachments: ☐ None ☐ Location Map ☐ Sketch Map ☒ Continuation Sheet ☒ Building, Structure, and Object Record ☐ Other

Page P2 of 6

\*Resource Name or #: B1143 - JJ's Diner  
315 27TH ST/GORE 26TH/BOWAY Oakland CA

\*Recorded by Oakland Cultural Heritage Survey \*Date 09/30/96 /X/ Continuation / / Update

P3a. Description:

Surroundings are densely built up, commercial near Broadway, residential to the east.

Visible alterations include roof shingled, concrete utility enclosure around the back, and some interior alterations. The building is in excellent condition; its integrity is good.

1968 visual survey, photo #15-1  
original roof, light fixtures, and rear enclosure



\*Resource Name or #:  
315 27TH ST/GORE 26TH/BDWAY Oakland CA

B1. Historic Name: Biff's II Coffee Shop  
B2. Common Name: JJ's Diner  
B3. Original Use: Commerce/restaurant  
B4. Present Use: Commerce/restaurant  
\*B5. Architectural Style: Moderne  
\*B6. Construction History: built 1962-64, remodeled 1975  
roof remodeled, interior alterations  
\*B7. Moved? ☒ No ☐ Yes ☐ Unknown Date: \_\_\_\_\_ Original Location: \_\_\_\_\_  
\*B8. Related Features: signs

B9a. Architect: Armet & Davis

b. Builder: unknown

\*B10. Significance: Theme: architecture Area: Oakland  
Period: 1850-1948 Property Type: restaurant building N.R. Criteria: N/A  
(Discuss importance in terms of context as defined by theme, period, and geographic scope. Also address integrity.)

315 27TH ST, the Biff's II Coffee Shop, is a very good example of a Moderne restaurant building. It was built in 1962-64, architects Armet & Davis of Los Angeles, the leading practitioners of 1950s-60s coffee shop modern architecture (Alan Hess, Googie, 1985). It is dated by building permit C 5123, and was originally valued at \$100,000. Plans are on file with the City of Oakland, showing the original roof design: stucco surface with metal and plexiglass light fixtures. It was remodeled in 1975 with roof shingles in the fashion of the day ("the browning of America," in the words of Philip Langdon, Orange Roofs and Golden Arches, 1986). Historically the building reflects architecture, social history, and motor transportation and the auto. The original commercial occupant, about 1964-90s, was Biff's II Coffee Shop, original operators identified on the plans as Joseph Drown and Robert Cox. Plans also indicate that the original owner of the building was Standard Oil of California, which was building a service station on the block at the same time. The small gore block was created by realignment of 27th Street in the 1950s. The Broadway frontage was previously occupied by Sisters of Providence Hospital.

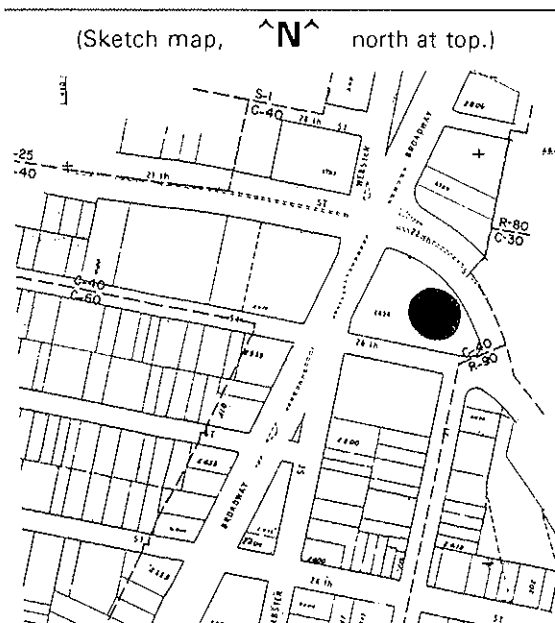
According to Hess (Googie, pp.67-68), the Biff's restaurants began in 1950 as an offshoot of the Southern California Tiny Naylor's drive-ins. "W.W. 'Tiny' Naylor began with a chain of Tiny's Waffle Shops in Northern California [including one in (see continuation pages)]

B11. Resource Attributes: HP06--restaurant building

\*B12. References:  
Building and alteration permits, Sanborn maps, 1912-1935, 1951, 1970s; directories & phone books; city & county block books; name and subject indexes, Oakland History Room, OPL

B13. Remarks:

\*B14. Evaluator: Betty Marvin  
\*Date of Evaluation: 07/15/96(unreviewed)  
Date Recorded: 07/23/96  
(This space reserved for official comments.)



