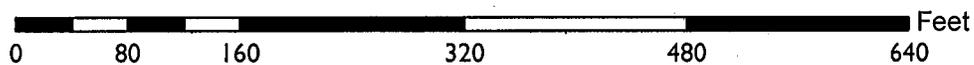


Location:	2100 Telegraph Avenue (APN: 008-0648-001-00; -011-03; -016-03; -017-00; & -018-00) See map on the reverse
Proposal:	Public Hearing to obtain comments on the Cultural Resources section of the Draft Environmental Impact Report (DEIR) for the proposed new "Eastline Project PUD" project, which would demolish all existing buildings on the project site including an existing building identified as a historical resource per the California Environmental Quality Act (CEQA). The DEIR studies the full potential range of development options under the submitted PUD that could include up to 2.8 million square feet of office or 1,556 residential dwelling units or a mix of the two.
Applicant:	W/L Telegraph Holdings JV, LLC
Contact Person:	Andrew Haydel / Lane Partners - (650) 838-0100
Planning Permits Required:	Planned Unit Development (PUD)
General Plan:	Central Business District
Zoning:	CBD-P
Environmental Determination:	Draft Environmental Impact Report was published for a 45-day review period from December 22, 2017 to February 5, 2018.
Historic Property:	The existing building on the project site at 2150 Telegraph Avenue/495 22 nd Street is evaluated as eligible for listing to the California Register of Historical Resources and identified as a CEQA historical resource.
Historic District:	The project site is not located within an identified eligible historic district. The project site is located across 21 st Street from the Uptown Shopping/Entertainment District Area of Primary Importance (API), and across Telegraph Avenue from the Cathedral District API.
City Council District:	3
Action to be Taken:	Receive public and Board comments on the Cultural Resources Chapter of the DEIR.

SUMMARY

The purpose of this report and of the January 10, 2018 public hearing is to provide information and to solicit comments on the adequacy of specific environmentally-related information, issues and analysis contained in the Draft Environmental Impact Report (Draft EIR) for the project, which proposes to demolish all existing buildings on the subject property on the City block bounded by Telegraph Avenue, Broadway and 21st and 22nd Streets. The hearing is not intended for receipt of comments on the merits of the Project and no decisions will be made on the Draft EIR or on the proposed project at the hearing. Specifically, comments on the Draft EIR should focus on the adequacy of the Draft EIR in discussing possible impacts on the physical environment, ways in which potential adverse effects might be minimized, and alternatives to the

CITY OF OAKLAND LANDMARKS PRESERVATION ADVISORY BOARD



Case File: ER16011
Applicant: W/L Telegraph Holdings JV, LLC
Address: 2100 Telegraph Avenue
Zone: CBD-P

project in light of the Draft EIR's purpose to provide useful and accurate information about such factors. With regards to the Cultural Resources staff requests that the Board and the public comment on: a) the identification of eligible historical resources on and in the vicinity of the project site; b) the analysis of impacts to historical resources that would result from the project; and c) the adequacy of mitigation measures recommended to reduce or minimize impacts.

The subject property contains a building located at 2150 Telegraph Avenue/495 22nd Street, which has been evaluated as eligible for the California Register of Historical Resources and is therefore a historical resource for the purposes of review pursuant to the California Environmental Quality Act (CEQA). The Draft EIR concludes that the project would have significant and unavoidable impacts on historical resources due to the proposed demolition of the building in question. The Draft EIR also recommends mitigation measures which may reduce the level of impacts but not to a level of less-than-significant.

BACKGROUND

In June 2016, Lane Partners filed a request for environmental review application to begin review and consideration of a proposal for a Planned Unit Development (PUD).

The City is the Lead Agency pursuant to the California Environmental Quality Act (CEQA) and has the responsibility to prepare the Environmental Impact Report (EIR) for the Project. Staff published a Notice of Preparation (NOP) of an EIR on December 2, 2016. A scoping session was held before the Landmarks Preservation Advisory Board on December 12, 2016, and the Oakland Planning Commission on December 21, 2016.

The Notice of Availability for the Draft EIR was prepared and released on December 22, 2017 beginning a 45-day public comment period. The public comment period ends on February 5, 2018.

Comments on the Draft EIR may be made at the January 8, 2018 hearing or in writing to the Department of Planning & Building, Bureau of Planning, to the attention of Peterson Vollmann. Written comments must be received prior to the comment period deadline (4:00 p.m. on February 5, 2018). After all comments are received, a Final EIR/Response to Comments document will be prepared and the Planning Commission will consider certification of the Final EIR at a later meeting.

SITE DESCRIPTION

The approximately 3.2 acre project site consists of the entire city block bounded by 22nd Street to the north, 21st Street to the south and Broadway and Telegraph Avenue and includes five parcels and a portion of the right of way at the corner of 22nd Street and Telegraph Avenue. The two parcels fronting Telegraph Avenue include a two-level city-owned public parking facility and a vacant restaurant building surrounded by a parking lot, as well as the portion of the 22nd Street right of way. The remaining three parcels, fronting Broadway, contain three 2-story commercial

buildings, including 2101 Broadway and 2127 Broadway which were both branch bank buildings, and 2131-2147 Broadway which contains a mix of retail and other commercial uses.

The project site is located within Downtown Oakland one block north of the 19th Street BART station. Uses in the project vicinity are a mix of commercial and residential mixed use buildings. The project site sits directly above the BART tunnels as they curve off the Broadway spine and construction limitations are imposed on any development that is to take place on the properties.

The project site is adjacent to two historic districts, with the Cathedral District Area of Primary Importance (API) to the west and the Uptown Commercial District API to the south. The site vicinity also contains several historic resources such as the Bruener Building across 22nd Street, the Paramount Theatre across 21st Street and First Baptist Church of Oakland across Telegraph Avenue.

Historical Resource

The subject property includes the property at 2150 Telegraph Avenue/ 495 22nd Street which is a 1950's era drive-in burger stand originally operated by Kwik Way. The property has an OCHS rating of *3, which indicates that the building was constructed after 1945 and was not evaluated at the time of the survey because it was less than 50 years old. The Historic Resource Evaluation prepared as part of the EIR found that the building with its classic Googie drive-in style would be eligible for the California Register of Historical resources, and as such it is considered a Historic Resource per CEQA. The full Historic Resource Analysis is included as Appendix B to the DEIR and is also included separately as Attachment A to this staff report.

PROJECT DESCRIPTION

The project would demolish all the existing buildings and structures to construct the proposed Project. As previously stated the PUD would include a range of development options that could include up to 2.8 million square feet of office and 1,556 residential dwelling units. All development options within the PUD would include the proposed ground floor retail and replacement of the City's public parking. Currently the applicant has filed two separate Final Development Plans that would implement the PUD for the entirety of the site which are as follows:

Scheme A

Scheme A includes a development scenario that includes approximately 85,000 square feet of ground floor retail, approximately 18,000 square feet of community and/or assembly space, approximately 880,000 square feet of office, and 395 dwelling units. The development proposal would include an office building that would occupy the majority of the block with building heights ranging from 12 to 16 stories in three separate building masses that wrap around an internal atrium. At the northeast corner of the site at Broadway and 22nd Street there would be a residential high rise that would be approximately 400 feet in height. The ground floor of the development would include retail including a large anchor tenant space accessed off Telegraph.

A mid-block office lobby will also be provided along Telegraph between the two retail spaces, and a large plaza is proposed that would occupy 180 feet of the street frontage with a depth of approximately 38 feet (not including the 15-foot sidewalk depth). The Broadway frontage will contain retail space at the base of the residential tower and additional retail will be included inside a large indoor atrium space at the corner of Broadway and 21st Street. This atrium space would also provide access to an upper level community space that would be programmed for a community theater or similar type of assembly space as well as a large office lobby on the 5th level.

Parking would be provided on six levels above the retail floor with one level in a basement (on the side of the site clear from the BART tunnels). The upper level parking would be three structural floors with mezzanine levels in between so that they could be removed and repurposed to a different use such as office or retail in the future if the amount of parking is no longer desired. The parking garages would be mainly accessed off 21st Street with a second smaller access point off 22nd Street. The proposal will also include four loading berths with access off 22nd Street adjacent to the garage access point. Other back of house operations such as garbage and a large bike storage room will also be provided for along the 22nd Street frontage.

Scheme B

Scheme B includes a development scenario that includes approximately 72,000 square feet of ground floor retail, approximately 23,000 square feet of community and/or assembly space, and approximately 1,600,000 square feet of office use. Similar to Scheme A, mid-rise office building masses of 12 and 16 stories would occupy the Telegraph Avenue frontage while wrapping around an internal atrium, but in the Scheme B scenario the Broadway frontage would contain a large 28 story office building that would extend up to approximately 400 feet in height. Outside of the tower on Broadway, the other components of Scheme B are very similar to that of Scheme A with the retail frontage along Telegraph Avenue and the large indoor atrium at the corner of Broadway and 21st Street. The parking access and layout is also similar in both schemes.

GENERAL PLAN

The General Plan's Land Use and Transportation Element (LUTE) classifies the project site as being located in the Central Business District (CBD) General Plan area. This land use classification is intended encourage, support, and enhance the downtown area as a high density mixed use urban center of regional importance and a primary hub for business, communications, office, government, high technology, retail, entertainment, community facilities, and visitor uses. The CBD classification includes a mix of large-scale offices, commercial, urban high rise residential, institutional, open-space, cultural, educational, arts, entertainment, service, community facilities, and visitor uses.

ZONING COMPLIANCE

The project site is located within the CBD-P Zone, Central Business District Pedestrian Retail Commercial Zone, which is intended to create, maintain, and enhance areas of the Central Business District for ground-level, pedestrian-oriented, active storefront uses. Upper story spaces are intended to be available for a wide range of office and residential activities.

Planned Unit Development

Pursuant to Planning Code Section 17.142.020 an application for a PUD may be permitted when a tract of land includes more than 60,000 square feet of lot area and is looking to take advantage of a bonus for an integrated development within the PUD regulations. The applicant has filed for the entire 3.2 acre block that will look to take advantage of a bonus to waive dimensional requirements for the tower diagonal limitations as permitted in Section 17.142.100.G. The applicant is looking to waive this requirement due to the difficulty of breaking down the towers into multiple slender towers due to the structural truss system required to span the BART tunnels that run beneath the project site.

ENVIRONMENTAL REVIEW PROCESS

Scope

As stated earlier in this report the City published the NOP December 2, 2016. A scoping session was held before the Landmarks Preservation Advisory Board on December 12, 2016, and the Oakland Planning Commission on December 21, 2016. The scoping comments related to cultural resources that were received were largely focused on providing analysis of the existing buildings on the project site proposed for demolition and the potential impacts of the project on the nearby historic resources and districts.

Potentially Significant Impacts to Cultural Resources Identified in the Draft EIR

All impacts, City Standard Conditions of Approval and Mitigation Measures identified in the Draft EIR are summarized in Table II-3 at the end of Chapter II (Summary) of the Draft EIR and is included as Attachment B to this staff report. Table II-3 also identifies the level of significance of the impact after City Standard Conditions of Approval and recommended Mitigation Measures are implemented.

The Draft EIR identifies the following **Significant and Unavoidable** environmental impacts related to Cultural Resources:

- **Impact HIST-1**: The project proposes demolition of all buildings in the project site, including a building that could be eligible for the California Register of Historical Resources: 2150 Telegraph Avenue/495 22nd Street.

The following is a summary of Mitigations that are proposed to respond to the impacts listed above but do not reduce the impacts to Less than Significant (these Mitigations are provided in more detail in Chapter V-B in the Draft EIR beginning on page 153):

- **HIST-1a:** HABS Documentation. Prior to demolition of the building at 2150 Telegraph Avenue/495 22nd Street, the project applicant shall undertake HABS-Level III documentation of the subject building. The documentation, which shall be reviewed and approved by the Planning bureau and submitted to the Oakland History Room of the Oakland Public Library and OCHS, will include the following:
 - Drawings: Sketch floor plan of the building and a site plan.
 - Photographs: Photographs taken with large-format negatives of exterior and interior views.
 - Written History: A historical report summarizing the history of the building, property description, and historical significance.

A qualified architectural historian meeting the qualifications in the Secretary of the Interior's *Professional Qualifications Standards* for architectural history shall oversee the preparation of drawings, photographs, and written history. The documentation will be printed on archival paper.

- **HIST-1b:** Commemoration and Public Interpretation. The project applicant shall prepare a permanent exhibit/display, in coordination with an experienced museum professional, of the history of the building, including but not limited to historic and current condition photographs, interpretive text, drawings, video, and interactive media. The interpretive display shall be reviewed and approved by the Bureau of Planning and will be placed in a suitable public space at the project site.
- **HIST-1c:** City of Oakland Façade Improvement Program. The project proponent shall contribute to the City of Oakland's Façade Improvement Program. The amount of contribution to the program is based on the following formula:
 - \$10,000 for the first 25 feet of two façades of a building and \$2,500 per each 10 additional linear feet of those two same façades beyond 25 feet.
 - There shall be a 20 percent increase for the buildings designated as Historical Resources under CEQA.
 - For the purposes of this mitigation, the two façades along 22nd Street and Telegraph Avenue are approximately 50 feet and 25 feet long, respectively. The building appears eligible as a historical resource under CEQA as noted in Appendix B, but is not located in an API. The following calculation results in a total contribution of \$26,500:

22nd Street façade: $\$10,000 + \$2,500 \times 25/10 \text{ feet} = \$16,250$

Telegraph Avenue façade: \$10,000

Total for both façades: $\$16,250 + \$10,000 = \$26,250$

CEQA Historical Resource – Increase by 20 percent: $\$26,250 \times 1.20 = \$31,500$.

The total Façade Improvement Program contribution for the demolition of the building at 2150 Telegraph Avenue/495 22nd Street is \$31,500.

- **HIST-1d:** Relocation. The project applicant shall first make funds available for relocating the building. Contingent on plans for relocation, the façade improvement fee as well as demolition cost estimate would be made available by the applicant. If relocation is not feasible, the project applicant shall use commercially reasonable efforts to salvage the Google-style cubes located above the former Kwik Way (Space Burger) building and the Google-style awning across the building's main, street-facing façade. The applicant must make available a portion of the total \$31,500 façade improvement fee required under Mitigation Measure HIST-1c as a contribution to an individual or group willing to take custody and/or to utilize these Google-styled architectural elements.

Project Alternatives

Chapter VII of the Draft EIR includes the analysis of two alternatives, beyond the "*No Project Alternative*", to the Proposed Project that meet the requirements of CEQA, which include a reasonable range of alternatives to the Project that would feasibly attain most of the Project's basic objectives, and avoid or substantially lessen many of the Project's significant environmental effects. The CEQA alternatives analyzed in Chapter VII include:

- *Reduced Office Alternative* – The Reduced Office Alternative assumes a reduction in overall building square footage from the Maximum Office Scenario to avoid significant and unavoidable air quality impacts, but would not reduce impacts to cultural resources.
- *Reduced Building/Preservation Alternative* – The Reduced Building/Preservation Alternative assumes development would occur on the entire site except for the former Kwik Way at 2150 Telegraph/495 22nd Street, which would be preserved under this alternative. This alternative would avoid significant and unavoidable impacts to air quality and cultural resources.

The DEIR concluded that the No Project Alternative is the environmentally superior alternative. In instances where the No Project Alternative is the environmentally superior alternative, CEQA requires that the second most environmentally superior alternative be identified. Comparison of the environmental impacts associated with each alternative, indicates that the Reduced Building/Preservation Alternative would represent the next-best alternative in terms of the fewest significant environmental impacts. Implementation of the Reduced Building/Preservation Alternative would result in slightly reduced environmental impacts and would avoid the significant unavoidable impacts related to Cultural Resources and Air Quality.

PUBLICATION AND DISTRIBUTION OF THE DRAFT EIR

The Draft EIR was made available for public review on December 22, 2017. The Notice of Availability for the Draft EIR was mailed to property owners within 300 feet of the Project area,

distributed to State and local agencies, posted on the City's website, and mailed to Interested Parties. The Notice of Availability is attached to this report (see Attachment C). Copies of the Draft EIR were also previously distributed to City officials, including the Planning Commission, and is available at the Department of Planning & Building, Bureau of Planning (250 Frank H. Ogawa Plaza, Suite 2114), and the City's website at:

<http://www2.oaklandnet.com/government/o/PBN/OurServices/Application/DOWD009157>

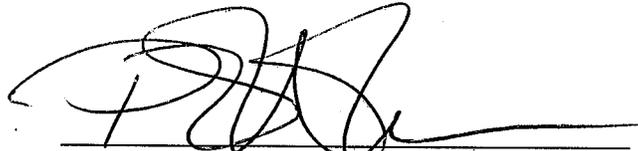
CONCLUSION

All comments received on the Draft EIR will be considered by the City prior to finalizing the EIR and making a decision on the Project. Comments on the Draft EIR should focus on the adequacy of the EIR in discussing possible impacts on the physical environment, ways in which potential adverse effects might be minimized, and alternatives to the Project in light of the EIR's purpose to provide useful and accurate information about such factors. The public hearing on January 24, 2018 is not intended for public comments on the Project merits. Comments on the Draft EIR may be made at the public hearing or in writing to the Department of Planning & Building, Bureau of Planning, to the attention of Peterson Vollmann. Written comments must be received prior to the comment period deadline (4:00 p.m. on February 5, 2018). After all comments are received, the City will prepare a Final EIR/Response to Comments document will be prepared and the Planning Commission will consider certification of the Final EIR at a future meeting date. Staff will also return to the full Planning Commission at a future date for action on the development entitlements.

RECOMMENDATION

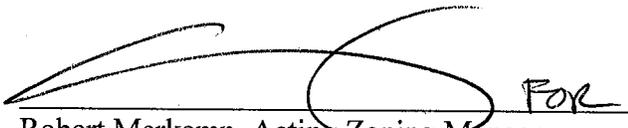
- 1) Receive public and Board Member comments on the Draft EIR.
- 2) Close the public hearing with respect to receipt of oral comments; written comments will be accepted until 4:00 pm on February 5, 2018.

Prepared by:



Peterson Z. Vollmann, Planner IV

Reviewed by:



Robert Merkamp, Acting Zoning Manager
Bureau of Planning

Attachments:

- A. Historic Resource Evaluation (Appendix B to the DEIR)
- B. Summary Table (DEIR Table II-3 – Cultural Resources Portion)
- C. Notice of Availability (NOA)

Note:

The Draft EIR was provided under separate cover for review and consideration by the LPAB, and is available to the public at the Bureau of Planning office at 250 Frank H. Ogawa Plaza, Suite 2114, Oakland, CA 94612 and on the City's website at:

<http://www2.oaklandnet.com/Government/o/PBN/OurServices/Application/DOWD009157>

APPENDIX B: HISTORIC RESOURCE ANALYSIS

Completed by: Bridget Maley, architecture + history, llc, with contributions from Shayne Watson, Watson Heritage Consulting, and Mark Hulbert, Preservation Architecture

I. INTRODUCTION

The following appendix was developed by architecture + history, llc in collaboration with Watson Heritage Consulting and Preservation Architecture. LSA is completing the archaeological analysis and the Historic and Cultural Resources chapter for the project DEIR. This appendix describes the conditions for above ground older and historic resources within or adjacent to the Eastline Project site at 2100 Telegraph in downtown Oakland, California. The purpose of this appendix is to: 1) develop current evaluations of historic resources on the project site; and 2) describe the baseline conditions for historic resources, including past survey evaluation information, within an approximate two block vicinity of the project site and its general surroundings which are urban in character. This effort only discusses above ground, built resources.

Historic architectural resources consist of existing buildings, structures, objects, sites and historic districts that are historically significant or previously designated at the local, State, or Federal level. These resources may display their significance for an association with an important person or notable events in American, California or local history; or, may be significant for their expression of a certain type or style of construction or architectural craftsmanship. Resources may be significant if, under the California Register criteria guidelines, sufficient time has passed to obtain a scholarly perspective on the events or individuals associated with the resource. Under the National Register criteria, properties less than 50 years in age must demonstrate "exceptional significance" at the local, state or federal level.

For the purposes of CEQA historic resources are generally defined as resources that are listed in, or determined to be eligible for listing in the California Register of Historical Resources previously or through a current evaluation; included in a local register of historical resources; or have been identified as significant in a historic resource survey, if that survey meets specified criteria. The following appendix to the Eastline Project - 2100 Telegraph EIR includes information on both previously identified historic resource and historic resources specifically evaluated for this project.

II. EVALUATION CRITERIA - CALIFORNIA REGISTER OF HISTORICAL RESOURCES

Under that California Environmental Quality Act (CEQA) resources that meet the criteria of the California Register of Historical Resources are considered historical resources for the purposes of CEQA. Determinations of historical significance require that several factors are considered including: the property's history (both construction and use); the history and context of the surrounding community; an association with important persons or uses; the number of resources associated with the property; the potential for the resources to be the work of a master architect, builder, craftsman, landscape gardener, or artist; the historical, architectural or landscape influences that have shaped the property's design and its pattern of use; and alterations that have taken place, and lastly how these changes may have affected the property's historical integrity.

These issues must be explored thoroughly before a final determination of significance can be established. To be eligible for the California Register historic resources must possess both historic significance and retain historic integrity. The following are the four significance criteria of the California Register. Upon review of the criteria, if historic significance is identified, then the level of historic integrity must be assessed. To be eligible for the California Register, an historical resource must be significant at the local, state, or national level under at least ONE of the following four criteria:

Criterion 1: Event or Patterns of Events

It is associated with events or patterns of events that have made a significant contribution to the broad patterns of local or regional history, or the cultural heritage of California or the United States.

Criterion 2: Important Person(s)

It is associated with the lives of persons important to local, California, or national history.

Criterion 3: Design/Construction/Architecture

It embodies the distinctive characteristics of a type, period, region, or method of construction, or represents the work of a master, or possesses high artistic values.

Criterion 4: Information Potential¹

It has yielded, or has the potential to yield, information important to the prehistory or history of the local area, California or the nation.

Historic Integrity

¹ Note: Information potential is not discussed in this report.

For resources to be eligible for the California Register they must possess both historic significance and retain historic integrity. There are seven aspects of historic integrity location, design, setting, materials, workmanship, feeling and association.

Historic District

Resources can be eligible for the California Register individually as buildings, structures, objects or sites, or they can be eligible as a collection or cluster or historic resources within an historic district. Districts are defined as a significant concentration, linkage, or continuity of sites, buildings, structures, or objects united historically or aesthetically by plan or physical development.

Exceptional Significance

Generally, resources that are not yet 50 years in age must possess exceptional significance to be individually important. The California Register guidelines state that in order for a historic resource to achieve significance within the past 50-years, sufficient time must have passed to obtain a scholarly perspective on the events or individuals associated with the resource.

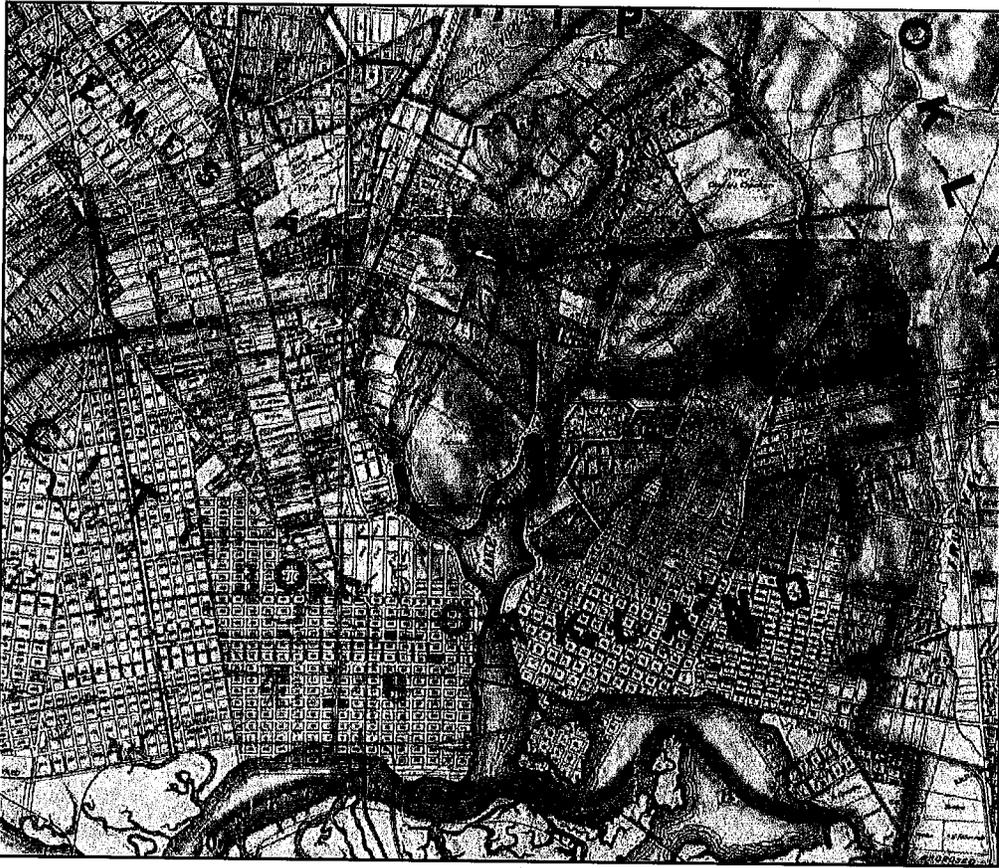
III. SUMMARY HISTORIC DOWNTOWN OAKLAND DEVELOPMENT

The project site is within lands that once were part of the Rancho San Antonio granted to Luis Maria Peralta for his service to the Spanish government.² The over 40,000-acre rancho included the present-day cities of Oakland, Berkeley, Alameda, and parts of San Leandro and Piedmont. Peralta's grant was confirmed after Mexico gained independence from Spain in 1822, and the United States honored the land title when California entered the Union in 1848. Soon after, squatters had begun to use portions of Peralta's undeveloped lands. The Gold Rush and subsequent statehood brought miners, businessmen, lumbermen and other speculators to Northern California. Early settlers to the area that became Oakland include Edson Adams, Andrew Moon, and Horace Carpentier, who set up camp on what had been Peralta lands. These trailblazers soon realized the area's potential and engaged Jules Kellersberger, a Swiss immigrant and former military engineer, to lay out a city, which was officially incorporated as Oakland in 1852.

Originally, Oakland encompassed the area roughly bordered by the estuary, Market Street, 14th Street and the Lake Merritt Channel. Broadway served as the "Main Street," for the growing town. Early residents, numbering under one hundred, lived near the foot of Broadway close to the estuary. Development began moving toward the Oakland hills and ultimately eastward to what would become East Oakland.

Oakland's size and population began to expand in 1869, when the city became the terminus of the Central Pacific Railroad. With an accessible harbor, Oakland was strategically located and easily accessible to inland agricultural products. A period of rapid population expansion and physical growth followed, including the establishment of civic and commercial buildings and improved infrastructure. By the turn of the twentieth century, Oakland was beginning to attract businesses and residents away from the more populous San Francisco. Then, the 1906 earthquake and devastating San Francisco fire resulted in refugees from the burned out city across the bay pouring into East Bay towns. By 1910, Oakland had population of 150,000, more than double the 67,000 individuals counted in 1900.

² Summary of Downtown Oakland Development summarized from Beth Bagwell, *Oakland: The Story of a City*, 1982; David Weber, *Oakland Hub of the West*, 1981; Lois Rather, *Oakland's Image: A History of Oakland, California*, 1972. Marilyn S. Johnson, *The Second Gold Rush: Oakland and the East Bay in World War II*, 1993.



A detail from the 1888 Woodward & Gamble Map of Oakland showing the area of downtown Oakland. (Source: David Rumsey Maps).

Residential and commercial development in Oakland increased during the 1910s to further accommodate displaced San Francisco residents. A number of moderately priced hotels were constructed in downtown Oakland from 1910 and 1915 to house travelers coming to the Panama Pacific International Exposition (PPIE) hosted by San Francisco. This includes the Hotel Harrison, directly across the street from the project site, and a number of other hotels in the vicinity. Also during this period, older neighborhoods became more densely populated as new apartment buildings were constructed, shopping districts expanded, hotels for visitors to the increasingly popular city were developed, and new commercial centers began to take shape along busier thoroughfares. The post-earthquake development boom defined much of downtown Oakland, with a number of landmark skyscrapers and commercial buildings constructed during this era, including the Hotel Oakland, just across the street from the project site.

World War I also increased the number of industrial establishments in both downtown and along the waterfront, which in turn contributed to increased residential construction in

areas made more easily accessible by the increased popularity and use of the automobile. Downtown Oakland saw a great number of buildings constructed during the 1920s including many structures in the blocks that surround the project site, such as the Advertiser and the Pelton-Faustina Buildings, both situated along 13th Street adjacent to the project site.

The Great Depression of the 1930s followed the post-World War I prosperity of the 1920s. Like most of the country, Oakland fell into a period of financial instability in the 1930s, with little to no building occurring, especially downtown. Then with the preparations for and outset of World War II, Oakland entered an era of intense industrial, commercial and economic development. From 1940 to 1945, Oakland's population increased by one third and by 1950, the population was nearly 385,000. The Port of Oakland became a major staging area for war operations in the Pacific and a center of wartime production of goods and materials. The economic impact of World War II on Oakland, and indeed the entire Bay Area, was significant, with effects felt in almost every sector and by the increasingly diverse communities represented in Oakland. Post War commercial building in downtown Oakland was fairly steady from the late 1940s into the early 1960s.

In the latter 1950s, a large number of the parcels along Oakland's 20th Street, from Broadway to Harrison Street, transitioned from earlier institutional, residential and automotive uses to commercial use. During the 1960s and 1970s, a relatively large number of the parcels surrounding the intersection of 20th and Franklin streets were bank owned and a cluster of branch bank buildings developed in the immediate vicinity.

In this same period, likely spurring the transition to these commercial uses, the Bay Area Rapid Transit (BART) system was being developed under and would soon open along Broadway, including a 19th Street station with portals at Broadway at 17th, 19th and 20th streets.

Between 1950 and 1980, Oakland's population steadily decreased, though it again rose in the 1980s. Shifts in the economy and changes in manufacturing methods left many empty warehouses and office buildings along Oakland's waterfront and in the downtown area. In the late 1980s and 1990s, many of these buildings were reclaimed for office and residential uses.

IV. DEVELOPMENTAL HISTORY OF PROJECT SITE

This overview history of the area immediately surrounding the subject building was developed using Oakland Sanborn Fire Insurance Company maps dating from 1889, 1902, 1912, 1935, 1950, and 1970. Historical background in this section focuses on the subject block. The history of this area of Telegraph Avenue was somewhat difficult to trace because of major street reconfigurations (e.g., the construction of West Grand Avenue sometime between 1912 and 1935) and multiple changes to street names, block numbers, and addresses. These changes are noted throughout the following paragraphs.

1. 1889 Sanborn Map³

Telegraph Avenue near downtown Oakland was a mix of residential, commercial, and industrial properties when the first Sanborn Fire Insurance Company map was produced for the area in 1889. The corner of Telegraph Avenue and 22nd Street (project site) contained four single-family residences, three outbuildings, and a large vacant lot to the south. The rest of the 2100 block contained mostly residences and a few commercial businesses facing Broadway.

The block to the south (2000 block today) housed single-family residences facing Telegraph, 21st Street, and Broadway. The southwest corner of the block was vacant. The block to the north of the project site (2200 block today) was comprised mostly of single-family residences. A wood and coal yard was located at the southwest corner, and a few commercial properties faced Telegraph Avenue.

Surrounding blocks were predominantly residential. Notable exceptions are the blocks near the south end of Telegraph Avenue (between 17th and 18th Streets), which featured a small commercial enclave comprised of two plumbers, a carpenter, two lumberyards, a Chinese laundry, and a milk and cream depot. The German M.E. (Methodist Episcopal) Church was located on 17th Street between San Pablo Avenue and Telegraph Avenue. The large Oakland Brewery complex was at Telegraph Avenue and 19th Street. Farther west, the Roman Catholic Cathedral of Saint Francis de Sales, completed in 1893, filled the corner of Grove and 21st Streets (Grove Street no longer exists).

2. 1902 Sanborn Map

Between 1889 and 1902, when Oakland's second Sanborn Fire Insurance Company map was drawn, some street names had changed: New Broadway had become Broadway and 21st Street was named Hobart Street. Growth in the area continued, as some of the vacant lots were developed with residences and commercial buildings.

The 2100 block (subject block) was almost fully developed. Single-family residences still existed at the corner of Telegraph Avenue and 22nd Street (project site). To the immediate south, a large, two-story building with commercial storefronts and lodging on the second

³ Note: Sanborn maps showing the west side of Telegraph Avenue in 1889 are not available online.

floor had been constructed. On parcels facing 21st Street, single-family residences had been constructed. On the west side of the 2100 block, the buildings facing Telegraph Avenue were residential: a pair of two-story buildings at the corner of 22nd Street with two flats each and rounded bay windows; a single-family dwelling at the corner of 20th Street; and a mostly empty lot in between with a water tank and a windmill.

The west side of the 2200 block contained four single-family dwellings. The east side retained its 1889 configuration, but a large wood and coal yard with multiple buildings and structures had been constructed at the southwest corner.

The east side of the 2200 block remained mostly the same since 1889. The wood and coal yard at the southwest corner had been replaced by a two-flat residential building. At the west side of the block, the southern half of the parcels were vacant and the northern half contained a large, two-story building containing flats.

The composition of surrounding blocks continued to be a mix of predominantly residential with scattered commercial and industrial properties.

3. 1912 Sanborn Map

The period between 1902 and 1912 saw significant changes to this area of Telegraph Avenue. While many of the properties survived the 1906 earthquake, some were either destroyed or replaced with new buildings. The most significant changes were related to infrastructure. The Southern Pacific Railroad laid rail tracks for its new electrical passenger lines, introduced in 1911, on 20th Street and Jones Street (now 22nd Street). These electrical lines were operated by a unit of Southern Pacific Railroad called the East Bay Electric Lines, which operated throughout the East Bay. Formerly the Oakland Cable Railway, Southern Pacific acquired the company in 1887. The Southern Pacific Electric lines ran to the Oakland 16th Street Station, completed in 1912, and the main Oakland station for the Southern Pacific East Bay Electric Lines. For many years it served as the terminus of the Transcontinental Railroad.

In 1902, the Key System introduced a new system of electric passenger lines and ferries. Between 1902 and 1912, one of those lines was laid on 22nd Street across Telegraph Avenue (the route that became West Grand Avenue). Half a block of buildings on the east side of Telegraph was demolished to create the terminus for that line. The line ended at a train shed that stretched from Valley Street west to Broadway. The Broadway side of the train shed featured an enormous, Tudor Revival complex called the Key Route Inn, which opened in 1907 and featured a Key System station, hotel, dining room, and a park. The rail line, however, continued, becoming the "B" transbay line upon the opening of the San Francisco–Oakland Bay Bridge railway. The rail line was replaced by the "B" bus route in April 1958, and was subsequently incorporated into the publicly owned AC Transit system.

At the corner of Telegraph Avenue and 22nd Street (project site), the three single-family residences that had stood there since at least 1889 were either destroyed or had been demolished. The large, two-story building with commercial storefronts and lodging on the second floor, which faced Telegraph Avenue, was extant. Businesses located in the building included a cabinet factory and upholstering company, Japanese laundry, and a plumber. In the middle of the block, the following buildings had been constructed: a single-family dwelling, a storefront, and a garage (all two stories) and a three-story, six-flat building, all facing 21st Street. On the Broadway side of the block, four single-family residences had been replaced by a three-story apartment building and a single-story commercial building. Added to the north side of the block, facing 22nd Street, were a two-story, two-flat residence, a plumber's shop, and the Guernsey Farm Creamery.

At the west side of the 2100 block, single-family homes had been replaced by the four-story Young Men's Christian Association (1909) at the corner of Telegraph Avenue and 21st Street and two buildings with flats facing Jones Street (now 22nd Street).

The east side of the 2000 block of Telegraph Avenue changed significantly between 1902 and 1912. The wood and coal yard at the southwest corner had been replaced by the Hotel Avalon, a three-story building with commercial storefronts on the ground floor and lodging units above. Single-family homes at the southeast corner (20th Street and Broadway) had been replaced with large commercial buildings (automobile garages and show rooms) and a single-family dwelling facing 20th Street. At the west side of the block, single-family homes—either destroyed by the 1906 earthquake or demolished—had been replaced by commercial storefronts and a single-family residence facing 20th Street.

At the west side of the 2200 block of Telegraph, at the corner of 21st Street, the First Baptist Church, designed by Julia Morgan, was constructed in 1903. At the east side of the block, a single-family residence at the center of the block facing Telegraph Avenue was demolished during construction of the Southern Pacific Railroad electric railway tracks, which terminated at a train shed at the east side of Valley Street. A few commercial buildings had been constructed and housed an upholstering shop, truss factory, and a plumber (all two stories).

4. 1935 Sanborn Map

This area of Telegraph Avenue and Broadway experienced significant change between 1912 and 1935. The most substantive change was the extension of West Grand Avenue on the former Key System route on 22nd Street to Broadway, resulting in the demolition of a half block of buildings between Valley and Broadway. The 2000-2200 blocks on the east side of Telegraph Avenue, especially parcels facing Broadway, changed from a partially residential composition to a mix of commercial, industrial, and entertainment properties.

The east side of the 2100 block (subject block) contained most of the buildings extant in 1912. The corner of Telegraph Avenue and 22nd Street (subject property) was vacant. A gas station had been built at the corner of Telegraph Avenue and 21st Street. The Hobart

Garage, stretching across the center of the block from 21st Street to north to 22nd Street housed 200 cars. The parcels facing Broadway featured the Sherman & Clay store at the southeast corner and stores and restaurant buildings filling the rest of the lots.

The west side of the 2100 block of Telegraph remained unchanged since 1912.

At the east side of the 2000 block of Telegraph, the only building remaining from 1912 was the Hotel Avalon at the southeast corner. The Paramount Theatre, constructed in 1930, filled most of the east side of the block. Smaller commercial buildings had been constructed on parcels facing 20th Street and Broadway. At the west side of the block, the single-family residences that existed in 1912 had been demolished. In their stead were vacant parcels on the south side and small commercial buildings at the corner of Telegraph Avenue and 21st Street.

At the east side of the 2200 block, the residences and commercial buildings that filled the Telegraph Avenue-facing parcels had been demolished and replaced by a gas station at the corner of Telegraph Avenue and West Grand Avenue. The west side of the 2200 block of Telegraph was largely unchanged since 1912 with the exception of a new storefront building the northeast corner.

5. 1950 Sanborn Map

Very little change occurred on these three blocks of Telegraph between 1935 and 1950. The east and west sides of the 2100 block (subject block) remained the same. At the 2000 block, the only change was the addition of a bus depot at the west side of the block (corner of Telegraph Avenue and 20th Street). At the 2200 block, five residences at the east side had been demolished. That side of the block remained vacant.

6. 1970 Sanborn Map

The 2000-2200 blocks of Telegraph Avenue saw extensive change in the period between 1950 and 1970. On the 2100 block (subject block), the Kwik Way drive-in restaurant had been constructed at 2150 Telegraph Avenue. It was surrounded by parking areas and a commercial building at the northeast corner. Everything else on the block had been demolished. At the west side of the 2100 block, two residences at the northeast corner had been demolished and replaced with a used-car sales lot with a small office at the west side of parcel.

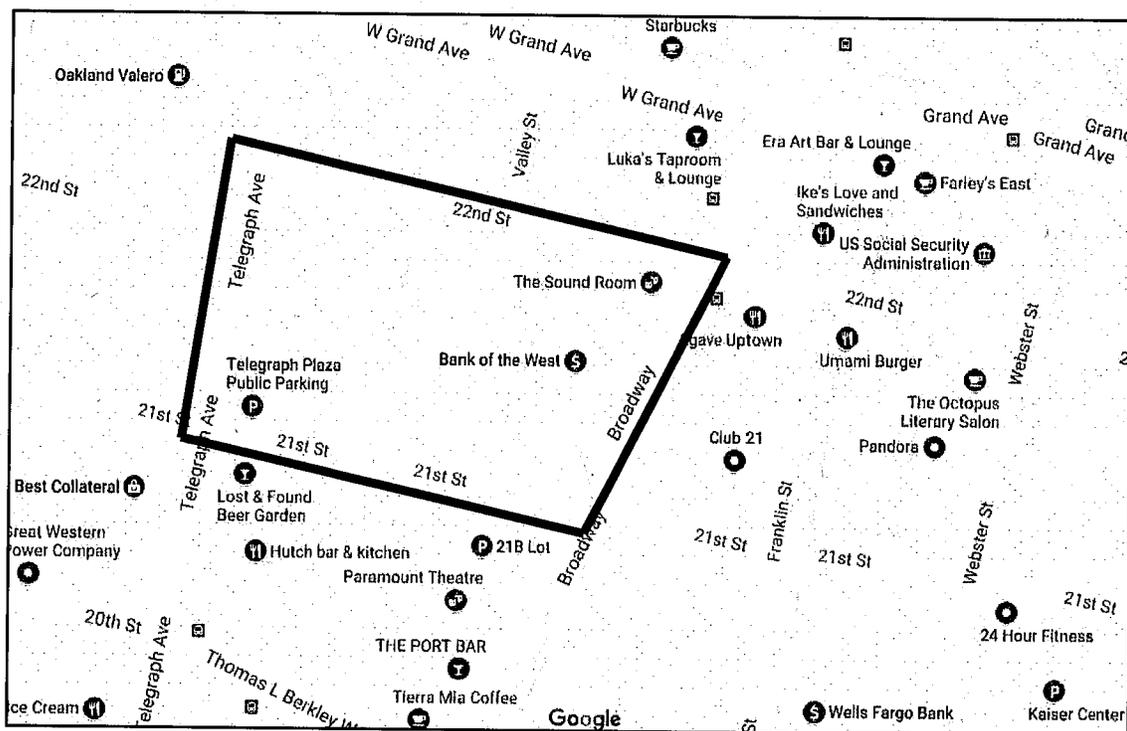
At the west side of the 2000 block, the commercial building at the northeast corner had been demolished and replaced with a larger commercial building (2025 Telegraph Avenue). At the east side, the building at the corner of Telegraph Avenue and 21st Street had been demolished and replaced by a bus station at 2040 Telegraph. Commercial buildings at the southwest and northeast corners (adjacent to the Paramount Theatre) had been demolished. The commercial building at 2022 Telegraph Avenue was extant. The vacant parcels were used for parking.

At the east side of the 2200 block, the gas station had been demolished and replaced with two single-story, corrugated-iron-sided structures. On the west side, the commercial buildings at the northeast corner had been demolished and replaced with a gas station at the corner of Telegraph Avenue and 22nd Street.

V. EXISTING BUILDINGS ON PROPOSED PROJECT SITE

This section includes discussion of the existing buildings on the proposed project site including:

- Space Burger (formerly Kwik Way); 2150 Telegraph Avenue/495 22nd Street
- Bank Building Vacant (formerly Security Pacific National Bank); 2101-15 Broadway
- Bank of the West (formerly Sanwa Bank); 2121-27 Broadway
- Sound Room (formerly Sherman Clay Building); 2135-47 Broadway
- Parking Garage; 2100 Telegraph



Map of project site (Source: Google Maps)

2150 Telegraph Avenue / 495 22nd St. (Kwik Way / Giant Burger)**Subject Parcel & Past Evaluation**

2150 Telegraph Avenue (also known as 495 22nd Street) is a small, restaurant building situated between 21st and 22nd Streets in Oakland's Uptown District, constructed in 1953. The Assessor's Parcel Number (APN) is 008064801103. The lot is 0.486 acres. The building is located within an CDB-P (Central Building District) zoning area.