\*Recorded by Oakland Cultural Heritage Survey \*Date 07/23/96 /X/ Continuation / / Update

B10. Significance:

downtown Oakland]... Biff was Tiny's son... The Biff's sites took advantage of leftover corners of Union Oil gas stations... Cars parked immediately outside the glass walls... The parked cars seemed as much a part of the decor as the exhibition cooking behind the counter." The original Biff's in LA was designed by architect and set designer Douglas Honnold in 1950, but Oakland's is by Armet & Davis, of whom Hess writes: "it was the prolific firm of Louis Armet and Eldon Davis that established the Coffee Shop Modern as a major popular modern style.... Enough remains, even altered, so that it is the work of Armet and Davis that creates the major physical memory of the style.... Armet and Davis selected materials that flaunted new shapes and textures.... The coffee shop entrepreneur's program required a building that would advertise itself in a hot rod environment.... It often started with the highly visible roof; boldly scaled, it was frequently an expression of a new engineering idea, such as a truss, a folded plate structure, a concrete shell" (Googie, pp. 71-79).

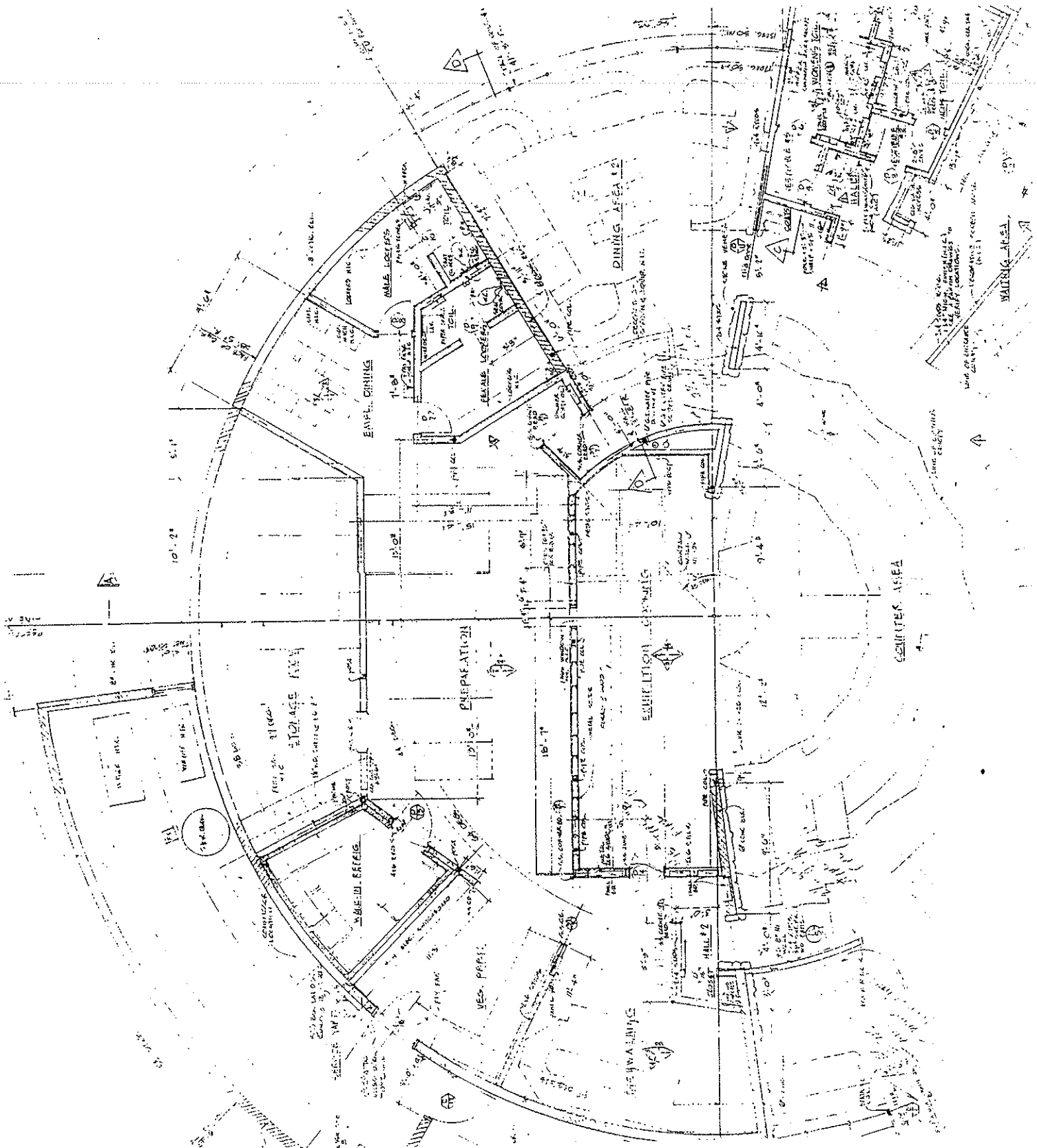
Oakland's 1962-64 Biff's II is a late example of the genre, rather restrained compared to the LA examples of the 1950s, akin in its circular shape to such other '60s monuments as the Space Needle and the Oakland Coliseum. Oakland has perhaps a dozen somewhat comparable coffee shops or diners, all older, smaller, and less ambitious than Biff's II. Its closest counterpart is probably the two-story fan-shaped former Mel's at 17th Street and San Pablo Avenue, which has not functioned as a restaurant for many years and has lost its original interior fittings.