The Oakland Cultural Heritage Survey (OCHS) has two different previous ratings on file for this property. First, on the Parcel Information Sheet on the City's website it is noted as a *3, which means less than 45 years old when surveyed and not in an historic district. In 2003, the building had just turned 50 years old. The earlier survey rating was assigned before the building reached 50 years in age.

The Public Review Draft *Uptown Mixed Use Project EIR*, completed by LSA Associates in September 2003 (14 years ago), State Clearinghouse No. 200052070 noted that the OCHS rating was *c3. However, even though the building had reached 50 years in age it was not re-evaluated during the Draft EIR process.

However, on November 17, 2003, Sara E. Palmer of LSA Associates completed a preliminary historic evaluation of the building at 2150 Telegraph Avenue. Palmer concluded:

Based on my review of the Kwik Way 2 building and the historic context for Googie architecture, it appears likely that the Kwik Way 2 building is eligible for listing on the California Register. It could also be considered a cultural resource by the City of Oakland.

The Kwik Way 2 features the angled front windows, sloped roof, and brightly colored decorative elements characteristic of Googie drive-ins. It retains good historical integrity and it appears that the building could be readily restored to its original condition.⁴

Today, the building is 64 years old which is considered sufficient time to have passed to obtain a scholarly perspective on the events or individuals associated with the resource for

⁴ LSA Associates, Inc. / Sara E. Palmer, "Preliminary Evaluation of Kwik Way 2/Giant Burger Stand, 495 22nd Street, Oakland, Alameda County, California, Forest City Project, LSA Project FCR230," November 17, 2003.

the California Register of Historical Resources. As such, architecture + history, llc evaluated the building in 2017 with the following findings.

Current Architectural Description

The building at 2150 Telegraph Avenue is a 2,115 square-foot, one-story restaurant located on the southeastern corner of Telegraph Avenue and 22nd Street in Oakland. It is situated in the middle of an irregularly-shaped parcel and is surrounded by an asphalt-paved parking lot. The property is accessed via vehicular curb cuts off of both Telegraph Avenue and 22nd Street.

The building sits on a concrete, slab-on-grade foundation and has two sections: a public section at the north (front) where food is served; and the utility section at the south (rear), which contains a kitchen, storage, and bathroom.

The front section is dominated by a wall of angled windows—where customers order food—covered by a dramatic, cantilevered roof extending over the ordering area. The windows are set in aluminum frames, span the entire main façade, and wrap around the corners. Below the windows is a smooth, concrete base, angled away from the building and projecting slightly, creating a counter for the food-ordering area. The top of the counter is stainless steel. The interior of this section of the building is accessed by an aluminum and glass door at the west side.

The cantilevered roof is classic Googie style, with zig-zagging fascia and neon lights. Seven cubes set on poles rise from the roof (likely part of the original Kwik Way signage). The underside of the roof is lined with lights that illuminate the food-ordering area. The floor area underneath the roof canopy appears to be painted concrete or granite. The outdoor food-ordering area is delineated by bollards, which protect customers from the vehicular parking spaces encircling the building.

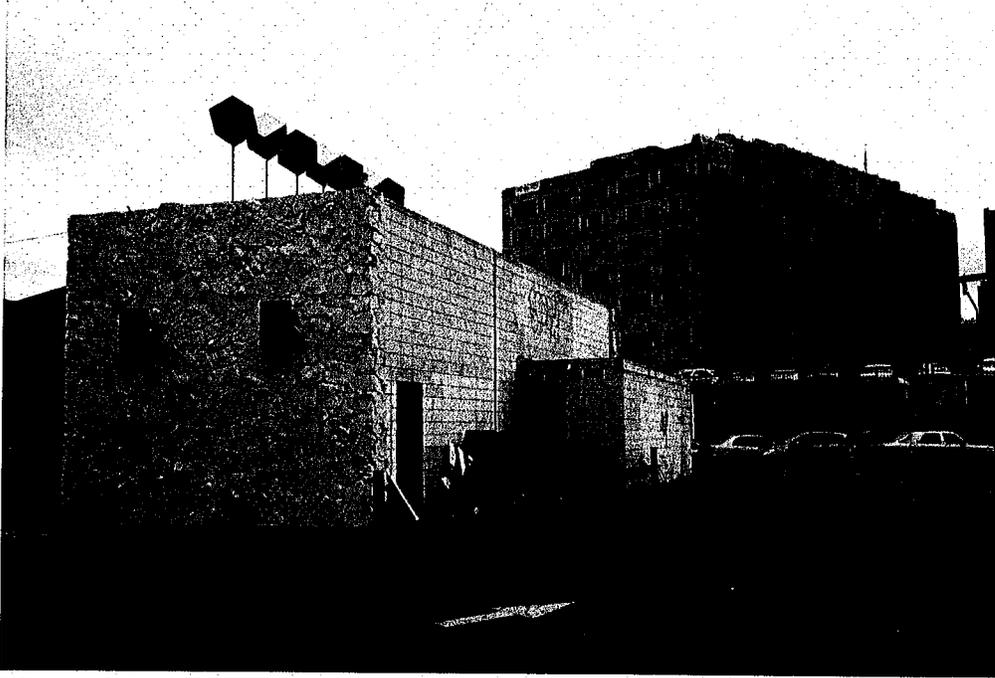
The rear section of the building is a high one-story, box-like in massing, and has a flat roof. The south wall is constructed of concrete masonry units. The east and west walls are faced with randomly laid fieldstone, which has been painted white. A boxy addition, shorter in height than the rest of the building, projects from the southeast corner of the south wall; its walls are concrete masonry units, and the roof is flat. This rear section of the building is accessed via doors at the south and east facades, as well as a door on the west wall of the addition. The interior was not accessed during the site visit.



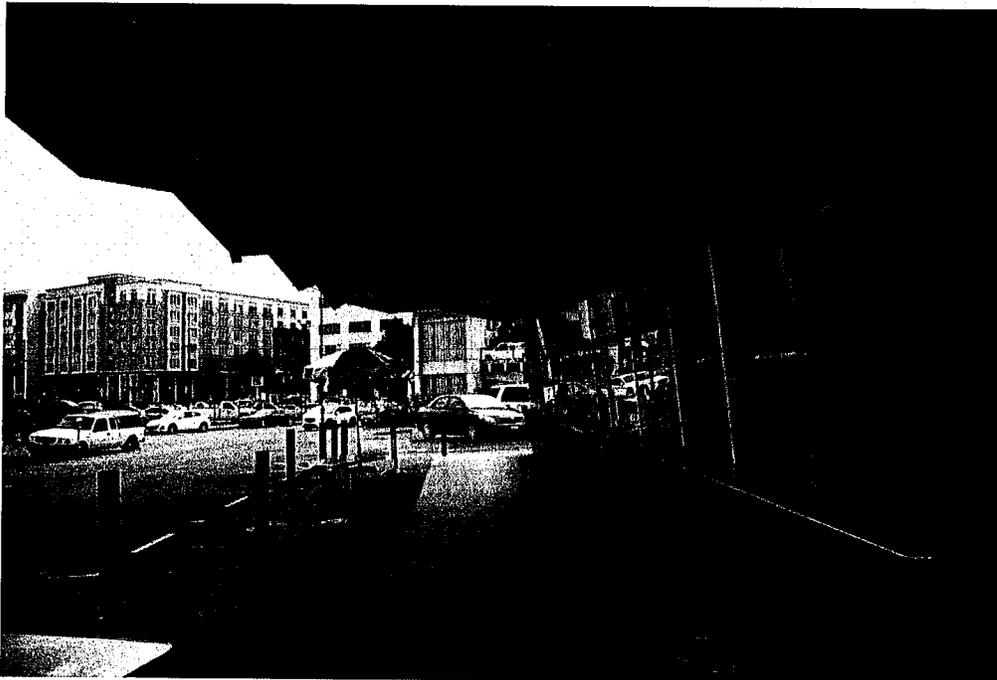
North and east façades, 2150 Telegraph Avenue. Source: Architecture + History, LLC, 2016.



West façade, 2150 Telegraph Avenue. Source: Architecture + History, LLC, 2016.



West and south façades, 2150 Telegraph Avenue. Source: Architecture + History, LLC, 2016.



North façade detail, 2150 Telegraph Avenue. Source: Architecture + History, LLC, 2016.

Site History

In the late 1880s, the corner of Telegraph Avenue and 22nd Street (subject site) contained four single-family residences, three outbuildings, and a large vacant lot to the south.⁵ Those buildings still existed on the site in 1902, as well as (to the immediate south) a large, two-story commercial building with lodging upstairs and a two-story residential apartment building (flats), which existed on the site through the mid-1930s. Businesses located in the commercial building over the years included a furniture factory; Japanese laundry; upholstering, plumbing, painting, and carpentry companies; an auctioneer; and a business providing car batteries. By 1912, the single-family residences at the corner of Telegraph and 22nd, had been either destroyed during the 1906 earthquake or demolished. The commercial building was demolished sometime between 1939 and 1946.⁶ The residential apartment building was demolished in 1946.⁷ The subject site was used for parking from 1946 until 1953.

In October 1953, Herman Lehman and Joseph Mahoney applied for a permit to build a restaurant on the corner of Telegraph Avenue and 22nd Street.⁸ The builder was James A. Hutzler of Oakland (the architect is unknown). Restaurant fixtures and equipment were supplied by East Bay Restaurant Supply Co. of Oakland, Carbonic Machines of San Francisco, and Red Top Electric of Emeryville. The estimated cost was \$20,000. The final permit was issued on November 23, 1953. Known as Kwik Way #2 (or Kwik Way Shops), the building was completed in December 1953.

Kwik Way #2 operated at 2150 Telegraph Avenue from 1953⁹ through circa 1996.¹⁰ Beginning circa 2000, the Giant Burgers chain took over the restaurant. Giant Burgers remained at 2150 Telegraph Avenue through December 2014.¹¹ Space Burgers took over the space in February 2015.

The building at 2150 Telegraph Avenue appears to have not been significantly altered since its construction in 1953. Permitted alterations include the following:

- In 1959, copy on the original signage was changed to read, "Chicken, [illegible], Malts."

⁵ The site history was developed using Sanborn Fire Insurance Company maps from 1889, 1902, 1912, 1935, 1950, and 1970.

⁶ Essel Environmental Consulting, *Phase I Environmental Site Assessment, 495 22nd Street, Oakland, CA*, June 30, 2015, page iv.

⁷ Essel Environmental Consulting, *Phase I Environmental Site Assessment, 495 22nd Street, Oakland, CA*, June 30, 2015, page iv.

⁸ Building permit #B49596, October 5, 1953, Oakland Cultural Heritage Survey files.

⁹ Kwik Way advertisement, *Oakland Tribune*, December 15, 1953.

¹⁰ Essel Environmental Consulting, *Phase I Environmental Site Assessment, 495 22nd Street, Oakland, CA*, June 30, 2015.

¹¹ Ethan Fletcher, "Space Burger Launches in Uptown Oakland," *San Francisco Chronicle*, February 24, 2015.

- In 1963, toilet and storage rooms were added (permit #C11665).
- In 1985, a drive-up window was proposed (permit #037676).
- In 1998, the restaurant was remodeled and the sign face was changed.¹²

Owner / Occupant History

Kwik Way

Kwik Way was a fast-food, drive-in restaurant chain introduced by Lehman and Mahoney in Oakland circa 1953. The first Kwik Way opened at 6215 E. 14th Street/International Boulevard (unknown condition) circa 1953.¹³ The Kwik Way at 2150 Telegraph Avenue was followed by a third Kwik Way at 500 Lake Park Avenue in 1956 (extant but proposed for demolition).¹⁴ The Kwik Way chain called itself the “first 19-cent self-service drive-in” in Northern California, proclaiming, “Copied by many—equaled by none.”¹⁵ It proudly advertised its use of locally sourced ingredients, including beef from Piedmont Market, chicken from Parenti Poultry Co., and “custom-made, oven-fresh buns” made by Athens Baking Co.¹⁶ Standard Kwik Way menu items were burgers, various chicken dishes, BBQ sandwiches, fries made from “Idaho spuds,” and “thick and creamy” malts.¹⁷ In the late 1950s, the Kwik Way chain sponsored a boys’ little league team in the Babe Ruth Winter League.¹⁸

Kwik Way #2 at 2150 Telegraph Avenue held its grand opening on December 16, 1953.¹⁹ An advertisement in the *Oakland Tribune* announcing the opening reads:

The welcome mat is out. Kwik Way, New Self-Service Drive-In, 2150 Telegraph – 1 block North of Capwell’s. 5-second service! A quick, good lunch for 30 cents. Walk in, drive in, eat here, take ‘em out. Open 10:00 A.M. to 2:00 A.M.²⁰

The opening day specials were five hamburgers for 50 cents and two half chickens for \$1.00.

Kwik Way celebrated its one-year anniversary on May 1, 1954, announcing the party in the *Oakland Tribune*:

¹² Essel Environmental Consulting, *Phase I Environmental Site Assessment, 495 22nd Street, Oakland, CA*, June 30, 2015: 27.

¹³ Need source. From Wikipedia.

¹⁴ Building permit #55342, May 3, 1955, Oakland Cultural Heritage Survey files.

¹⁵ Kwik Way advertisement, *Oakland Tribune*, December 15, 1953; Kwik Way advertisement, *Oakland Tribune*, May 1, 1954.

¹⁶ Kwik Way advertisement, *Oakland Tribune*, December 15, 1953.

¹⁷ Kwik Way advertisement, *Oakland Tribune*, December 15, 1953.

¹⁸ “Kwik-Way to Hold Ruth Loop Tryouts,” *Oakland Tribune*, August 23, 1957.

¹⁹ Kwik Way advertisement, *Oakland Tribune*, December 15, 1953.

²⁰ Kwik Way advertisement, *Oakland Tribune*, December 15, 1953.

Welcome! Welcome! Welcome! Yup, we made it! Kwik-Way 1st Anniversary. Saturday, May 1st. Northern California's first 19-cent self-service drive-in. Circus clowns, prizes, novelties. E. 14th at 63rd Ave. near Seminary (also at Telegraph & 22nd). 19-cent hamburgers, 49-cent fish 'n' fries, 69-cent fried chicken.²¹

Kwik Way #2 operated at 2150 Telegraph Avenue through at least 1969 under the management of Lehman and Mahoney.²² The restaurant at 2150 Telegraph Avenue retained the Kwik Way name through circa 1996.²³ Kwik Way #2 was included in a review of "low-brow" restaurants in Oakland in 1984, written by Gerald Nauchman in the *Oakland Tribune*: "As an Oaklander bred and born, my roots go deep at Kwik Way Drive-In—a primitive McDonald's, a '50s pioneer in the see-through patty, the non-milk shake, the ice-floe Coke and twice-fried fries."²⁴

Other Occupants

Beginning circa 2000, the Giant Burgers' chain took over the restaurant. Giant Burger remained at 2150 Telegraph Avenue through December 2014.²⁵ Space Burger took over operation of the restaurant in February 2015.

Architect / Builder

Architect

Building permits for 2150 Telegraph Avenue do not identify an architect for 2150 Telegraph Avenue. However, James A. Hutzler was identified as the builder.

Builder

James A. Hutzler was born in Reno, Nevada on June 19, 1918, to Ernest and Loretta (Bullock) Hutzler.²⁶ After serving in the Navy during World War II, on the USS Massachusetts, Hutzler moved to the San Francisco Bay Area, where he owned and operated the Hutzler Construction Company. After 30 years in the Bay Area, Hutzler and his wife, Ora, moved to the Reno-Sparks area. While there, he owned the J&O Ranch and the Silver Appaloosa Ranch in the Smith Valley and Wellington areas. Hutzler was active in Masonics and was a member of the USS Massachusetts Association and the Disabled American Veterans. He died on January 16, 1999 in Reno.

²¹ Kwik Way advertisement, *Oakland Tribune*, April 21, 1954.

²² R.L. Polk and Co., *Polk's Oakland City Directory*, online at SFPL.com.

²³ Essel Environmental Consulting, *Phase I Environmental Site Assessment, 495 22nd Street, Oakland, CA*, June 30, 2015.

²⁴ Gerald Nachman, "There Is No Quiche There," *Oakland Tribune / This World*, April 22, 1984: 13-15.

²⁵ Ethan Fletcher, "Space Burger Launches in Uptown Oakland," *San Francisco Chronicle*, February 24, 2015.

²⁶ *Reno Gazette-Journal*, January 20, 1999, online at Newspapers.com.

Building Type and Style - Drive-in Restaurant and Googie Style

Architectural historians generally agree that one of the nation's first drive-in restaurants was Sunbelt's Pig Stand, built on a highway between Dallas and Fort Worth, Texas in 1921.²⁷ At the Pig Stand, customers "would pull in to the parking lot and be immediately greeted by carhops, combination waiter-busboys, who served burgers and fries on trays that clipped on to the car's window."²⁸ The Pig Stand was quickly followed by other drive-ins throughout the country. One of the earliest drive-ins in California was Montgomery's Country Inn (later called the Tam o' Shanter Inn) on Los Feliz Boulevard in Los Angeles. By the early 1930s, drive-ins could be found throughout California. Perhaps the strongest indicator of the drive-in's popularity, the February 1940 issue of *Life* magazine featured a carhop on its cover.²⁹ The March 1940 issue of *Westways* included an article on drive-ins, referring to them as America's "belles of the boulevards."

The drive-in restaurant, along with other automobile-oriented building types, such as the motel, was a byproduct of the increasing popularity of automobile travel and, later, suburbanization. "Drive-in architecture grew up to feed, service, and entertain the newly mobile public as they went about their lives on the far-flung streets and boulevards," writes historian Alan Hess.³⁰ They were fast and efficient for travelers, as they allowed patrons to be served in their cars. They were popular with restaurant owners, as well, because they required fewer employees, which meant higher profit margins.³¹ As competition between drive-ins picked up, restaurants fought to stay ahead by providing faster service, resulting in gimmicks such as rollerskating carhops.

The first drive-ins presented a wild variety of designs as they tried to lure passersby. "In the beginning there were no design rules, and ... the streets sprouted strange architectural anomalies. Spanish revival missions sat catty-corner from colonial mansions, and it was not uncommon to pull up to a 30-foot stucco pig and be served a hot dog from its 6-foot snout."³² By the 1930s, drive-ins began to adopt common design features, such as octagonal or circular forms, large rooftop signs, and siting in the middle of a corner lots, which "allowed more cars to park close to the building, making service easier and

²⁷ Alan Hess, *Googie Redux: Ultramodern Roadside Architecture* (San Francisco: Chronicle Books, 2004)

²⁸ Nate Barksdale, "Fries With That? A Brief History of Drive-Thru Dining," History.com, May 16, 2014, <http://www.history.com/news/hungry-history/fries-with-that-a-brief-history-of-drive-thru-dining>, accessed June 30, 2016.

²⁹ Jim Heimann, "Drive-Up Deluxe: In Memory of a Passing California Fancy," *California Magazine*, May 1983: 103-106.

³⁰ Alan Hess, *Googie Redux: Ultramodern Roadside Architecture* (San Francisco: Chronicle Books, 2004)

³¹ Nate Barksdale, "Fries With That? A Brief History of Drive-Thru Dining," History.com, May 16, 2014, <http://www.history.com/news/hungry-history/fries-with-that-a-brief-history-of-drive-thru-dining>, accessed June 30, 2016.

³² Jim Heimann, "Drive-Up Deluxe: In Memory of a Passing California Fancy," *California Magazine*, May 1983: 103-106.

attracting more customers.”³³ Drive-ins of the 1930s, according to Alan Hess, “were arguably the most radically Modern buildings ever constructed in the United States. No other buildings were shaped so effectively by technology—by the automobile. No Modern building unified function, advertising, and urban presence more effectively.”³⁴

The practice of combining building design with advertising took off in the 1940s and 1950s. Architects of drive-in restaurants “recognized that, for a commercial building, advertising is a legitimate function to be expressed in architectural form. To make a relatively small building visible to customers from far down the street, the entire building was conceived as a sign to attract customers.”³⁵ The result was revolutionary, a panoply of hyper-modern, whimsical, eye-catching buildings that “fit the needs of the new California ‘car culture’ and the dreams of the even newer space age.”³⁶ Popular design elements were bold angles, colorful neon signs, plate-glass windows, stainless steel, sweeping cantilevered roofs, and pop-culture imagery. The style became known as Googie, a term coined in 1949 by *House and Home* magazine editor Douglas Haskell to describe the design of Los Angeles coffee shop Googies, designed by California Modernist John Lautner.³⁷ Writing about Googie-style buildings, Alan Hess says that they were evocative of California’s “prosperity and its distinctive lifestyle...made widely available to the average citizen. [They] brought a sense of California as a place where the future had already arrived, and was available to everyone as they went about their daily lives.”³⁸ One of the “finest examples of Googie in Oakland,” according to Hess, is Biff’s/JJ’s at 27th Street and Broadway, designed by Googie specialists Armét & Davis (Louis Armét and Eldon Davis), and completed in 1963. JJ’s round design—symbolic of the 1950 and 60s fascination with the automobile and space travel—is a version of Googie called Coffee Shop Modern, established by Armet and Davis.³⁹

Drive-in restaurants began to wane in popularity by the end of the 1950s, replaced in part by the drive-thru fast food restaurant model. Introduced by the In-N-Out chain in Southern California in 1948, drive-thrus proved even more fast and efficient than drive-ins, allowing motorists to order food from a drive in window, take their food to go, eating it on the

³³ Alan Hess, *Googie Redux: Ultramodern Roadside Architecture* (San Francisco: Chronicle Books, 2004).

³⁴ *Ibid.*

³⁵ Alan Hess, *Googie Redux: Ultramodern Roadside Architecture* (San Francisco: Chronicle Books, 2004)

³⁶ Alan Hess, “Broadway Valdez District Specific Plan – Biff’s Coffee Shop,” October 13, 2013, Letter to the Oakland Landmarks Preservation Board, filed with the Oakland Cultural Heritage Survey.

³⁷ Alan Hess, *Googie Redux: Ultramodern Roadside Architecture* (San Francisco: Chronicle Books, 2004) 66-68.

³⁸ Alan Hess, “Broadway Valdez District Specific Plan – Biff’s Coffee Shop,” October 13, 2013, Letter to the Oakland Landmarks Preservation Board, filed with the Oakland Cultural Heritage Survey.

³⁹ Allyson Quibell, “It’s Got Style: Googie by the Bay,” *Oakland Heritage Alliance News* Vol. 24, No. 2 (Summer 2004).

go.⁴⁰ Drive-ins all but disappeared in the 1960s when fast-food franchises and coffee shops took over as the most successful drive-in restaurant models.⁴¹

Known Drive-In Restaurants in Oakland

The Oakland Cultural Heritage Survey maintains a file on historic drive-ins, coffee houses, and diners in Oakland. According to the list of sites in the file, Kasper's at 4521 Telegraph Avenue (extant), was one of the first drive-in restaurants in Oakland. It opened in 1943. The following is a sampling of other drive-in, coffee-shop, or diner restaurants (excluding Kwik Ways mentioned in previous sections) that followed and are currently extant:

- Klik's/King Drive-In, 801 East 12th Street (extant), opened circa 1945-46 (possibly owned by Lillian Klik)
- Dave's Coffee Shop, 4297-99 Broadway (extant), opened circa 1950
- Casper's, 1240 1st Avenue (extant), opened circa 1950
- Nikko's, 340 23rd Avenue (extant), opened 1952
- Sea Wolf/Scott's, 2 Broadway at Jack London Square (extant), opened circa 1952-54
- Mel's Diner, 1701 San Pablo Avenue (extant), opened circa 1953-54
- Coliseum Drive-In, 5401 Coliseum Way, opened 1964
- Hambrick's Giant Burger, 3625 E. 14th Street (extant), opened circa 1965
- Loard's, 2825 MacArthur Boulevard (extant), opening date unknown
- Hambrick's Giant Burgers, 5325 San Pablo Avenue, opening date unknown
- Giant Burger, 4215 MacArthur Boulevard, opening date unknown⁴²

California Register of Historical Resources Evaluation

California Register Criterion 1: Event or Patterns of Events

Based on historical research, the building at 2150 Telegraph Avenue in Oakland, California does not qualify individually under California Register Criterion 1: Event/Patterns of Events, for either its association with the development of downtown Oakland or with the growing interest in and expansion of Fast Food Restaurants during the post-World War II era. While these are certainly historical contexts or events that could be linked to this building, the significance of this building is much more closely aligned with the development of the Googie style of architecture within the restaurant industry in California and Oakland, of which this is an outstanding example. The building does not possess an association with an important event that rises to a level of significance that would justify individual eligibility for the California Register.

⁴⁰ Nate Barksdale, "Fries With That? A Brief History of Drive-Thru Dining," History.com, May 16, 2014, <http://www.history.com/news/hungry-history/fries-with-that-a-brief-history-of-drive-thru-dining>, accessed June 30, 2016.

⁴¹ Jim Heimann, "Drive-Up Deluxe: In Memory of a Passing California Fancy," *California Magazine* (May 1983): 103-106.

⁴² OCHS file on drive-ins, coffee houses, and diners in Oakland.

California Register Criterion 2: Important Person(s)

Based on historical research the building at 2150 Telegraph Avenue is not associated with any individuals who have had an important role in local, California or national history. There does not appear to be a link between the owners or builders of this building and any significant historical events relating to Oakland history. The building does not appear to qualify under California Register Criterion 2: Important Person(s).

California Register Criterion 3: Design/Construction/Architecture

The Googie-style restaurant at 2150 Telegraph Avenue, historically known as the Kwik Way #2, appears to be individually eligible for the California Register of Historical Resources under Criterion 3: architecture. It is an excellent example of a building type, a diner / drive-in restaurant, and a style of architecture, Googie architecture. The building is associated with the expanded interest in quick service food that resulted in the development of a specific building type. It was one of several, small-scale restaurants developed under the Kwik Way brand in the east bay. The building possesses significance within the context of mid-twentieth century architecture and design as an example of the Googie style. The building conveys this significance through its intact building elements with a high level of integrity of location, design, materials, workmanship, feeling, association. The integrity of setting has changed somewhat over time as surrounding, older buildings have been replaced with more recent construction. However, the building retains angled corner orientation and there are still a large number of historic structures in the immediate vicinity which add to the overall setting.

2115 and 2127 Broadway and Banking Related Buildings in Uptown Oakland

There are two branch bank buildings dating to the mid-1970s on the project site. First, the Security Pacific National Bank, designed by William L. Pereira Associates in 1974 at 2115 Broadway. Second, the Sanwa Bank designed by Shigenori Iyama in 1975 at 2127 Broadway. Some contextual information on the development of the Modern branch bank, as well as bank expansion in this area of Oakland is provided first, and then each building is discussed and evaluated in detail. Lastly, a discussion of the cluster of bank buildings is provided.

After World War II, American commercial architecture departed from past expressions in scale, style, and building types. This is true of branch bank buildings which no longer employed Classical motifs or a temple front. Banking design shifted to box forms with minimal decoration in a Modern expression. To convey a Modern aesthetic and new financial services, banks often turned to local or regional architects who had embraced Modernism to build new, more suburban in character structures. This is reflected in California in a series of bank headquarters and branches by Modernism's significant California architects and firms including: John Carl Warnecke, William Pereira, William Wurster (Wurster Bernardini Emmons), Paul Revere Williams, Edward Durell Stone, Anchen & Allen, Skidmore, Owings & Merrill, Welton Becket Associates, and others. The Modern branch bank included large expanses of glass, a sleek interior with shiny materials, drive-up and walk-up banking, parking (even in more urban settings), and large areas, usually of the grand-scale lobby, set aside for customers to meet individually with financial advisors.⁴³

In Oakland, this transition in branch bank design also coincided with the development of BART. Envisioned and designed in the 1950s, construction on the BART system began in 1964, with the official first days of service occurring in September 1972 with the east bay service complete. The Transbay Tube went into full service in 1974. Two downtown BART stations were developed: one at 12th Street which became known as "City Center," and one servicing 19th and Broadway.⁴⁴ In the vicinity of the 19th Street BART station along both Broadway and Webster, at least thirteen bank-related buildings were constructed between 1960 and 1975. The last two structures constructed were the two branch banks on the project site at 2115 and 2127 Broadway.⁴⁵

⁴³ Mary Brown. *San Francisco Modern Architecture and Landscape Design, Historic Context Statement, 1935-1970*, San Francisco Planning Department, 2010 (section on modern banks); and Carol Dyson and Anthony Rubano, "Banking on the Future: Modernism and the Local Bank." *Preserving the Recent Past*, ed. by Deborah Slayton and William G. Foulks, National Park Service. Washington, D. C., 2000.

⁴⁴ Bay Area Rapid Transit (BART) history on the BART website at www.bart.gov/about/history.

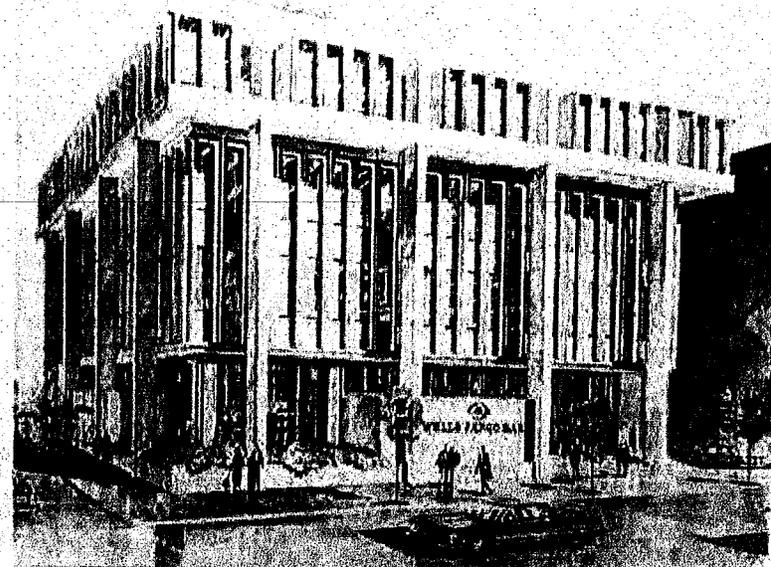
⁴⁵ OCHS files and building permit research by Betty Marvin; various *Oakland Tribune* articles and photographs; Oakland Public Library. Oakland History Room Clippings File on Oakland Banks.



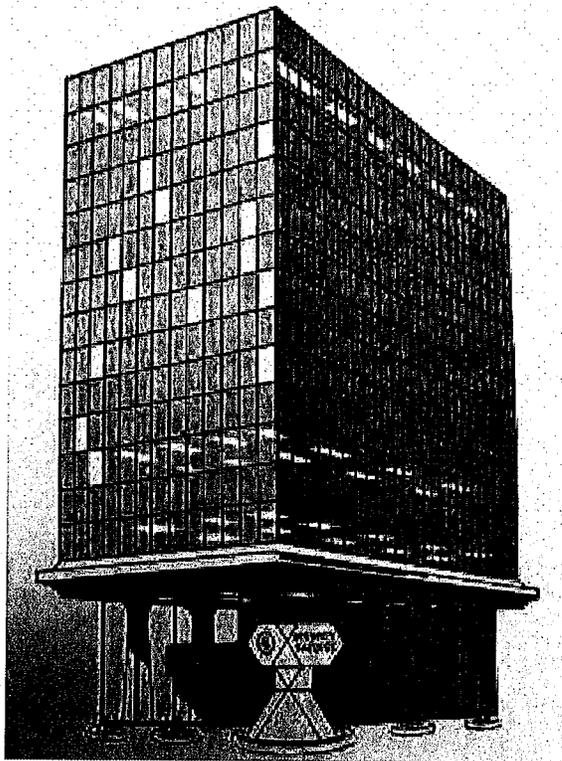
From the Oakland Tribune April 28, 1961 the Central Valley National Bank. Source: OPL clipping file.

New Banking Edifice

(Oakland Tribune) 5/25/65



The Wells Fargo Bank pictured in the Oakland Tribune May 25, 1965 (Source: OPL clipping file).

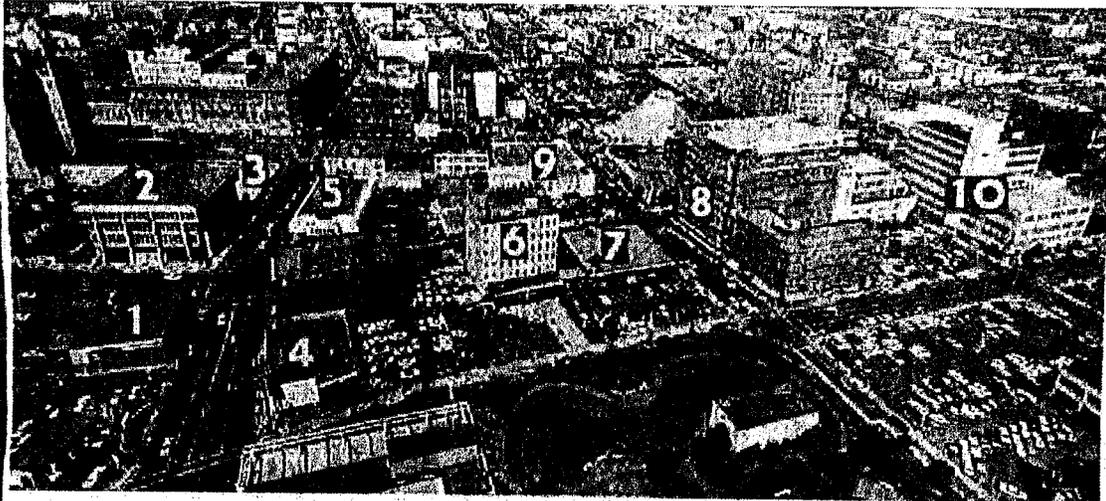


Security Savings 1969 Oakland Tribune (Source: OPL Clipping File).

Banks developed along Broadway and Webster Streets in Oakland

Name	Address	Permit Year	Year Open	Permit Info, Etc.	Architect	Notes
Central Valley Bank	301 20th St	1960	1961	Planning Commission resolution plans submitted by Becket	Welton Becket & Associates	Demolished ^a
Sumitomo Bank	400 20th St / 2001 Franklin	1964	1966	C16715	Shigenori Iyama	Somewhat altered
Wells Fargo Bank	415 20th St	1964	1965	C19803	John Carl Warnecke	Significantly Altered ^a
First Security / National	2044 Franklin St	1965	1966	C22497, a cross-reference page refers to Lyman Jee, architect	Lyman Jee	Extant
Security Savings & Loan	2250 Broadway	1967	1969	C37772	Norton S. Curtis	Extant
Bank of California	1970 Franklin St	c. 1967	1968	permit not found		Extant
Bank of America	21 st & Broadway	?	1967	?	?	Demolished ^a
Guaranty Savings	2000-20 Franklin St	c. 1967	1968	Permit illegible, correspondence refers to "Robert Goetz, architect"		Extant
First Savings	350-60 20th St	c. 1968	1968	address assigned 1960, permit not found		Extant
United California Bank	2040 Franklin St	c. 1968	1968	permit not found		Interior alterations
Bank of Tokyo	1740-50 Broadway	1972	1975	C64797	Van Bourg & Nakamura	Extant
Security Pacific National Bank	2115 Broadway	1974	1975	C80714, drawings from Pereira's office	William L. Pereira Associates	Extant
Sanwa Bank	2127 Broadway	1975	1975	C86187	Shigenori Iyama	Extant

^a Buildings significantly altered or demolished.

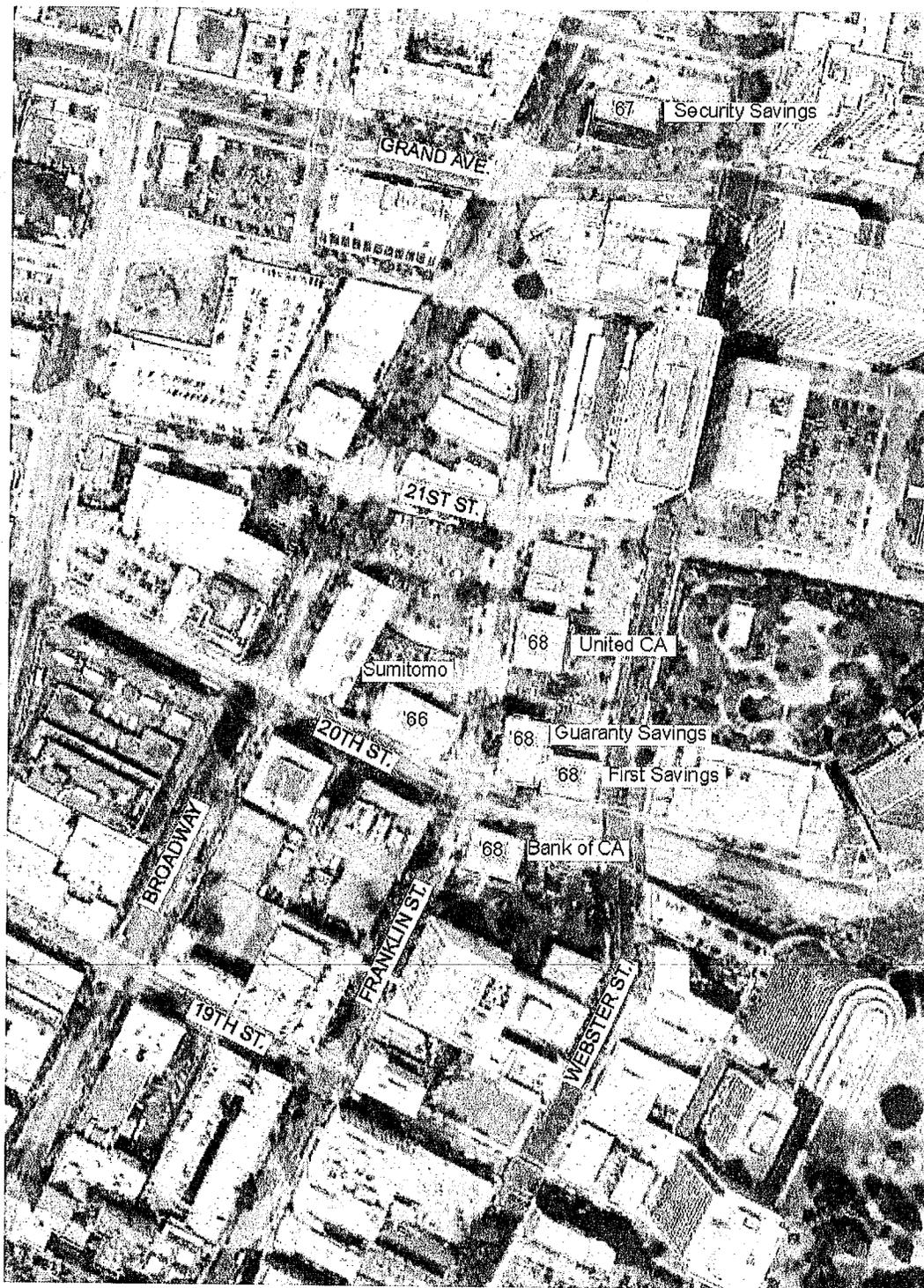


Tribune Photo by Rex Williams

FINANCIAL DISTRICT—Security Pacific National Bank is seeking a branch in the vicinity of 20th Street (lower left), between Harrison Street and Broadway. The new branch would join other financial institutions shown in the area (as numbered): Bank of California (1), Wells Fargo (2), new Golden West Savings and Loan site (3), First Savings and Loan (4), Sumitomo Bank (5), United California (6), Security National (7), First Western (8), Bank of America (9), and First Chartered Bank of London (10). The area is popular also with investment houses and little companies. Picture was taken from top of Kaiser Center.

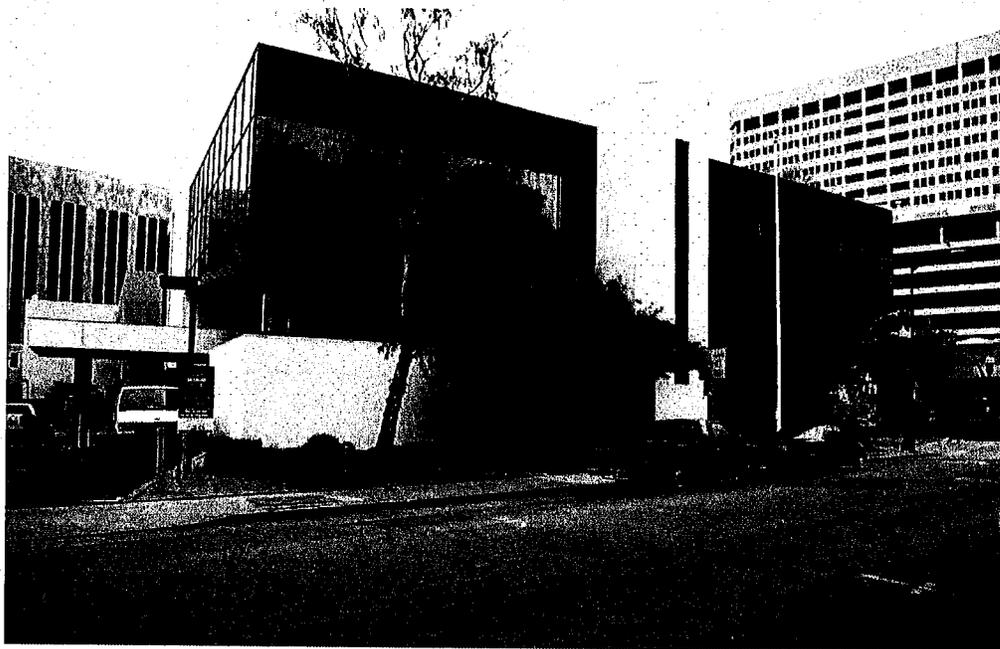
Oakland Tribune, 1968.

The above aerial photograph marking the numerous bank-related buildings in downtown Oakland taken from the Kaiser Center in 1968 shows that cluster of businesses that emerged in the 1960s around the 19th Street BART station. On the following page a map depicts the locations of all thirteen of the banking buildings and if they remain standing or not.



Map showing locations of existing bank-related buildings in Uptown Oakland (Source: Preservation Architecture, 2017).

2101-2115 Broadway – Former Security Pacific National Bank



A view of the 21th Street side of the building.

Subject Parcel & Past Evaluation

This building sits at the corner of Broadway and 21st Street in downtown Oakland on APN 008-648-18. The current OCHS Rating is *3 (less than 45 years old or modernized at the time of the survey). The building is not located within an identified historic district or an Area of Primary Importance (API). No extensive survey of Modern Buildings has been undertaken in downtown Oakland, nor has an historic context statement for Modern Architecture in Oakland been completed. Project drawings on file with the City of Oakland related to building permit # C80714 were completed by William L. Pereira Associates. These drawings were photographed in the office of the OCHS, but they have not yet been formally copied or scanned pending any permission that may be required.

William Pereira is a known master architect with an extensive body of work. There is a monograph on Pereira, edited by James Steele, that includes what Steele identifies as a somewhat incomplete list of projects, based on a log book of projects maintained by Pereira's office. At this time, based on research completed, it does not appear that Pereira completed any other buildings in Oakland. William L. Pereira Associates designed a number of buildings the Bay Area, including the Transamerica Building, the Crocker Bank Building, and a tower addition to the St. Francis Hotel in San Francisco; a California State Building in Sacramento; and a research institute near Stanford University. Additionally, beginning in 1951 with an early partner Charles Luckman, then through the 1970s as William L. Pereira Associates, Pereira designed over 25 identified banking related

buildings, including branch banks and banking headquarter towers. Many of these examples were in Southern California, where a large collection of Pereira's work remains extant, but he also designed banking related buildings in Phoenix, Denver, Salt Lake City and New York. Two prominent examples of his branch bank buildings are the Farmers and Stockmen's Bank (1951) in Phoenix, with Luckman and the Gibraltar Savings Bank in southern California. Both of these buildings are pictured in Steele's monograph.