The Oakland Cultural Heritage Survey rates this property \*b+3 (\*, post-1945, not rated; potentially B+, National Register), particularly for its design quality and materials and type/style and designer. It is not located in a district (3). Its Survey rating makes it a historic property under Oakland's Historic Preservation Element. At present it does not appear eligible for individual listing on the National Register. However when the building or its significance reaches 50 years of age, or if its original integrity is restored, its eligibility should be reevaluated.





Permit #C 5123, 10/24/62 Plans and specs on file with City of Oakland (excerpt)  
restaurant, 38.5' radius for Standard Oil Co. of Calif., 26th 27th & Broadway, Armet & Davi



Address: 290-92 27TH ST

A.P. no: 10- 798- 3- 8

Common name: None

UTM: 10/ /

Historic name: Schwarz(H.)-Chanslor &amp; Lyon Co. building

Sanborn 61A Prelim. Fe3

Serial No. 92

A. 1. Exterior:		3. Construction:	A. VISUAL QUALITY/DESIGN	Rating Score
Story: 1&-one and two stories		Wall1: ST-stucco	(Photo #: 602-5)	
Plan: RF-rectangular plan		Wall2: BL-concrete block		
Lot: IL-on an interior lot		Found: CO-concrete	1. Exterior	G 4.0
Roof: PG-straight parapet		Roof: AR-composition		
Ex5: BW-bands of windows		Other: PG-plate glass	2. Interior	- 0.0
Ex6: SE-storefront		Other: MS-metal sash		
Sanborn: concrete with rear of concrete block				
BrL		Stru1: 3F-steel frame	3. Construction	G 3.0
		Stru2: 5W-masonry bearing wall		
4. Architect: Anthony, John B.			4. Designer/Builder	G 2.0
Builder: Maurer, George J.				
5. Arch style: MO Moderne			5. Type/Style	G 3.0
Bldg type: CO commercial building				
Present use: 33-miscellaneous commercial			6. Supportive Elements	F 0.0
6. Supportive: -				
B. 7. Name1:			B. HISTORY/ASSOCIATION	
Name2, 3, etc: (see Signif. text or ES sheet))			7. Person/Organization	F 0.0
8. Events? (see ES sheet)			8. Event	F 0.0
9. Patterns (historic contexts):				
Eval.Ctx. CO commercial activity and development in Oakland 1850-1948			9. Patterns	G 3.0
AU-automobile/truck transport N.R.contingency:				
W2-World War II era				
-				
10. Constr. date: 1945-46			10. Age	G 2.0
Source: BP building permit Value: \$53,000 Permit #: B 8723				
Plans: L			C. CONTEXT	
C. 11. District Role: None -:			11. Continuity	F 0.0
District Name:			12. Familiarity	F 0.0
Surroundings: D		Threat: N none known	D. INTEGRITY DEDUCTIONS	minus:
densely built up			13. Condition	G -3% A,B,C
12. Familiarity (see ES form)			(field: )	
D. 13. Condition: (field)			14. Exterior Alterations	G -20% A&C
14-16. Alterations:			(field: )	-10% B
AN-awnings -			15. Interior Alterations	- 0% 2
UN-unknown -			16. Structural Removals	E 0% A&C
- -				0% B
17. Site: on original site			17. Site	E 0% B
E. 18. feasibility of reversing alterations appears good			E. REVERSIBILITY	
19. n/a			18. Exterior Alterations	G 3
			19. Interior Alterations	-