Pereira also completed a tower for Security Pacific National Bank in downtown Los Angeles, at 800 W. 6th Street, which has been renamed the Pacific Financial Center. From a review of the project list in Steele's monograph it is clear that Pereira often built multiple projects for clients in various locations. For instance, both branch banks and a headquarters for the Crocker Citizen's National Bank and multiple buildings for Prudential Insurance.

Current Architectural Description

The Security Pacific National Bank branch at 2101-15 Broadway was completed in 1975. A corner building, the structure is two stories in height, and rectangular in plan with a flat roof. The Broadway and 21st Street elevations are extensively glazed with large expanses of dark-colored glass. The second story is cantilevered over the first floor and appears to float above the lower story. The exterior walls are a combination of marble, aluminum, and glass. There is a cube-shaped inset, two-story component at the eastern end of the building this is sheathed in white marble forming a stark contrast to the dark glazing. The first-floor lobby is a double-height space. A landscaped area along the 21st Street side of the building leads to a projecting elevator tower also clad in white marble. At the Broadway elevation the sidewalk and a handicap access ramp continue to the building face. Additionally, at the Broadway side there is a door to the banking lobby and a door to the upper story offices. An ATM machine is centered on the lower portion of the Broadway elevation. There is a landscaped passage way between this structure and the adjacent 2121-27 Broadway.

History of Building

The *Oakland Tribune* announced in February 1973 that Security Pacific National Bank had hired preeminent Modernist architect William Pereira to design the building at the corner of Broadway and 21st Street.⁴⁶ This is confirmed by the building plans located in the City of Oakland archives clearly from the office of William L. Pereira Associates. The building permit lists the architect as ORS Corporation from Los Angeles and the builder as E.W. Hahn Construction Co. of Hayward.⁴⁷ ORS Corporation, appears to have specialized in banking fixtures, such as automated teller machines.⁴⁸ Security Pacific National Bank was

⁴⁶ "Security Pacific Plans New Oakland Headquarters," *Oakland Tribune*, February 1, 1973: F11.

⁴⁷ City of Oakland Building Permit Number C807142, May 13, 1974,

⁴⁸ Shayne Watson. Conversation with Betty Marvin. OCHS. July 6, 2016; OCHS file on ORS Patents on Automatic Teller Machines.

formed in Southern California and by the middle of the twentieth century it was a well-respected large west coast banking institution. In 1992, Security Pacific merged with Bank of America.

Architect / Designer

Born in Chicago in 1909, William Leonard Pereira began working as a draftsman at a young age and soon became an architect's assistant, also supporting himself as a painter.⁴⁹ He graduated from the University of Illinois School of Architecture in 1931. After graduation, Pereira was employed by the well-known Chicago firm of Holabird and Root, where he contributed to the master plan of the 1933 Chicago World's Fair.

He began a partnership with his brother Hal, Pereira and Pereira, together focusing on movie theater design throughout the U.S. At the height of the Depression, in 1938, William Pereira moved to Los Angeles, and became a production designer for Paramount and RKO.

After World War II, Pereira taught at the University of Southern California School of Architecture. In 1950, he formed a partnership with Charles Luckman, the former president of Lever Brothers and fellow Illinois native. This partnership was somewhat short-lived (1951-58) and Pereira then formed William L. Pereira Associates in 1959. The firm created some of Los Angeles' most significant architectural landmarks, including the master plan and an iconic building, the Theme Building, at the Los Angeles International Airport. At one time, the firm employed four hundred people. Known for its projects at airports throughout the world, in campus and university settings and for major American corporations, including financial, insurance and large corporations like IBM.

The Los Angeles Conservancy notes of Pereira's practice, "the firm had its hand in designing everything from amusement parks to research facilities. Pereira and Associates not only gained national recognition for its buildings, but also for the many master plans produced by the firm, making Pereira a leading figure of master planning, so much so that it landed him on the cover of *Time* magazine in 1963."⁵⁰

Pereira died in 1985 at age 76; his most recognized buildings include: the Los Angeles Metropolitan Water District complex (1963); the Los Angeles County Museum of Art (Mid-Wilshire, 1965); the Geisel Library at the University of California, San Diego (1970); San Francisco's Transamerica Pyramid (1972); and multiple works and master planning at the

⁴⁹ Biographical information compiled from James Steele, ed. *William Pereira*. Los Angeles: Architecture Guild Press, 2002 "William L. Pereira, Architect; a Specialist in Planned Cities." *New York Times*. Obituary November 15, 1985; "Pereira Gave County Shape – and a Vision: Late Architect Believed in Orderly Growth, Open Spaces." *Los Angeles Times*. Obituary November 17, 1985;; Pacific Coast Architecture Database, <http://pcad.lib.washington.edu>.

⁵⁰ Los Angeles Conservancy website. <https://www.laconservancy.org/architects/william-l-pereira-associates>.

Los Angeles International Airport, the University of Southern California (USC) and the University of California, Irvine.⁵¹

Throughout his career Pereira was engaged in projects on college and university campuses, at airports and for the aviation industry, for corporate campuses and towers, civic centers, hotels, libraries, department stores, theaters and entertainment facilities, and many west coast banks. His bank buildings are found around Los Angeles, in Salt Lake City, Utah, and even one in Butte, Montana.

California Register of Historical Resources Evaluation

California Register Criterion 1: Event or Patterns of Events

Based on historical research, the building at 2101-2115 Broadway in downtown Oakland, California does not qualify *individually* under California Register Criterion 1:

Event/Patterns of Events, for its association with the development of Uptown Oakland's financial and banking industry or with the BART development. The building does not possess an association with an important event that rises to a level of significance that would justify *individual* eligibility for the California Register. The building is one of a number of banking related structures that were built in Uptown between the mid-1960s and the mid-1970s. See discussion below related to this cluster of banking buildings.

California Register Criterion 2: Important Person(s)

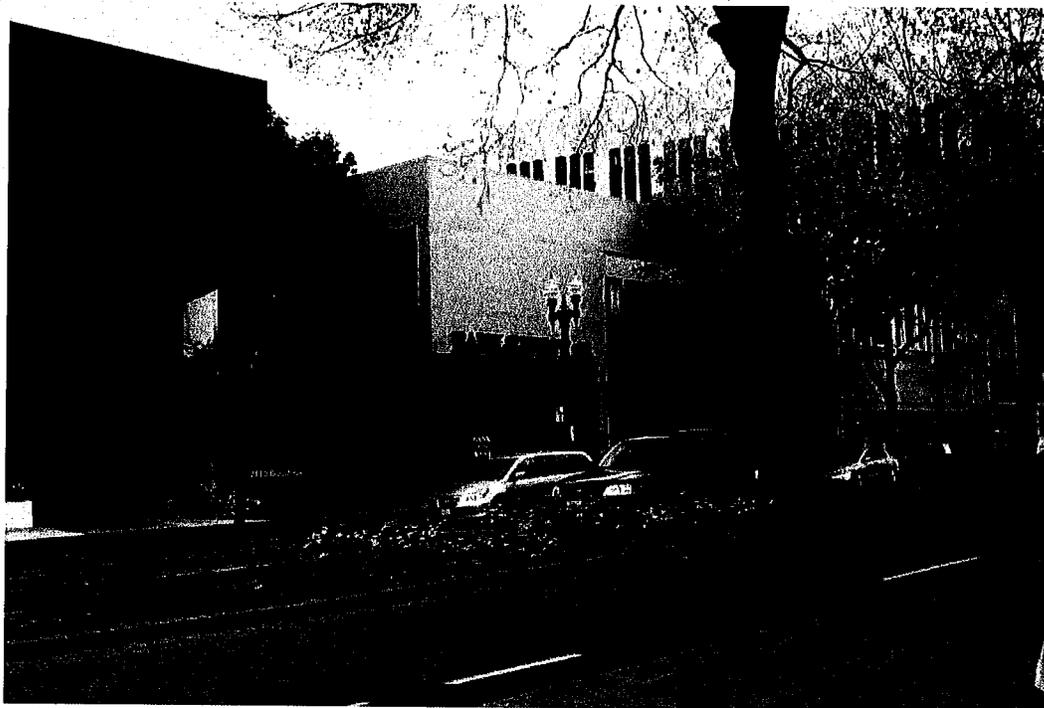
Based on historical research, the building at 2101-2115 Broadway is not associated with any persons or individuals who have had an important role in local, California or national history. There does not appear to be a link between the owners or designers of this building and any significant historical events relating to Oakland history. The building does not appear to qualify *individually* under California Register Criterion 2: Important Person(s).

California Register Criterion 3: Design/Construction/Architecture

The former Security Pacific National Bank branch at 2101 Broadway does not appear to *individually* meet Criterion 3 of the California Register of Historical Resources as an exceptional example of corporate Mid-Century Modernism in Oakland. The work of William Pereira has been highly documented and given the length of his career, enough time has passed to understand his significant contributions to American and Modern Architecture. Clearly designed in a Modern idiom, with Modern materials, the building was intended to convey the importance of the Modern bank within an urban setting. However, after review of Pereira's banking work over the course of his career, and the other banking-related structures in this area of Oakland, this building does not stand out *individually* as an exceptional or outstanding design within Pereira's body of work or within the building type as exemplified in Oakland. Additionally, the building falls outside of the period of significance for Pereira's well-known work as it was built in 1975.

⁵¹ James Steele. *Pereira*; and both the NYT and LAT obituaries on Pereira.

2121-2127 Broadway – Former Sanwa Bank



Subject Parcel and Past Evaluations

This building faces Broadway between 21st and 22nd in downtown Oakland on APN # 008-648-17. The OCHS Rating is *3 (less than 45 years old or modernized). The building is not located within a historic district or an API. No extensive survey of Modern Buildings has been undertaken in downtown Oakland, nor has an historic context statement for Modern Architecture in Oakland been completed.

Current Architectural Description

The building at 2121-27 Broadway is two stories in height, rectangular in plan and has a flat roof. The exterior walls are concrete. The mid-block structure has punched openings at the Broadway facade that form a covered outdoor area and a glazed lobby. The overall character of the structure is somewhat Brutalist in its expression.

History of Building

The Sanwa Bank building at 2121-27 Broadway was completed circa 1975, and was designed by architect Shigenori Iyama of S. Iyama & Associates.⁵² The Sanwa Bank was a major Japanese bank with branches in California. It operated from 1933 to 2002 when it merged with another Japanese banking institution.

⁵² City of Oakland Building Permit Number C86187, September 12, 1975, owner Sanwa Bank.

Architect / Designer

According to a 1962 *American Architects Directory*, Shigenori Iyama was born in Fukuoka, Japan on February 16, 1927 and was educated at the University of California, Berkeley graduating in 1949. United States Immigration Records indicate the Iyama family arrived in California on the *M. S. Asama Maru* from Kobe, Japan in August 1931 when he was four years old.⁵³ During World War II, Iyama was incarcerated at the Central Utah Relocation Center at Topaz. He married Mary Imagawa in 1951. Iyama applied for and was granted U.S. citizenship in 1954.⁵⁴ He worked for architects Jack Buchter and A. Hunter before starting his own firm.⁵⁵ He died at the age of 65 on May 25, 1992.⁵⁶

Neither the Pacific Architecture Database or the International Architecture Database contain very little information relating to Iyama. The University of California, College of Environmental Design does not list the archives of Shigenori Iyama among its collections

Iyama had an architecture office in Berkeley in the mid-1950s, and by the late 1950s he was working out of Oakland with Al Hunter as Hunter and Iyama.⁵⁷ A search of local newspaper indexes and survey books identified the following projects:

- St. Peter's Catholic Church (1961-62), San Rafael, Al Hunter & Shig Iyama;
- Mill Valley community and youth center (1964), Shig Iyama and Robert M. Tanaka. (*San Rafael Daily Independent Journal*, May 19, 1964);
- Vallombrosa retreat center (1964), Menlo Park, CA, (*San Mateo Times, California*, 1964);
- St. Sylvester's Church (1966), San Rafael, CA (*San Rafael Daily Independent Journal*, May 7, 1966);
- Village Plaza (1967), Fairfax, CA (*San Rafael Daily Independent Journal*, March 24, 1967).

Iyama also designed, with his associate Robert Tanaka, the Sumitomo Bank Building at 2001 Franklin Street at 20th Street in downtown Oakland. The Franklin Street bank, occupies a prominent corner and is a more dramatic and architecturally sculpted structure than the building at 2121-27 Broadway.

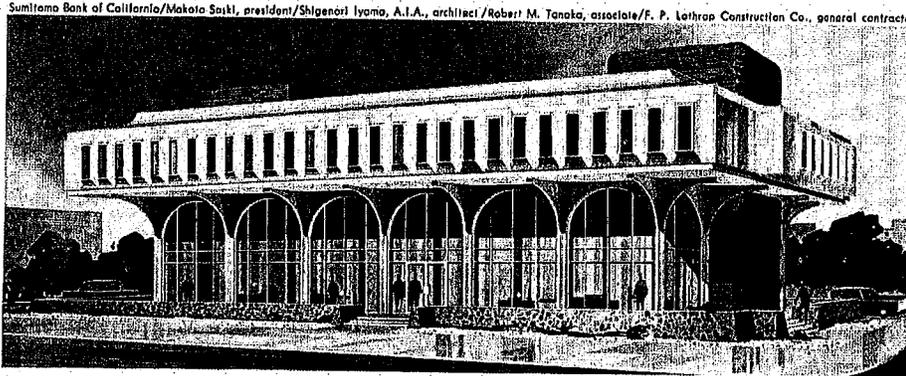
⁵³ Manifest from the *M. S. Asama Maru* from Kobe, Japan in August 1931. Ancestry.com

⁵⁴ Ancestry.com; *California, Federal Naturalization Records, 1887-1991* [database on-line]; *U.S., Final Accountability Rosters of Evacuees at Relocation Centers, 1942-1946* [database on-line].

⁵⁵ American Institute of Architects. *American Architects Directory*, 1962, page 342.

⁵⁶ California Death Index. Ancestry.com.

⁵⁷ *San Rafael Daily Independent Journal*, March 8, 1957



The bank building Shigenori Iyama designed at 2001 Franklin.

California Register of Historical Resources Evaluation

California Register Criterion 1: Event or Patterns of Events

Based on historical research, the building at 2121-2127 Broadway in downtown Oakland, California does not qualify *individually* under California Register Criterion 1: Event/Patterns of Events, for either its association with the development of downtown Oakland or for its association with a financial or banking institution. While these are certainly historical contexts or events that could be linked to this building, the building does not possess an association with an important event that would elevate it to a level of significance to justify *individual* eligibility for the California Register.

California Register Criterion 2: Important Person(s)

Based on historical research, the building at 2121-2127 Broadway is not associated with any persons or individuals who have had an important role in local, California or national history. It does not appear to have been built for an important Oakland business entity and the building does not possess significant links to important persons or events. There does not appear to be a link between the owners or designers of this building and any significant historical events relating to Oakland history. The building does not appear to qualify *individually* under California Register Criterion 2: Important Person(s).

California Register Criterion 3: Design/Construction/Architecture

While the building at 2121-27 Broadway is associated with Iyama, limited information about his body of work was discovered making it difficult to assess his significance within the context of Corporate Modern Architecture in Oakland. Certainly, his building at 2001 Franklin is a more interesting, innovative, and iconic structure. While further research may be required to determine if Shigenori Iyama could be considered a master architect, it does appear that the building that more significantly represents his distinctive design capabilities in the context of Modern Architecture in Oakland is the bank building at 2001 Franklin Street. The building at 2121-27 Broadway is less than 50 years in age, and does not appear to be a significant example of Modernism in Oakland. While clearly displaying

a modern idiom, the building does not possess the distinctive characteristics of a type, period, region, or method of construction, nor does it possess high artistic values that would make it *individually* significance under the California Register criteria.

Grouping of Bank Buildings in Uptown Oakland

As noted above, from 1961 to 1975 thirteen banking related structures were constructed in Uptown Oakland, some designed by important mid-century architects or architectural firms. A total of four buildings proposed for demolition include the Security Pacific, Sanwa Bank, Bank of Tokyo, and First/Security National banks. Remaining buildings include the Sumitomo, Bank of California, First Savings, Guaranty Savings, United California, and Security Savings banks. As shown in the previous map, there is a remaining cluster of bank buildings at Franklin between 21st and 22nd Streets that could be formed into an Area of Secondary Importance (ASI).

2135-2147 Broadway (Sherman Clay Building)



A view of the Sherman Clay Building along Broadway.

Subject Parcel & Past Evaluation

This building faces Broadway between 21st and 22nd Streets. It sits on APN # 008-648-1. The building is not located within the boundaries an API or ASI or in a designed historic district.

The previous OCHS Survey Rating was Dc3. D means properties of minor importance (existing rating at time of initial evaluation); c means condition "if restored" (contingency rating); and 3 means not in a historic district.

Current Architectural Description

The building at 2131-47 Broadway is a two-story structure, trapezoidal in plan, and sits on a corner lot at the southwest corner of Broadway and 22nd Street (22nd Street was formerly 21st Street – See 1950 Sanborn Map). As originally designed by architect William Weeks, this commercial building was a good example of a small-scale commercial structure employing the Chicago style. It had somewhat modified three-part, upper story windows popularized by American Chicago School architects from the 1880s into the 1920s. However, in January 1960, the building received a façade screen that altered its overall

character.⁵⁸ This screen was removed circa 1994.⁵⁹ While the removal of the façade screen has improved the appearance and integrity of the structure to a certain degree, it has still been highly altered at the lower, storefront level at both the Broadway and 22nd Street facades. The primary storefront façade along Broadway have replacement storefront systems and the clerestory or transom windows above the storefronts are covered over and it is unclear if the windows are extant. At the 22nd Street side the clerestory windows have been infilled. The upper story appears to be more intact with possible original decorative fretwork detailing below the window sills and decorative modillions above. The brick was not likely originally painted.

History of Building

The building at 2135-47 Broadway was designed by architect William H. Weeks and built by Carnahan & Mulford in 1917 for H. S. Crane. This information is listed on City of Oakland Building Permit number 44670 dated January 29, 1917.⁶⁰ The project was described by the *Oakland Tribune* on February 4, 1917, with a report in the real estate section noting: "H. S. Crane, owner; Carnahan & Mulford, contractors; 2-story brick store and loft building, southwest corner Twenty-first and Broadway; \$29,314."⁶¹

The building's construction was also announced in the February 1917 issue of *The Architect and Engineer*:

"Carnahan and Mulford Get Contract"

Messrs. Carnahan and Mulford, San Francisco contractors with offices at 45 Kearny street, have the contract for building a two-story store and loft building at Twenty-first street and Broadway, Oakland for H. S. Crane. Contract is close to \$30,000. Wm. H. Weeks is the architect."⁶²

The Sherman Clay Company appears to have moved into the building in the mid to late 1960s. The Sherman Clay Company was a music and musical instrument company founded in San Francisco in 1870 by Leander Sherman. Later, in 1879, Clement Clay joined him as a partner and the enterprise became known as the Sherman Clay Company. The business imported pianos and musical instruments, as well as music books and sheet music for sale in California. It also manufactured pianos and church organs from its own factory. As the firm expanded there were stores in Oakland, Fresno, Stockton, and Portland, Oregon.

⁵⁸ City of Oakland Building Permit #B85699 – January 14, 1960; Orinda Properties Inc., owner; \$52,000; remodel building fronts with aluminum curtain walls. Contractor, Christianson and Lyons.

⁵⁹ Oakland Cultural Heritage Survey file notes indicate screen removed 1994.

⁶⁰ City of Oakland Building Permit Number 44760 – January 26, 1917; M. S Crane, owner; W. H. Weeks, architect.

⁶¹ *The Oakland Tribune*. Sunday, February 4, 1917, Real Estate Section Page 55. (newspapers.com)

⁶² "Carnahan and Mulford Get Contract." *The Architect and Engineer*. February 1917 (Vol 48 No. 2) Page 129.

In 1906, the Sherman Clay Oakland Store was located at 1120 Broadway at the corner of 13th Street. After the earthquake and fire of 1906 wreaked havoc on downtown San Francisco, the Sherman Clay company records were salvaged and taken to the Oakland store. In 1910, the Oakland store had relocated to 14th Street. The 1950 Oakland City Directory has the Sherman Clay building at Broadway and Hobart (now 21st Street), in a building designed for the company by Wurster, Bernardi and Emmons in 1947 (no longer extant). That building, 2101 Broadway, was replaced by the bank structure that sits at the corner of Broadway and 21st Street (now vacant).

The 1967 Polk's Oakland City Directory lists the Sherman Clay store located at the building at 2135 Broadway. It is unclear when they moved from the building designed for them by Wurster, Bernardi and Emmons at Broadway and 21st Street.

Architect / Designer

William Henry Weeks was a prolific, well-known California architect. Over the course of his career, Weeks designed more than 500 buildings including libraries, schools, churches, courthouses, hospitals and private residences in Central and Northern California. He is particularly remembered for well-designed schools and his Carnegie Libraries throughout the state. Weeks' other Oakland projects include: the First Christian Church (111 Fairmount Avenue), the Lake Merritt Hotel (1800 Madison Avenue), the Leamington Hotel (1814 Franklin), and the Melrose Branch Library, a Carnegie Library (4805 Foothill Boulevard).⁶³

California Register of Historical Resources Evaluation

California Register Criterion 1: Event or Patterns of Events

Based on historical research, the building at 2131-2147 Broadway in downtown Oakland, California does not qualify individually under California Register Criterion 1: Event/Patterns of Events, for either its association with the development of downtown Oakland or with a specific commercial enterprise in Oakland. While these are certainly historical contexts or events that could be linked to this building, no specific event or pattern of events was linked to this building. It does not possess an association with an important event that would elevate it to a level of significance to justify individual eligibility for the California Register.