Evaluated by Betty Marvin on 03/06/94

Tallied (or re-tallied) by computer; printed on 03/10/94

OCHSET3.FRM rev.2/8/94 Adapted from the San Francisco Downtown Inventory &amp; Harold Kalman's 'The Evaluation of Historic Buildings'

Address: 290-92 27TH ST

A.P. no: 10- 798- 3- 8

Common name: None

UTM: 10/ /

Historic name: Schwarz(H.)-Chanslor &amp; Lyon Co. building

Sanborn 61A Prelim. Fe3

Serial No. 92

Evaluated by Betty Marvin on 03/06/94

Tallied (or re-tallied) by computer; printed on 03/10/94

## Description

290-92 27TH ST is a Moderne commercial building. It is one and two stories, rectangular plan, on an interior lot. It has a straight parapet, bands of windows, and storefront. Exterior walls are stucco and concrete block. Roof is composition. Foundation is concrete. Structure is steel frame and masonry bearing wall. Sanborn maps describe it as concrete with rear of concrete block. The building has plate glass and metal sash. Present use is miscellaneous commercial. Surroundings are densely built up.

Visible alterations include awnings, unknown. The building is in good condition; its integrity is good.

## Significance

290-92 27TH ST, the Schwarz(H.)-Chanslor & Lyon Co. building, is a representative example of a Moderne commercial building. This building does not meet the criteria for individual listing on the National Register of Historic Places since it is less than 50 years old and does not appear to be of exceptional importance. It is unlikely to meet the criteria when it does reach 50 years because it appears to lack significant historical associations and architectural interest. It is not located within a district.

It was built in 1945-46, architect John B. Anthony and builder George J. Maurer. It is dated by building permit B 8723; it was originally valued at \$53,000. Plans are on file with the City of Oakland. Historically the building reflects motor transportation and the auto industry, and World War II (wartime housing, industries, migrations, postwar building boom).

## Notes:

--SSinfo: 2.0 stories; 36080 sf; RED/STEEL FRAME; LABEL ART////--SSaddr: 290-92 27TH ST./ /290 27TH ST [ Called 26th Street on San51.BLUE+YELLOW on 51; "br. faced frnt;rear part C.B.,steel fr. conc fl.,steel trss rf"].

Address: 290-92 27TH ST

A.P. no: 10- 798- 3- 8

Common name: None

UTM: 10/ /

Historic name: Schwarz(H.)-Chanslor &amp; Lyon Co. building

Sanborn 61A Prelim. Fe3

Serial No. 92

TOTAL POINTS	Survey	NatReg
A. Visual (40 maximum)	12.0	12.0
B. History (40 maximum)	5.0	5.0
C. Context (20 maximum)	0.0	0.0
PRELIMINARY TOTAL	17.0	17.0
D. Integrity Deductions	-3.4	-3.4
ADJUSTED TOTAL	13.6	13.6

## EVALUATION: SURVEY RATING &amp; NATIONAL REGISTER STATUS

## SURVEY RATING

Present Status D Minor Importance

Contingency Status d

District Type &amp; Role None

District Name

## Listings

National Register Not listed

City of Oakland Not listed

other designation Not listed

## NATIONAL REGISTER STATUS

O.H.P. Code

~ eligible for  
onal Register*no longer  
URM*

Evaluated by Betty Marvin on 03/06/94

Tallied (or re-tallied) by computer; printed on 03/10/94

Evaluation Reviewed by:

Wem Date: 3.11.94 ☒ Approved ☐ See Comments

MRC Date: 3/18/94 ☒ Approved ☐ See Comments

CRB Date: 4/5/94 ☐ Approved ☒ See Comments

Pest 1945 = F/n\* Program Issue

Date: \_\_\_\_\_ ☐ Approved ☐ See Comments

Date: \_\_\_\_\_ ☐ Approved ☐ See Comments

Date: \_\_\_\_\_ ☐ Approved ☐ See Comments



Address: 290-92 27TH ST

old address:

Common name: None

Historic name: Schwarz(H.)-Chanslor&amp;Lyon Co. building

UTM: 10/ /

Photo: 602-5 10/18/91

A.P. no: 10- 798- 3- 8

Sanborn 61A Prelim. Fe3

Serial No. 92

A.

A. VISUAL QUALITY/DESIGN Rating

1. Exterior: Story: 1& one and two stories  
Plan: RF rectangular plan  
Lot: IL on an interior lot  
Roof: PG  
Ex5: BW  
Ex6: SE
3. Construction: Wall1: ST  
Wall2: BL  
Found: CO  
Roof: AR  
Other: PG  
Other: MS  
Stru1: 3F steel frame  
Stru2: 5W masonry bearing wall
2. Interior?
3. Construction: Sancolor: BrL  
concrete with rear of concrete block
4. Architect: Anthony, John B.  
Builder: Maurer, George J. & Co.
5. Arch style: 20 early 20th century MO
- Bldg type: ST-store building CO
- Present use: 33 miscellaneous commercial
6. Supportive:

1. Exterior e v g f  
fine-elab-orig-crftp  
E=NR G="any value"

2. Interior e v g f -  
arrgt- finish- assoc

3. Construction e v g f G  
fine- early- good  
few- many survive  
surf.-struc.-meth.

4. Designer/Builder e v g f

5. Type/Style e v g f G  
fine- early- good  
few- many survive

6. Supportive Elements F  
many- 1/sev e v g f  
fine- rare occ.

- B. 7. Name1: Schwarz(H.) or 1945 unidentified  
Name2, 3: Chanslor & Lyon, whole auto parts, or RSDs-60s
8. Events?

B. HISTORY/ASSOCIATION  
7. Person/Organization F  
P S T O / IC LC BC

9. Patterns (historic contexts): Evalctx: CO commercial activity and developmen  
HC1: CO neighborhood commerce AU  
HC2: WZ  
HC3:
- N.R.contingency:

8. Event e v g f F

9. Patterns e v g f G  
HC1: P S T / IC LC BC  
HC2: P S T / IC LC BC

10. Estimated date: 1940s  
Constr. date: 1945-46 Source: bp Value: 53,000 BP #: B 8723 (plans L)  
Remodel dates: rem add rsd inc fir eq alt

10. Age e v g f G

- C. 11. District Type: None -  
District Name:  
Surroundings: Open Dens Sctr Res Ind Com D
12. Familiarity?

C. CONTEXT  
11. Continuity e v g f F  
12. Familiarity e v g f F

- D. 13. Condition: , per field notes Threats: None Dev Zon Vand PWks Oth N
- 14-16. Alterations: ~~ALT~~  
one/several major/minor char.intact/ok/changed/beyond recog.
- AN  
- UN  
-

D. INTEGRITY DEDUCTIONS  
13. Condition e g f p G  
(field: )  
14. Exterior Alterations ~~F~~  
(field: ) e g f p  
15. Interior Alterations -  
16. Structural Removals E  
e g f p  
17. Site e g f p E

17. Movedate: From:

- E. 18-19. orig.Unkn Twin as model Plans exist  
Some/Much/Most still there Covered, may exist

E. REVERSIBILITY e g f p  
18. Exterior Alterations G  
19. Interior Alterations -

Listings as of 02/28/94: Nat.Reg. Not listed

City Not listed

Other Not listed

Evaluated by BPN 3/6/94

Comments:

OCHSES.FRM rev.2/24/94; printed 02/28/94

/ ^ \  
I | I Oakland Cultural Heritage Survey  
TTTTT Oakland City Planning Department