California Register Criterion 2: Important Person(s)

Based on historical research, the building at 2135-2147 Broadway is not associated with any individuals who have had an important role in local, California or national history. It does not appear to have been built for an important Oakland business entity and the building does not possess significant links to important persons or events. Its association with the Sherman Clay Company appears to have begun in the mid-1960s and it was not built specifically for that enterprise as a music showroom. There does not appear to be a

⁶³ Betty Lewis. *W. H. Weeks, Architect*. Panorama West Books, 1985.

link between the owners or designers of this building and any significant historical events relating to Oakland history. The building does not appear to qualify under California Register Criterion 2: Important Person(s).

California Register Criterion 3: Design/Construction/Architecture

While the building at 2135-47 Broadway was designed by an important California architect, William H. Weeks, the structure is not among one of Week's most significant works. The structure has been altered at the storefront level which has impacted its overall integrity. As such, the commercial building at 2135-47 Broadway does not appear to be individually eligible for the California Register of Historical Resources under Criterion 3.

2100 Telegraph Avenue



Summary Information

The Telegraph Plaza Public Parking garage at 2100 Telegraph Avenue was constructed in the 1970s (exact date unknown); however, the Certificate of Occupancy is dated September 13, 1978. The OCHS files show no record of architect and builder; however Oakland Building Department records indicate the structure was designed by architects Van Bourg-Nakamura (known as VBNA, Inc.) and the contractors were Branagh, Inc. It is two stories in height and trapezoidal in plan. The walls are of concrete construction.

California Register of Historical Resources Evaluation

California Register Criterion 1: Event or Patterns of Events

Based on historical research, the structure at 2100 Telegraph in downtown Oakland, California does not qualify individually under California Register Criterion 1: Event/Patterns of Events, for either its association with the development of downtown Oakland or with a specific commercial enterprise in Oakland. While these are certainly historical contexts or events that could be linked to this building, no specific event or pattern of events was linked to this building. It does not possess an association with an important event that would elevate it to a level of significance to justify individual eligibility for the California Register.

California Register Criterion 2: Important Person(s)

Based on historical research, the building at 2100 Telegraph is not associated with any individuals who have had an important role in local, California or national history. It does not appear to have been built for an important Oakland business entity and the garage does not possess significant links to important persons or events. There does not appear to be a link between the owners or designers of this structure and any significant historical events relating to Oakland history. The structure does not appear to qualify under California Register Criterion 2: Important Person(s).

California Register Criterion 3: Design/Construction/Architecture

Oakland Building records contained considerable correspondence about cast concrete columns and “precast ‘trees’” that “do not fall under a ‘typical’ design code requirement”. However, the structure at 2100 Telegraph does not appear to embody the distinctive characteristics of a type, period, region, or method of construction, or represent the work of a master, or possesses high artistic values. Therefore, it does not appear to be individually eligible for the California Register under Criterion 3.

VI. OVERVIEW OF SURROUNDING PROPERTIES

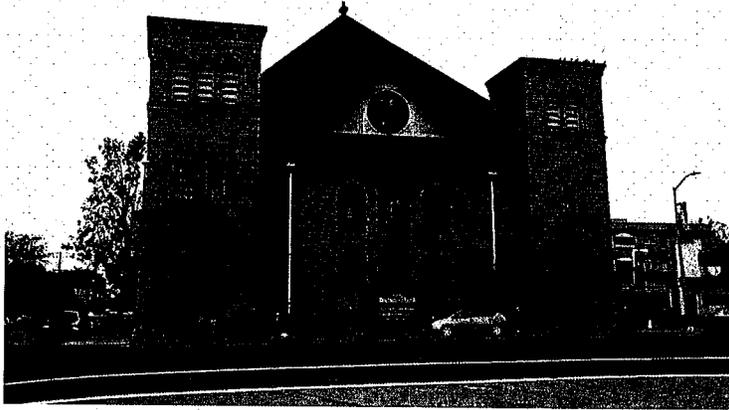
The following section presents a summary of the properties surrounding the project site and within an approximate one or two-block radius, or within view from the subject property. The information in this section was collected from files at the Oakland Cultural Heritage Survey (OCHS) at the City of Oakland. Building files maintained by the OCHS sometimes include Building Permit Research Forms, which show information on architect and builder, as well as permitted alterations.

517-523 22nd Street



The residential structure at 517-523 22nd Street.

The building at 517-523 22nd Street is an 1898-99, four-family, Georgian-Revival residence. The OCHS files show no record of architect and builder. The building is two stories in height (over a basement) and rectangular in plan. Exterior walls are wood frame. The OCHS Rating is C1+ (Secondary Importance: Superior or visually important example, or very early [pre-1906]. Category C buildings "warrant limited recognition"). The building is located within an API (Cathedral District) and is considered a contributor to this API. As a contributor to the API, this building would be considered an historical resource under CEQA.

524 22nd Street/2201 Telegraph Avenue (First Baptist Church)

Julia Morgan's First Baptist Church at 2201 Telegraph Avenue.

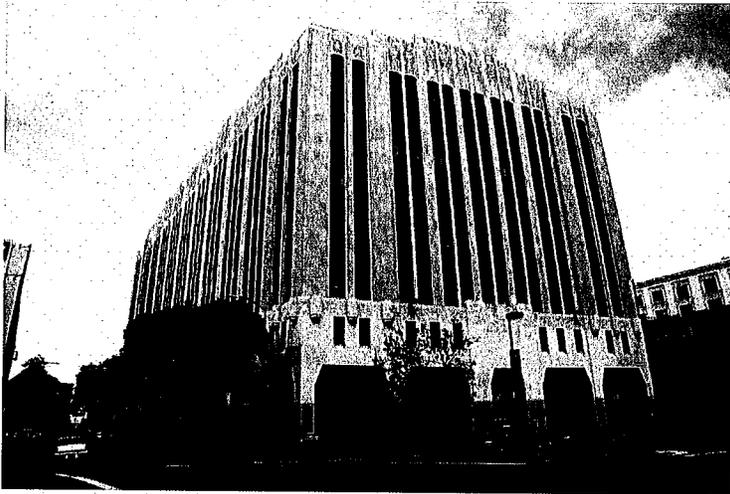
The First Baptist Church at 2201 Telegraph Avenue/524 22nd Street was designed by Julia Morgan in the Romanesque Revival style and completed in 1903. It is three stories with towers flanking both ends is overall rectangular in plan. Exterior walls are sandstone and brick. The church was heavily damaged by the 1906 earthquake. Architect Julia Morgan was subsequently engaged to repair the earthquake damage and finish the sanctuary. The OCHS Rating is A1+ (Highest Importance: Outstanding architectural example or extreme historical importance). The building is listed in the Local Register. It is located within an API (Cathedral District) and is considered a contributor. As a contributor to the API and as an individually significant structure, this building would be considered an historical resource under CEQA.

2025 Broadway (Paramount Theatre)



The Paramount Theatre at 20125 Broadway.

The Art Deco Paramount Theatre at 2025 Broadway was completed in 1930. It is irregular in plan with an entrance lobby facing Broadway and a large auditorium space behind. Exterior walls are finished concrete with terracotta details and a large blade sign at the main façade. The architect is Timothy Pflueger. The OCHS Rating is A1+ (Highest Importance: Outstanding architectural example or extreme historical importance). The building was designated a National Historic Landmark in 1977. It is listed in the California Register of Historical Resources, the National Register of Historic Places, and the local register. It is a local landmark (#9). It is located within an Area of Primary Importance (Uptown Commercial) and is considered a contributor. As a National Historic Landmark and a designated City of Oakland Landmark, this building would be considered an historical resource under CEQA.

2201 Broadway/450-466 22nd Street (Breuner Company Building)

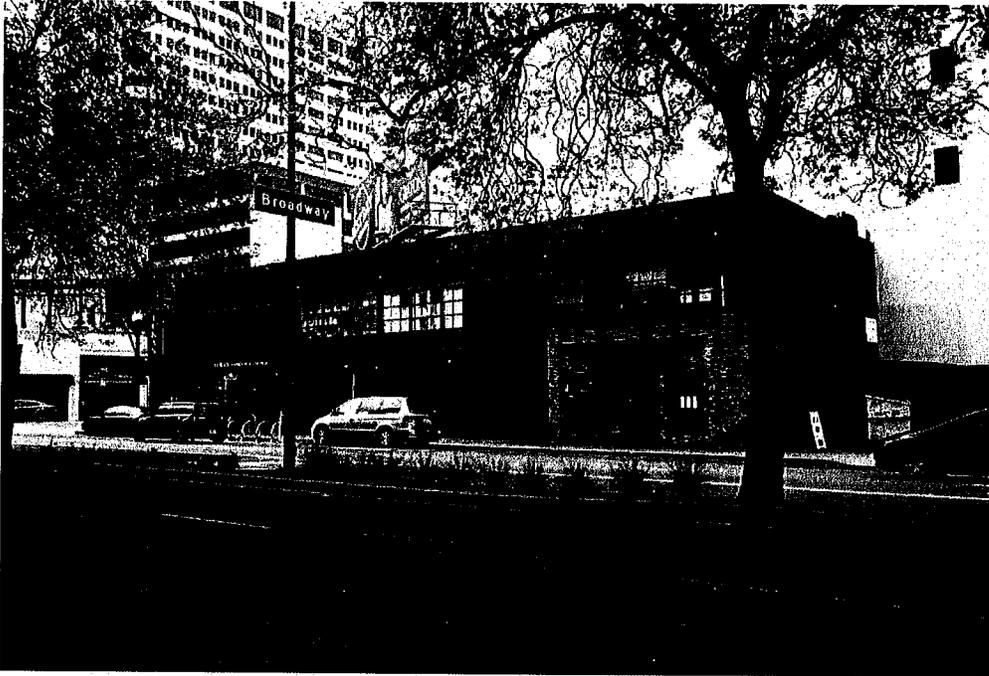
The Breuner Company building at 2201 Broadway.

The Art Deco Breuner Company Building at 2201 Broadway was completed in 1931. The architect was Albert Roller, and the builder was P.J. Walker. It is rectangular in plan and eight stories in height. Exterior walls are reinforced concrete with Gladding-McBean glazed terracotta. Architect and engineer Albert Roller chose the latest 'modern' design for the exterior. The reinforced concrete frame, faced with transparent glazed light green terracotta rests on a base of polished black granite. The tile is incised with abstract floral designs at the parapet; over the east doorways, workers are depicted finishing a wooden chair; over the south entrance are depicted a bench and a high-backed chair. The store was founded by John Breuner, a German immigrant who lived in Cincinnati before establishing his California furniture store in Sacramento in 1856.⁶⁴

The OCHS Previous Rating is A3 (Highest Importance: Outstanding architectural example or extreme historical importance). The building is listed in the Local Register. It is not located within a historic district or an API. This building, with a high rating in the OCHS, would be considered an historical resource under CEQA.

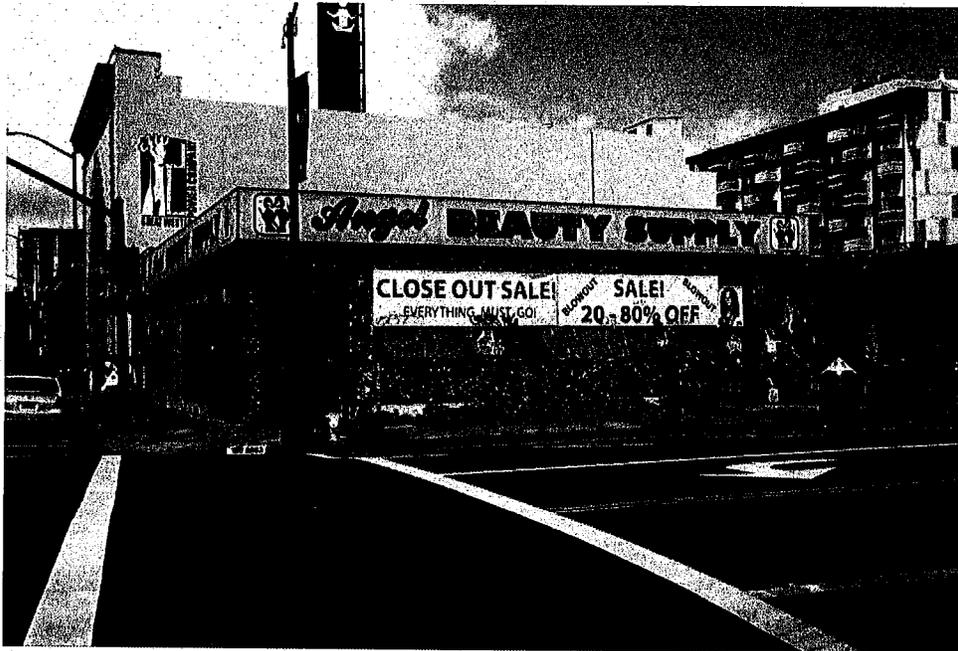
⁶⁴ Robert Bernhardt, *The Buildings of Oakland*, Oakland: Forest Hill Press, 1979, 25.

2211-2221 Broadway/407-417 West Grand Avenue (Hofbrau Building)



The commercial structure at 2211-21 Broadway.

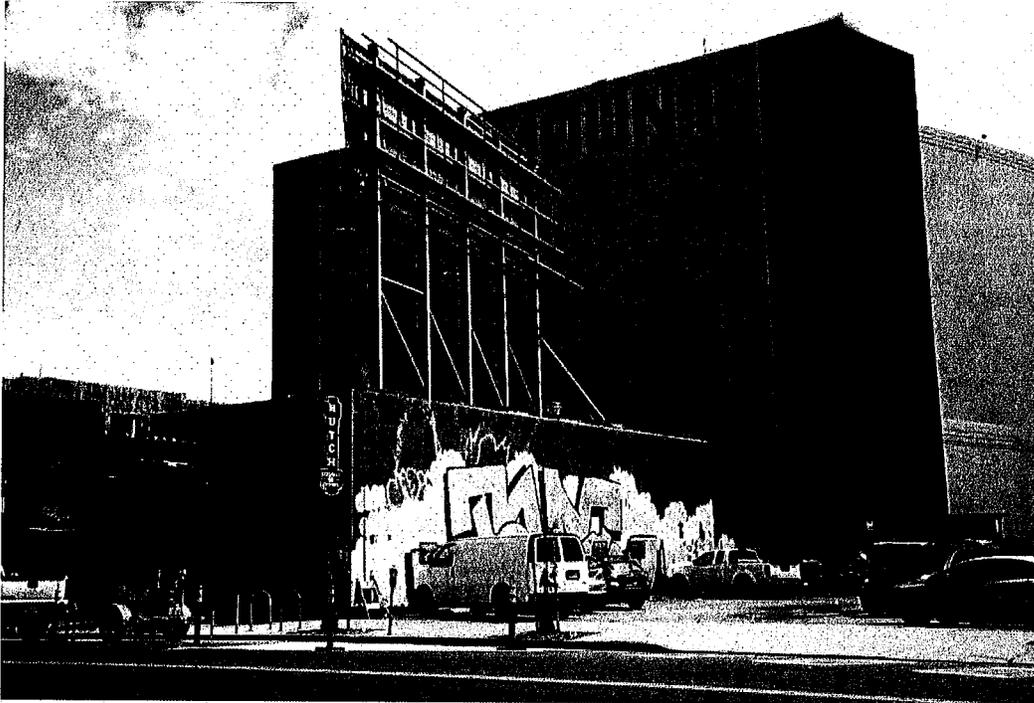
The commercial building at 2211-2221 Broadway was completed in 1933. The architect was Reed & Corlett; the builder was F.A. Muller. It is two stories and rectangular in plan. Exterior walls are concrete with brick veneer in some areas. The OCHS Rating is Dc3 which means of Minor Importance: Representative example. The c means condition "if restored" (contingency rating) and the 3 means the building is not located within a historic district or an API.

2003-2009 Telegraph Avenue (Santa Fe/Continental Trailways Bus Depot)

The small-scale commercial structure at 2003-09 Telegraph Avenue.

The former Santa Fe/Continental Trailways Bus Depot at 2003-09 Telegraph Avenue is a 1948 commercial building. The architect was Carl S. Replogle, and the builder was F.H. White. It is one story in height and rectangular in plan. Exterior walls are concrete with terracotta and brick veneer details. The OCHS Rating is *3 (less than 45-years old at the time of the survey, not in a historic district). The building is not located within a historic district or an API.

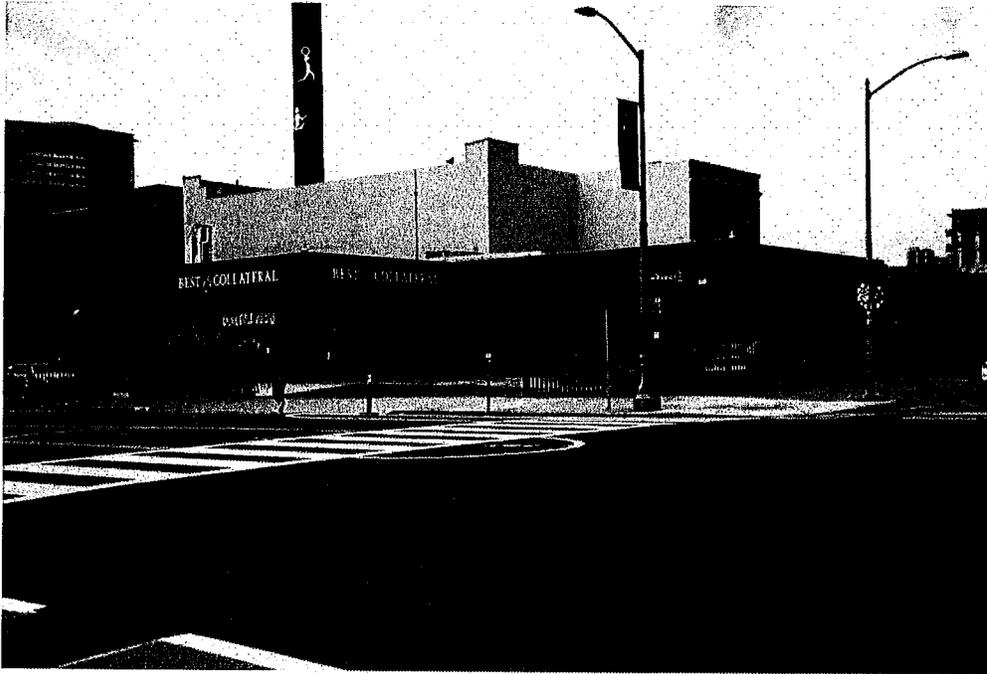
2022 Telegraph Avenue



The small-scale commercial structure at 2022 Telegraph Avenue.

The small-scale commercial building at 2022 Telegraph Avenue was built in 1948. The OCHS files show no record of an architect and builder. It is one story in height and rectangular in plan. Exterior walls are masonry. The OCHS Rating is F3 (less than 45 years old or modernized). The building is not located within a historic district or an API.

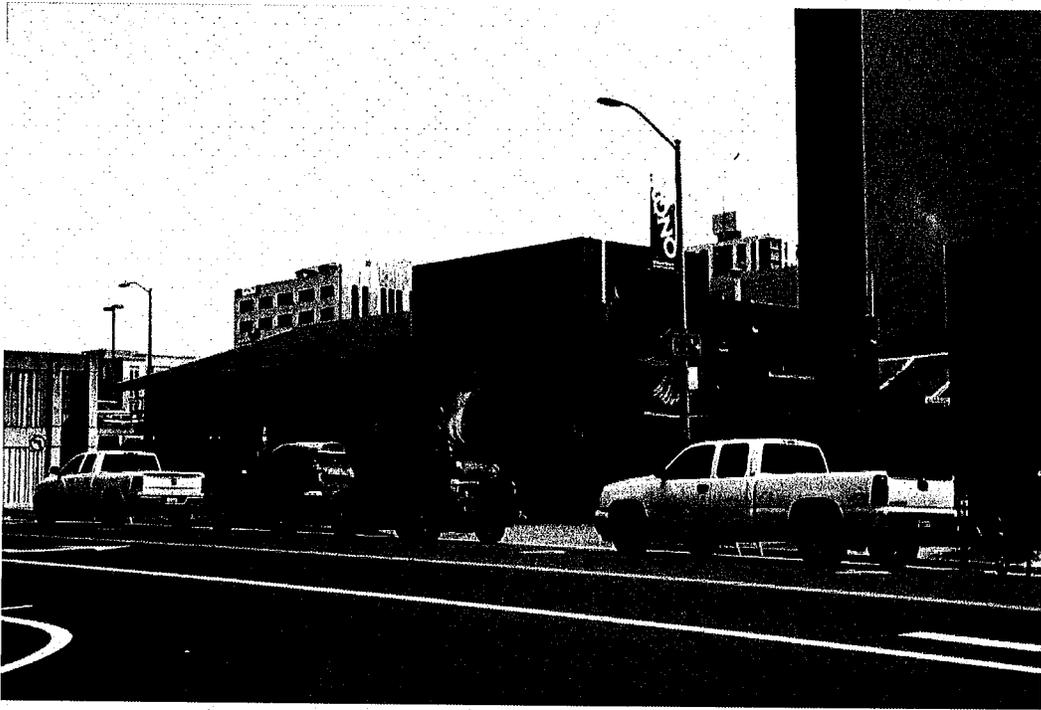
2025-2035 Telegraph Avenue



The small-scale commercial structure at 2025 Telegraph Avenue.

The commercial building at 2025 Telegraph Avenue was completed in 1968. The builder is Hugo Muller Construction. The OCHS files show no record of architect. It is one story in height and T-shaped in plan. Exterior walls are concrete block. The OCHS Rating is F3 (less than 45-years old at the time of the survey) and the building is not in a historic district.