**IDENTIFICATION SHEET**

I DD  
I D D  
I DD

**PART I IDENTIFICATION**

Serial No. 4623-92

A. OCHS (Sanborn) File Address:

290-92 27TH ST

B. Second Address/location:

C. Assessor's File Address:  
290 27TH ST

D. Assessor's Parcel Number:

Map Book Number 10  
Block Number 798  
Parcel Number 3  
Subparcel No. 8

E. Building:  
(if there's more than 1/parcel)

**PART II PHOTOGRAPHS** Attach below. Identify Roll #, Frame #, & Date



602-5

10/18/91

**PART III PRELIMINARY SURVEY**

Information from Sanborn Map # 61A

A. Preliminary Rank: Fe3

C. District: none noted

B. Est Date(s): const: 1940s  
(permit date 12/04/45)  
alts: ALT  
Date if bldg is mvd:

D. Stories, shape, lot:  
1& one and two stories  
AF accretive plan  
IL on an interior lot

**PART IV ADDITIONAL INFORMATION**

Information from Assessor's records

A. Present Use: 33 miscellaneous commercial

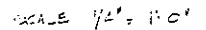
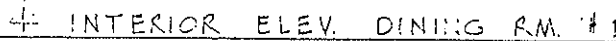
Opstatus: OB

B. Present Owner: MASRI DAVID S & ELIZABETH V

**PART V NOTES AND COMMENTS**

--SSinfo: 2.0 stories; 36080 sf; RED/STEEL FRAME; LABEL ART////--SSaddrs:  
290-92 27TH ST./ /290 27TH ST

Permit #C 5123, 10/24/62 Plans and specs on file with City of Oakland (excerpt)  
restaurant, 38.5' radius for Standard Oil Co. of Calif., 26th 27th & Broadway, Armet & Davi



a.



**Address:** 315 27<sup>th</sup> Street

**APN:** 009 068501806

**Construction Date:** 1962-64, altered 1970s (F)

**Historic Name:** Biff's II Coffee Shop

**OCHS Rating:** \*b+3, too recent to rate; DPR 523B, 1994, status code 4S1 (may become eligible for NR as separate when it becomes old enough)

**2009 ESA Reconnaissance Survey Finding:** same

**Existing surveys:** OCHS, 1986 Field Survey; OCHS 1996 Intensive Survey

**Description:**

315 27<sup>th</sup> Street is a single story Moderne restaurant building with mansard-like roof clad in brown shingles, concrete block and stucco exterior walls, and large plate glass windows.

**Evaluation:**

**2009 ESA Reconnaissance Survey Finding:** appearance unchanged - \*b+3 retain rating

In ESA's professional opinion 315 27<sup>th</sup> Street is not considered an historical resource for CEQA purposes.

(F): Factual; (E): Estimated

City of Oakland (OCHS) ratings: Individual property: A, highest importance; B, major importance; C, secondary importance; D, minor importance; E, of no particular interest; \* or F, too recent to rate. District status: 1, in an Area of Primary Importance; 2, in an Area of Secondary Importance; 3, not in a district; + contributor to district's significance, - noncontributory, \* potential contributor e.g. if restored.





**Address:** 371 28<sup>th</sup> Street

**APN:** 009 068403701

**Construction Date:** 1940s (E)

**Historic Name:** n/a

**OCHS Rating:** D3, of minor importance

**2009 ESA Reconnaissance Survey Finding:** same

**Existing surveys:** OCHS, 1986 Field Survey

**Description:**

371 28<sup>th</sup> Street is a single story garage facility with industrial sash windows, vehicle doors, and reinforced concrete exterior walls.

**Evaluation:**

**2009 ESA Reconnaissance Survey Finding:** appearance unchanged - D3 retain rating

In ESA's professional opinion 371 28<sup>th</sup> Street is not considered an historical resource for CEQA purposes.

(F): Factual; (E): Estimated

City of Oakland (OCHS) ratings: Individual property: A, highest importance; B, major importance; C, secondary importance; D, minor importance; E, of no particular interest; \* or F, too recent to rate. District status: 1, in an Area of Primary Importance; 2, in an Area of Secondary Importance; 3, not in a district; + contributor to district's significance, - noncontributory, \* potential contributor e.g. if restored.