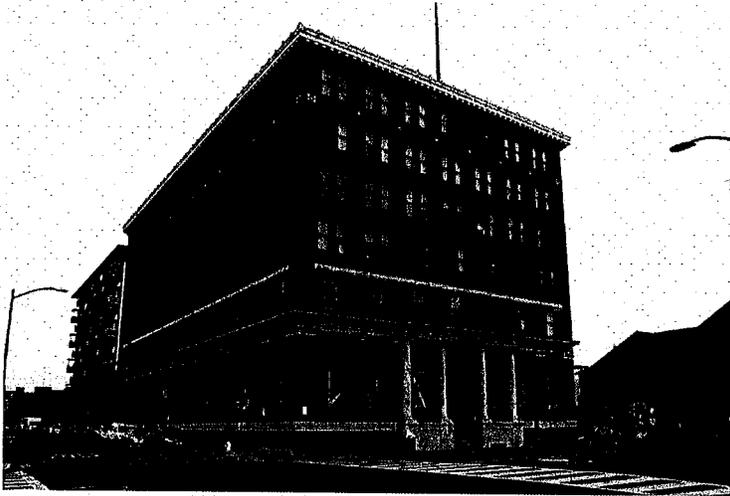
2040 Telegraph Avenue



The small-scale commercial structure at 2040 Telegraph Avenue.

The commercial building at 2040 Telegraph Avenue was completed in 1960. It is one story in height and rectangular in plan. The architect was Marshall, Welsh, McDonald; the builder was W. Barrett & Son. Exterior walls are masonry and glass. The structure has not received an OCHS Rating. It is not located in a historic district or an API.

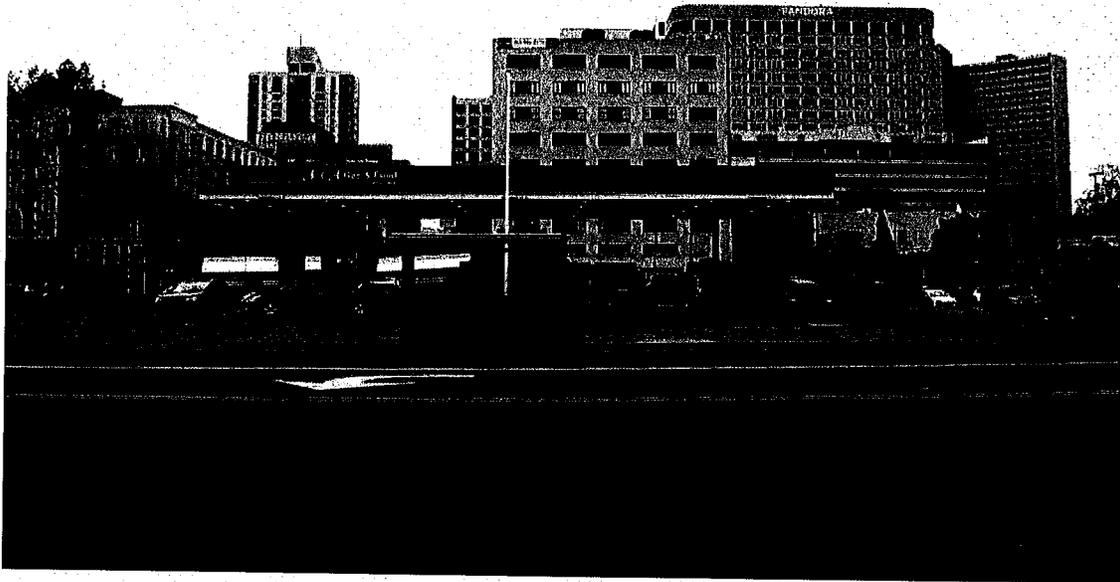
2101-2115 Telegraph Avenue (YMCA)



The YMCA building at 2101-2115 Telegraph Avenue was first built in 1909, with two stories added a few years later.

The YMCA at 2101-2115 Telegraph Avenue was completed as a five story building 1909-10. The architect was William C. Hays and the YMCA was listed as the builder on the original building permit. Several years later two additional stories were added. The building is U-shaped in plan. Exterior walls are brick. The OCHS Rating is A3 (Highest Importance: Outstanding architectural example or extreme historical importance; not in a historic district). The building is listed in the Local Register. It is not located in a historic district or an API. This building has a high rating in the OCHS and would be considered an historical resource under CEQA.

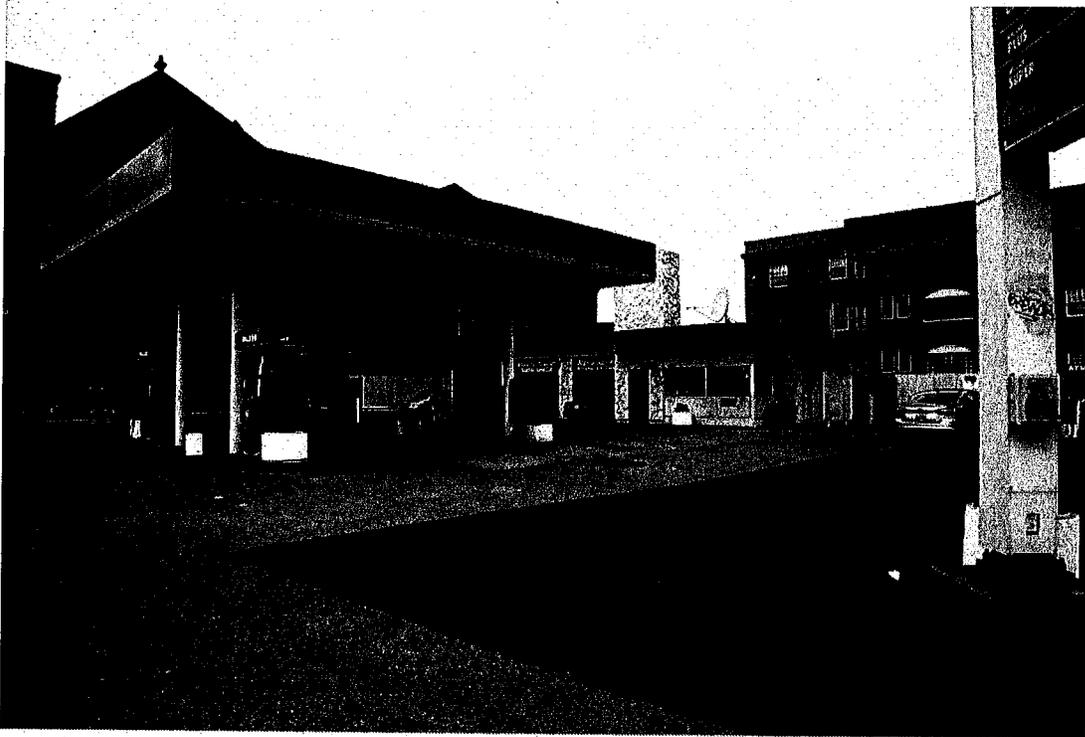
2200 Telegraph Avenue



The gas station at 2200 Telegraph Avenue has a large canopy over the pumps.

The gas station at 2200 Telegraph Avenue was completed in 1987. The OCHS files show no record of architect and builder. It is one story in height and rectangular in plan. The OCHS Rating is F3 (less than 45 years old) and the building is not located within a historic district or an API.

2225 Telegraph Avenue



The gas station at 2225 Telegraph Avenue has a small masonry structure.

The gas station at 2225 Telegraph Avenue was completed in 1963. The OCHS files show no record of architect and builder. It is one story in height and rectangular in plan (there are two separate canopy structures covering filling stations). The OCHS Rating is F3 (less than 45 years old). The building is not located within a historic district or an API.

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TABLE II-3 SUMMARY OF IMPACTS, STANDARD CONDITIONS OF APPROVAL, AND MITIGATION MEASURES

Impacts	Level of Significance Prior to Mitigation Measure	Level of Significance With SCA or Mitigation Measure
A. LAND USE		
<i>Implementation of the project would not result in any significant land use impacts.</i>		
B. CULTURAL AND HISTORICAL RESOURCES		
<p>HIST-1: The project proposes demolition of all buildings in the project site, including a building that could be eligible for the California Register of Historical Resources: 2150 Telegraph Avenue/495 22nd Street.</p>	S	<p><u>Mitigation Measure HIST-1</u>: The following measures shall be incorporated to diminish this impact:</p> <p><u>Mitigation Measure HIST-1a</u>: The following measures shall be incorporated to diminish this impact:</p> <ul style="list-style-type: none"> ▪ Drawings: sketch floor plan of the building and a site plan; ▪ Photographs: photographs taken with large-format negatives of exterior and interior views; and ▪ Written History: a historical report summarizing the history of the building, property description, and historical significance. ▪ A qualified architectural historian meeting the qualifications in the Secretary of the Interior’s Professional Qualifications Standards for architectural history shall oversee the preparation of drawings, photographs, and written history. The documentation will be printed on archival paper. <p><u>Mitigation Measure HIST-1b</u>: Commemoration and Public Interpretation. The project applicant shall prepare a permanent exhibit/display, in coordination with an experienced museum professional, of the history of the building including, but not limited to, historic and current condition photographs, interpretive text, drawings, video, or interactive media. The interpretive display will be placed in a suitable public space in the project site.</p> <p><u>Mitigation Measure HIST-1c</u>: City of Oakland Façade Improvement Program. The project proponent shall contribute to the City of Oakland’s Façade Improvement program. The amount of contribution to the program is based on the following formula:</p> <ul style="list-style-type: none"> ▪ \$10,000 for the first 25 feet of two façades of a building and

TABLE II-3 SUMMARY OF IMPACTS, STANDARD CONDITIONS OF APPROVAL, AND MITIGATION MEASURES

Impacts	Level of Significance Prior to Mitigation Measure	SCAs/Mitigation Measures	Level of Significance With SCA or Mitigation Measure
		<p>\$2,500 per each 10 additional linear feet of those two same façades beyond 25 feet.</p> <ul style="list-style-type: none"> ▪ There shall be a 20 percent increase for the buildings designated as Historical Resources under CEQA. ▪ For the purposes of this mitigation, the two façades along 22nd Street and Telegraph Avenue are approximately 50 feet and 25 feet long, respectively. The building appears eligible as a historical resource under CEQA, but is not located in an API. The following calculation results in a total contribution of \$26,500: 22nd Street façade: $\\$10,000 + \\$2,500 \times 25/10 \text{ feet} = \\$16,250$ Telegraph Avenue façade: $\\$10,000$ $\\$16,250 + \\$10,000 = \\$26,250$ CEQA Historical Resource - increase by 20 percent: $\\$26,250 \times 1.20 = \\$31,500$. <p>Mitigation Measure HIST-1d: Relocation. The project applicant shall first make funds available for relocating the building. Contingent on plans for relocation, the façade improvement fee as well as demolition cost estimate would be made available by the applicant. If relocation is not feasible, the project applicant shall use commercially reasonable efforts to salvage the Google-style cubes located above the former Kwik Way (Space Burger) building and the Google-style awning across the building's main, street-facing façade. The applicant must make available a portion of the total \$31,500. Façade improvement fee required under Mitigation Measure HIST-1c as a contribution to an individual or group willing to take custody and/or to utilize these Google-styled architectural elements.</p> <p>Although implementation of Mitigation Measures HIST-1a, HIST-1b, HIST-1c, and HIST-1d would diminish the level of impact to this historical resource as a result of the project, this impact cannot be mitigated to a less-than-significant level, and the impact after mitigation would be significant and unavoidable.</p>	

TABLE II-3 SUMMARY OF IMPACTS, STANDARD CONDITIONS OF APPROVAL, AND MITIGATION MEASURES

Impacts	Level of Significance Prior to Mitigation Measure	SCAs/Mitigation Measures	Level of Significance With SCA or Mitigation Measure
		<p>SCA-CULT-1: Archaeological and Paleontological Resources – Discovery During Construction. (#29) <u>Requirement:</u> Pursuant to CEQA Guidelines section 15064.5(f), in the event that any historic or prehistoric subsurface cultural resources are discovered during ground disturbing activities, all work within 50 feet of the resources shall be halted and the project applicant shall notify the City and consult with a qualified archaeologist or paleontologist, as applicable, to assess the significance of the find. In the case of discovery of paleontological resources, the assessment shall be done in accordance with the Society of Vertebrate Paleontology standards. If any find is determined to be significant, appropriate avoidance measures recommended by the consultant and approved by the City must be followed unless avoidance is determined unnecessary or infeasible by the City. Feasibility of avoidance shall be determined with consideration of factors such as the nature of the find, project design, costs, and other considerations. If avoidance is unnecessary or infeasible, other appropriate measures (e.g., data recovery, excavation) shall be instituted. Work may proceed on other parts of the project site while measures for the cultural resources are implemented.</p>	
		<p>In the event of data recovery of archaeological resources, the project applicant shall submit an Archaeological Research Design and Treatment Plan (ARDTP) prepared by a qualified archaeologist for review and approval by the City. The ARDTP is required to identify how the proposed data recovery program would preserve the significant information the archaeological resource is expected to contain. The ARDTP shall identify the scientific/historic research questions applicable to the expected resource, the data classes the resource is expected to possess, and how the expected data classes would address the applicable research questions. The ARDTP shall include the analysis and specify the curation and storage methods. Data recovery, in general, shall be limited to the portions of the archaeological resource that could be impacted by the proposed project. Destructive data recovery methods shall not be applied to portions of the archaeological resources</p>	

TABLE II-3 SUMMARY OF IMPACTS, STANDARD CONDITIONS OF APPROVAL, AND MITIGATION MEASURES

Impacts	Level of Significance Prior to Mitigation Measure	Level of Significance With SCA or Mitigation Measure
SCAs/Mitigation Measures		
		<p>if nondestructive methods are practicable. Because the intent of the ARDTP is to save as much of the archaeological resource as possible, including moving the resource, if feasible, preparation and implementation of the ARDTP would reduce the potential adverse impact to less than significant. The project applicant shall implement the ARDTP at his/her expense.</p> <p>In the event of excavation of paleontological resources, the project applicant shall submit an excavation plan prepared by a qualified paleontologist to the City for review and approval. All significant cultural materials recovered shall be subject to scientific analysis, professional museum curation, and/or a report prepared by a qualified paleontologist, as appropriate, according to current professional standards and at the expense of the project applicant.</p> <p>When Required: During construction.</p> <p>Initial Approval: N/A</p> <p>Monitoring/Inspection: Bureau of Building</p>
SCA-CULT-2: Archaeologically Sensitive Areas - Pre-Construction Measures (#30)		
Requirement:		<p>The project applicant shall implement either Provision A (Intensive Pre-Construction Study) or Provision B (Construction ALERT Sheet) concerning archaeological resources.</p>
Provision A: Intensive Pre-Construction Study		
		<p>The project applicant shall retain a qualified archaeologist to conduct a site-specific, intensive archaeological resources study for review and approval by the City prior to soil-disturbing activities occurring on the project site. The purpose of the site-specific, intensive archaeological resources study is to identify early the potential presence of history-period archaeological resources on the project site. At a minimum, the study shall include:</p>
a)		<p>Subsurface presence/absence studies of the project site. Field studies may include, but are not limited to, auguring and other</p>

TABLE II-3 SUMMARY OF IMPACTS, STANDARD CONDITIONS OF APPROVAL, AND MITIGATION MEASURES

Level of Significance Prior to Mitigation Measure	SCAs/Mitigation Measures	Level of Significance With SCA or Mitigation Measure
Impacts	<p>common methods used to identify the presence of archaeological resources.</p> <p>b) A report disseminating the results of this research.</p> <p>c) Recommendations for any additional measures that could be necessary to mitigate any adverse impacts to recorded and/or inadvertently discovered cultural resources.</p> <p>If the results of the study indicate a high potential presence of historic-period archaeological resources on the project site, or a potential resource is discovered, the project applicant shall hire a qualified archaeologist to monitor any ground disturbing activities on the project site during construction and prepare an ALERT sheet pursuant to Provision B below that details what could potentially be found at the project site. Archaeological monitoring would include briefing construction personnel about the type of artifacts that may be present (as referenced in the ALERT sheet, required per Provision B below) and the procedures to follow if any artifacts are encountered, field recording and sampling in accordance with the Secretary of Interior's Standards and Guidelines for Archaeological Documentation, notifying the appropriate officials if human remains or cultural resources are discovered, and preparing a report to document negative findings after construction is completed if no archaeological resources are discovered during construction.</p>	<p>Provision B: Construction ALERT Sheet</p> <p>The project applicant shall prepare a construction "ALERT" sheet developed by a qualified archaeologist for review and approval by the City prior to soil-disturbing activities occurring on the project site. The ALERT sheet shall contain, at a minimum, visuals that depict each type of artifact that could be encountered on the project site. Training by the qualified archaeologist shall be provided to the project's prime contractor, any project subcontractor firms (including demolition, excavation, grading, foundation, and pile driving), and utility firms involved in soil-disturbing activities within the project site.</p>

TABLE II-3 SUMMARY OF IMPACTS, STANDARD CONDITIONS OF APPROVAL, AND MITIGATION MEASURES

Impacts	Level of Significance Prior to Mitigation Measure	SCAs/Mitigation Measures	Level of Significance With SCA or Mitigation Measure
		<p>The ALERT sheet shall state, in addition to the basic archaeological resource protection measures contained in other standard conditions of approval, all work must stop and the City's Environmental Review Officer contacted in the event of discovery of the following cultural materials: concentrations of shellfish remains; evidence of fire (ashes, charcoal, burnt earth, fire-cracked rocks); concentrations of bones; recognizable Native American artifacts (arrowheads, shell beads, stone mortars [bowls], humanly shaped rock); building foundation remains; trash pits, privies (outhouse holes); floor remains; wells; concentrations of bottles, broken dishes, shoes, buttons, cut animal bones, hardware, household items, barrels, etc.; thick layers of burned building debris (charcoal, nails, fused glass, burned plaster, burned dishes); wood structural remains (building, ship, wharf); clay roof/floor tiles; stone walls or footings; or gravestones. Prior to any soil-disturbing activities, each contractor shall be responsible for ensuring that the ALERT sheet is circulated to all field personnel, including machine operators, field crew, pile drivers, and supervisory personnel. The ALERT sheet shall also be posted in a visible location at the project site.</p> <p><u>When Required:</u> Prior to approval of construction-related permit; during construction</p> <p><u>Initial Approval:</u> Bureau of Building</p> <p><u>Monitoring/Inspection:</u> Bureau of Building</p> <p>SCA-CULT-3: Human Remains - Discovery During Construction (#31) <u>Requirement:</u> Pursuant to CEQA Guidelines section 15064.5(e)(1), in the event that human skeletal remains are uncovered at the project site during construction activities, all work shall immediately halt and the project applicant shall notify the City and the Alameda County Coroner. If the County Coroner determines that an investigation of the cause of death is required or that the remains are Native American, all work shall cease within 50 feet of the remains until appropriate arrangements are made. In the event that the remains are Native American, the City shall contact the California Native American Heritage Commission (NAHC).</p>	

TABLE II-3 SUMMARY OF IMPACTS, STANDARD CONDITIONS OF APPROVAL, AND MITIGATION MEASURES

Impacts	Level of Significance Prior to Mitigation Measure	SCAs/Mitigation Measures	Level of Significance With SCA or Mitigation Measure
		<p>pursuant to subdivision (c) of section 7050.5 of the California Health and Safety Code. If the agencies determine that avoidance is not feasible, then an alternative plan shall be prepared with specific steps and timeframe required to resume construction activities. Monitoring, data recovery, determination of significance, and avoidance measures (if applicable) shall be completed expeditiously and at the expense of the project applicant.</p> <p><u>When Required:</u> During construction</p> <p><u>Initial Approval:</u> N/A</p> <p><u>Monitoring/Inspection:</u> Bureau of Building</p>	
		<p>SCA-CULT-4: Property Relocation Rather than Demolition (#32)</p> <p><u>Requirement:</u> Pursuant to Policy 3.7 of the Historic Preservation Element of the Oakland General Plan, the project applicant shall make a good faith effort to relocate the historic resource to a site acceptable to the City. A good faith effort includes, at a minimum, all of the following:</p> <ol style="list-style-type: none"> a. Advertising the availability of the building by: (1) posting of large visible signs (such as banners, at a minimum of 3' x 6' size or larger) at the site; (2) placement of advertisements in Bay Area news media acceptable to the City; and (3) contacting neighborhood associations and for-profit and not-for-profit housing and preservation organizations; b. Maintaining a log of all the good faith efforts and submitting that along with photos of the subject building showing the large signs (banners) to the City; c. Maintaining the signs and advertising in place for a minimum of 90 days; and d. Making the building available at no or nominal cost (the amount to be reviewed by the Oakland Cultural Heritage Survey) until removal is necessary for construction of a replacement project, but in no case for less than a period of 90 days after such advertisement. <p><u>When Required:</u> Prior to approval of construction-related permit</p> <p><u>Initial Approval:</u> Bureau of Planning (including Oakland Cultural</p>	

TABLE II-3 SUMMARY OF IMPACTS, STANDARD CONDITIONS OF APPROVAL, AND MITIGATION MEASURES

Impacts	Level of Significance Prior to Mitigation Measure	SCAs/Mitigation Measures	Level of Significance With SCA or Mitigation Measure
<p>C. TRAFFIC AND TRANSPORTATION <i>Implementation of the project would not result in any significant impacts related to transportation, however, the following City SCAs apply.</i></p>	S	<p>Resource Survey) Monitoring/Inspection: N/A</p> <p>SCA-TRANS-1: Construction Activity in the Public Right-of-Way (#68) a. Obstruction Permit Required <u>Requirement:</u> The project applicant shall obtain an obstruction permit from the City prior to placing any temporary construction-related obstruction in the public right-of-way, including City streets and sidewalks. <u>When Required:</u> Prior to approval of construction-related permit <u>Initial Approval:</u> Bureau of Building <u>Monitoring/Inspection:</u> Bureau of Building</p> <p>b. Traffic Control Plan Required <u>Requirement:</u> In the event of obstructions to vehicle or bicycle travel lanes, the project applicant shall submit a Traffic Control Plan to the City for review and approval prior to obtaining an obstruction permit. The project applicant shall submit evidence of City approval of the Traffic Control Plan with the application for an obstruction permit. The Traffic Control Plan shall contain a set of comprehensive traffic control measures for auto, transit, bicycle, and pedestrian detours, including detour signs if required, lane closure procedures, signs, cones for drivers, and designated construction access routes. The project applicant shall implement the approved Plan during construction. <u>When Required:</u> Prior to approval of construction-related permit <u>Initial Approval:</u> Public Works Department, Transportation Services Division <u>Monitoring/Inspection:</u> Bureau of Building</p> <p>c. Repair of City Streets <u>Requirement:</u> The project applicant shall repair any damage to the public right-of way, including streets and sidewalks caused by project</p>	LTS

CITY OF OAKLAND



DALZIEL BUILDING • 250 FRANK H. OGAWA PLAZA • SUITE 3315 • OAKLAND, CALIFORNIA 94612

Planning and Building Department
Bureau of Planning

(510) 238-3941
FAX (510) 238-6538
TDD (510) 238-3254

COMBINED NOTICE OF RELEASE AND AVAILABILITY OF THE DRAFT ENVIRONMENTAL IMPACT REPORT AND NOTICE OF PUBLIC HEARINGS ON THE EASTLINE PROJECT-2100 TELEGRAPH

PROJECT TITLE: EASTLINE PROJECT-2100 TELEGRAPH
CASE NO. ER16-011
PROJECT SPONSOR: W/L Telegraph Owner, LLC

DESCRIPTION OF PROJECT:

The development site (also referred to as project site) encompasses one full city block within downtown Oakland. It is bounded by Telegraph Avenue to the west, 22nd Street to the north, Broadway to the east, and 21st Street to the south. The project site is within one block of the 19th Street Bay Area Rapid Transit District (BART) station, and is located approximately 0.5 miles east of Interstate 980 (I-980). The project site consists of five Alameda County Assessor's Parcels (APN 008-0648-001-00, APN 008-0648-011-03, APN 008-0648-016-03, APN 008-0648-018-00 and APN 008-0648-017-00), as well as a small portion of the 22nd Street right of way on the corner of Telegraph Avenue and 22nd Street.

To allow flexibility for the Eastline project to be responsive to changes in market demands and opportunities, a range of development scenarios are considered in this EIR consistent with the filed Planned Unit Development/Preliminary Development Plan (PUD/PDP). The PUD/PDP includes a proposal to demolish all existing buildings on the project site with a potential range of replacement development options that could include up to 2.8 million square feet of office or 1,556 residential dwelling units or a mix of the two. All development options within the PUD/PDP would include ground floor retail and a large parking garage. Four illustrative development scenarios are programmed in the DEIR: a maximum residential scenario, a maximum office scenario, an office and residential scenario, and an all office scenario.

Approval of a Final Development Plan (FDP) is required subsequent to approval of the PUD/PDP. The FDP shall conform in all major respects with the approved PUD/PDP and provide sufficient detail to indicate fully the ultimate operation and appearance of the development. The FDP that will be built is not yet known, but to ready the site for redevelopment as soon as possible, the development team has submitted two FDPs that are currently under review by the City. The first was submitted in conjunction with the PUD/PDP and is specifically considered throughout this EIR.

- o Residential/Office Mix FDP: Up to 880,550 square feet of large floor-plate office, a 365,000-square-foot residential tower (395 units), 85,000 square feet of ground floor retail, 18,500 square feet of community space, and six levels of parking.

Another FDP, the All Office FDP, was developed subsequent to the Residential/Office Mix FDP in response to current downtown market conditions. The All Office FDP is within the "book-ends" established in the PUD/PDP.

- o All Office FDP: Up to 1,450,000 square feet of large floor-plate office, 80,000 square feet of ground floor retail, 23,000 square feet of community space, and six levels of parking.

The All Office FDP falls within the scope of the PUD/PDP EIR analysis. In any cases where potentially unique findings may be associated with the All Office FDP development scenario, such cases are described.

The project sponsor anticipates that full buildout of the Eastline project will be less intense than is the maximum allowed under the site's FAR and under the proposed PUD/PDP. However, this EIR analyzes a maximum buildout under the proposed PUD/PDP to provide a comprehensive analysis that will cover subsequent FDP proposals that conform in all major respects with the proposed PUD/PDP. The proposed FDPs both fall within the "book-ends" of the two maximum development scenarios and are consistent with the blended development program included in the PUD/PDP.

ENVIRONMENTAL REVIEW: A Draft Environmental Impact Report (DEIR) was prepared for the project under the requirements of the California Environmental Quality Act (CEQA), pursuant to Public Resources Code Section 21000 *et. seq.* The DEIR analyzes potentially significant environmental impacts in the following environmental categories: Land Use, Cultural Resources, Traffic and Transportation, Air Quality, Greenhouse Gas Emissions, Soils and Geology, Hazardous Materials, Hydrology and Water Quality, Noise and Vibration, Aesthetics, Public Services, Utilities, and Recreation. The Draft EIR identifies significant and unavoidable environmental impacts related to Cultural Resources, Air Quality, and Aesthetics. Copies of the DEIR are available for review or distribution to interested parties at no charge at the Department of Planning and Building, Bureau of Planning, 250 Frank H. Ogawa Plaza, Suite 2114, Oakland, CA 94612, Monday through Friday, 8:30 a.m. to 5:00 p.m. The Draft EIR may also be reviewed at the following website:

<http://www2.oaklandnet.com/Government/o/PBN/OurServices/Application/DOWD009157.htm>

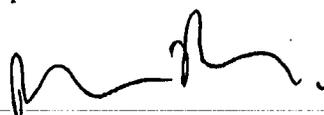
PUBLIC HEARINGS: The Landmarks Preservation Advisory Board will conduct a public scoping hearing on the Draft EIR for the project on **Monday, January 8, 2018**, at 6:00 p.m. in Sgt. Mark Dunakin Hearing Room 1, City Hall, 1 Frank H. Ogawa Plaza, Oakland, CA 94612.

The City Planning Commission will conduct a public scoping hearing on the Draft EIR for the project on **Wednesday, January 24, 2018**, at 6:00 p.m. in Sgt. Mark Dunakin Hearing Room 1, City Hall, 1 Frank H. Ogawa Plaza, Oakland, CA 94612.

The City of Oakland is hereby releasing this Draft EIR, finding it to be accurate and complete and ready for public review. Members of the public are invited to comment on the EIR and the project. There is no fee for commenting, and all comments received will be considered by the City prior to finalizing the EIR and making a decision on the project. Comments on the Draft EIR should focus on the sufficiency of the EIR in discussing possible impacts on the physical environment, ways in which potential adverse effects might be minimized, and alternatives to the project in light of the EIR's purpose to provide useful and accurate information about such factors. Comments may be made at the public hearing described above or in writing. Please address all written comments to Peterson Vollmann, Planner IV, City of Oakland, Department of Planning and Building, Bureau of Planning, 250 Frank H. Ogawa Plaza, Suite 2114, Oakland, CA 94612; (510) 238-6167(phone); (510) 238-4730(fax) or by e-mail at pvollmann@oaklandnet.com. Comments should be received no later than 4:00 p.m. on **February 5, 2018**. Please reference case number ER16-011 in all correspondence. If you challenge the environmental document or project in court, you may be limited to raising only those issues raised at the Planning Commission public hearing described above, or in written correspondence received by the Department of Planning and Building on or prior to 4:00 p.m. on **February 5, 2018**. After all comments are received, a Final EIR will be prepared and the Planning Commission will consider certification of the Final EIR and render a decision/make a recommendation on the project at a later meeting date to be scheduled. For further information, please contact Peterson Vollmann, Planner IV at (510) 238-6167 or at pvollmann@oaklandnet.com.

December 22, 2017

File Number: ER16-011


DARIN RANELLETTI
City of Oakland
Environmental Review Officer

***DEIR Comments Received on
the Eastline Project at 2100
Telegraph Avenue***

January 22, 2018

To the Oakland Planning Commission
RE: 2100 Telegraph EIR

Dear Chair Nagraj and Planning Board Commissioners,

The Landmark Preservation Advisory Board was unable to meet on January 8, 2017, due to a lack of quorum. I am therefore forwarding my comments on the 2100 Telegraph Avenue EIR directly to you.

Reviewing the EIR documents I am concerned that the report to date has not provided all the information required to fully understand and evaluate the project's historic resource's status and potential impacts to these resources, including:

- A full vicinity map with key indications of the adjacent API's and ASI's including: Oakland Uptown Art and Entertainment District API, Cathedral District API, and the 25th Street Garage District ASI.
- All the Sanborn maps that are indicated in the Historic Resources Analysis
- Permit drawings, historic photos and all other City generated information and documentation on the various buildings affected by this project

I also feel that a more comprehensive visual study of the impacts to the Uptown Arts and Entertainment District API of the proposed build out alternates should be provided, including three dimensional views and detailed written analyses.

Thank you for your consideration,

Christopher Andrews
Oakland Landmarks Preservation Advisory Board
chrisandrew@sbcglobal.net

January 21, 2018

Peter Birkholz
Chair, Oakland Landmark Preservation Advisory Board
pbirkholz@gmail.com

RE: Eastline Project – 2100 Telegraph EIR

Dear Chair Nagraj and Planning Board Commissioners,

Do to a lack of quorum at our scheduled meeting of January 8, 2017, the Landmark Preservation Advisory Board was unable to meet and therefore unable to have a discussion on this project. The following comments were to be directed to the LPAB Secretary, Matt Weintraub, it is my understanding that Matt is no longer working for the City of Oakland therefore I am sending these comments directly to you.

First, I would like to say that I am supportive of new development in the City. As Chair of the LPAB I feel a responsibility to comment upon the impacts of new development on our City's Historic Resources.

After a thorough review of the project's EIR documents I am of belief that the current EIR is deficient by not providing sufficient information on the potential historic resources at the project site and in the general vicinity in several respects. Without the background information on these potential resources it is not possible to understand the full historic status and the potential impacts to these resources/potential resources and it is therefore not possible to develop mitigations for impacts to these resources/potential resources.

Prior to voting to approve this EIR I ask that the following information is provided:

- Preparation of supporting graphic information for:
 - Provide a vicinity map that shows the outlines of all adjacent API's and ASI's that may be impacted by the project including: Oakland Uptown Art and Entertainment District API, Cathedral District API, and the 25th Street Garage District ASI.
 - Provide Sanborn maps that are verbally described in the Historic Resources Analysis, Appendix B, pages B-7 through B-11.
- Provide additional graphic and written information on the following potential historic resources at the project site including the original permit drawings (if available), period photos and information that describes the changes to these potential historic resources. Without this information these resources cannot be properly evaluated:
 - 2150 Telegraph, Kwik-Way. If relocation or incorporation of the sign are to be considered, we need to know what the significance of the resource is. The EIR should be amended with a full evaluation of this property (DPR 523 form). Supplemental graphic information should be provided. Does the development of this building and the two other Kwik-Ways during the same time period by Lehman and Mahoney constitute a discontinuous district? If so what is the status of such?
 - The 2101-2105 Broadway, from personal observation I know that the interior of this building and the rear canopy over the drive-up bay has been altered. What other changes have occurred to this building that may affect its integrity?
 - 2121-2127 Broadway, to my understanding other than the painting of the exterior, this building retains a high level of historic integrity. What other changes have occurred to

this building that may affect its integrity? What influence did Richard Meyer and the New York 5 have on this Architect and the design of the building? Please note that the project description for this building is incorrect in describing the building as painted concrete, the building has enameled steel panels that were recently painted over. I believe that this building is California Register eligible for its Architectural design.

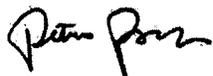
- 2135-2147 Broadway, obviously this building has been altered. Can we get supplemental information (photos) to show the changes?
- 2100 Telegraph Avenue. Provide supplementary information that describes the relationship between this City of Oakland owned building and the construction of the BART system that runs underneath it.
- Provide DPR forms or other evaluation of the current status of adjacent historic resources and potential resources. Given the scale and potential impacts of this project onto the adjacent potential historic resources it is not sufficient to reference evaluations that were done of these properties in the 1980's, supplemental evaluation of the following should be added to the EIR:
 - 517-523 22nd Street
 - 524 22nd Street
 - 2025 Broadway
 - 2201 Broadway
 - 2211-2221 Broadway
 - 2001-2009 Telegraph Ave
 - 2022 Telegraph Ave
 - 2025 Telegraph Ave
 - 2040 Telegraph Ave
 - 2101-2115 Telegraph Ave
 - 2200 Telegraph Ave
 - 2225 Telegraph Ave
- Provide supplemental information that describes the Broadway streetscape and potential impacts to this that will be caused by the project. I do not know the history but believe that there was a BART or City of Oakland funded streetscape project, from 14th and Broadway to West Grand and Broadway, that included sidewalk improvements (seeded concrete with tile borders), London plane trees and other improvements (circa 1970?). Is this a significant landscape element that may be impacted by the project?

The shadow studies: suggest that the that maximum office scenario is out of scale and that it casts shadows at the winter months that are detrimental to the 25th Street Garage District ASI. I urge that if this scenario is not considered as it is out of scale and will impact vast areas of the city by its shadows.

Thank you for your consideration of these comments.

Sincerely,

Peter Birkholz



Chair, Oakland Landmark Preservation Advisory Board.



January 22, 2018

By electronic transmission

Subject: Eastline project-2100 telegraph, ER 16-011

Dear Mr. Vollman, Members of the Landmarks Preservation Advisory Board, and Planning Commissioners

Please accept these comments on the DEIR and its appendices, and to the staff reports for Landmarks Board and Planning Commission.

1. Overall, Oakland Heritage Alliance would like to express some dismay at the minimal consideration given to the historic context of the project, and at the inadequacy of the suggested mitigations to be required. We believe that the massing of this project is problematic in all proposed configurations. While we accept that the project proponent may eventually decide to build something at smaller size, such statements are too vague to mitigate what could be an enormous impact on several outstanding historic resources, such as the Paramount Theatre, the Breuner's Building, the First Baptist Church, the former YMCA on Telegraph, nearby historic districts, and smaller-scaled buildings across Broadway and Telegraph.

Please expand the study and mitigations to include requirements to model the mass to be more compatible with the context along Broadway.

2. The historic structures evaluations (Appendix B) are deficient. Among other things, the account of First Baptist is partially erroneous (Julia Morgan was not its initial architect, for example) and gives it rather short shrift, considering its importance. The accounts of these major buildings should be more complete, and should provide reference material that supports an appropriate design approach for new construction inserted between them. The descriptions of the buildings in the 2100 block of Broadway are dismissive and incomplete. They rush to conclusions about whether the buildings are resources without thorough enough investigation of their histories and their present states. We suggest that the Weeks/Sherman-Clay building description should include more about its cultural history, such as its association with Matthew Fox and his religious organizations. For some years, Fox was a key character in a religious movement, and he has been an important player in uptown development history. And what is the story on that mosaic on the front? Who is the artist? Can and should this detailed artwork be preserved, in part or in toto? What historically important people were featured in programs in this building?

3. Provide an additional *combined* historic resource map, showing officially-designated local landmarks and ASI and API districts, but also adding highly-rated CEQA resources such as the Breuner Building, which would likely be affected by the design of the proposed structures. Impacts on historic resources have been inadequately studied.

4. Shadow studies should include all of the adjoining historic buildings and areas, such as Oakland Uptown Art and Entertainment District API, Cathedral District API, and the 25th Street Garage District

ASI, not just one window of the First Baptist Church. We are unclear as to why the apparently significant shadow on the 22nd Street plaza is considered negligible, and suggest that it should be mitigated. While it is claimed that four trees would "absorb" the shadow, an unaddressed consideration is whether the extant landscaping and people's ability to use this small area would suffer from decreased light and increased wind. This issue isn't addressed. In practice, afternoon use of this plaza is dependent upon its being warm enough to sit there, so sunlight and wind effects upon it affect its usability. We object to the decision to consider the impact insignificant and eschew mitigation.

5. Visual impact should generate mitigations or design guidelines which model the mass to step back from, reveal, and subordinate the new building in relation to its distinguished neighbors.

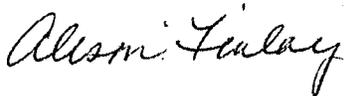
6. Timothy Pflueger's Paramount Theatre is not only a wonderful building, but also may represent a cultural movement in its early effort to take advantage of Oakland's great architectural treasures, and to restore it through community advocacy and fundraising. It was an early example of the adaptive reuse movement and of high-quality restoration. This legacy should be reflected in anything built near it. The current massing of the proposed development is not sensitive enough to this resource nor to how it addresses the street, is overwhelming and out of scale. Even though much larger, the proposed buildings should subordinate themselves to this key resource, an iconic part of Oakland's architectural and social riches. If that requires modeling the mass to enclose a bit less leasable space, so be it. It is a very large site.

To quote the City of Oakland's General Plan Land Use and Transportation Element objectives as included in the DEIR:

- Downtown development should be visually interesting, harmonize with its surrounding respecting and enhance important views in and of the downtown, respect the character, history, and pedestrian-orientation of the downtown, and contribute to an attractive skyline. (Policy D2.1 Enhancing the Downtown)
- Housing in the downtown should be safe and attractive, of high quality design, and respect the downtown's distinct neighborhoods and its history. (Policy D10.5 Design Housing)
- Commercial development should be designed in a manner that is sensitive to surrounding residential uses. (Policy N1.5 Designing Commercial Development)

Additional work is needed for this project to conform to these goals, and to make it fit in well with its surrounding cityscape. And the DEIR must better address the development's historic architectural context, and the methods by which such a large project can fit in elegantly, not seem like a brutal intrusion.

Sincerely,



Alison Finlay
President

Oakland Heritage Alliance

Vollmann, Peterson

From: Tommaso Sciortino <sciortino@gmail.com>
Sent: Monday, January 29, 2018 4:42 PM
To: Vollmann, Peterson; Marvin, Betty; Merkamp, Robert
Subject: Eastline project: We need more housing

I'm concerned that the Eastline project will not feature as much housing as possible. Am am not concerned about how high it is. Let them build it as tall as they want. I'm concerned about our housing crisis and building more housing is the only solution to that.

I'm a long time resident of Oakland that has been active in local politics for a long time. Thanks for hearing me out.

-tommaso Sciortino

Vollmann, Peterson

From: kathy jarrett <kathy_jarrett@yahoo.com>
Sent: Monday, January 29, 2018 5:02 PM
To: Vollmann, Peterson; Marvin, Betty; Merkamp, Robert
Subject: Eastline project

Dear Mr. Vollmann, commissioners, and board members:

We urge you to require a plan alternative that steps the Eastline project massing away from its neighbors--the Breuner Building and the Paramount Theatre--and respects the historically and architecturally important First Baptist Church, as well as nearby historic districts and buildings.

The new project, despite its size, should be subordinate to the key historic structures and should allow these iconic Oakland treasures to be visible from a distance, particularly from up and down Broadway.

I support Oakland Heritage Alliance comments on this project.

Sincerely,
Katherine W Jarrett, Oakland, California

Vollmann, Peterson

From: Matthew Gabel <matthew.a.gabel@gmail.com>
Sent: Monday, January 29, 2018 5:14 PM
To: Vollmann, Peterson; Marvin, Betty; Merkamp, Robert
Cc: jane.gabel@gmail.com
Subject: Eastline project design needs more work...

Dear Mr. Vollmann, Commissioners & Board members:

My wife and I are 35+ year Oakland residents. We strongly urge you to require a plan alternative that steps the "massing" of the proposed Eastline project away from its neighbors—namely, the Breuner Building and Paramount Theatre--and respects the historically and architecturally important First Baptist Church, as well as nearby historic districts and buildings.

The new project, despite its size, should be subordinate to the key historic structures and should allow these iconic Oakland treasures to be visible from a distance, particularly from up and down Broadway. This is one of the most visually important, central blocks in the downtown Oakland area and there are no 'second chances' if a bad design is built.

In that regards, we fully support Oakland Heritage Alliance's comments on this project.

Sincerely yours,

Matthew & Jane Gabel

1018 Sunnyhills Rd.
Oakland, CA 94610-2417

Vollmann, Peterson

From: June Brumer <jlbrumer@sbcglobal.net>
Sent: Monday, January 29, 2018 5:26 PM
To: Vollmann, Peterson; Marvin, Betty; Merkamp, Robert
Subject: Eastline project

Dear Mr. Vollmann, commissioners, and board members:

I urge you to require a plan alternative that steps the Eastline project massing away from its neighbors--the Breuner Building and the Paramount Theatre--and respects the historically and architecturally important First Baptist Church, as well as nearby historic districts and buildings.

The new project, despite its size, should be subordinate to the key historic structures and should allow these iconic Oakland treasures to be visible from a distance, particularly from up and down Broadway.

I support Oakland Heritage Alliance comments on this project.

Sincerely,
June Brumer
33 Linda Ave., #1901
Oakland 94611

Vollmann, Peterson

From: Jeff Hill <silanga@pacbell.net>
Sent: Monday, January 29, 2018 5:37 PM
To: Vollmann, Peterson
Cc: Marvin, Betty; Merkamp, Robert
Subject: Eastline Project

Dear Mr. Vollmann, commissioners, and board members:

I urge you to require a plan alternative that steps the Eastline project massing away from its neighbors--the Breuner Building and the Paramount Theatre--and respects the historically and architecturally important First Baptist Church, as well as nearby historic districts and buildings.

The new project, despite its size, should be subordinate to the key historic structures and should allow these iconic Oakland treasures to be visible from a distance, particularly from up and down Broadway. Many of the newly constructed residential buildings in the Uptown area have minimal offstreet parking provided for tenants. This shortsighted planning will only compound the congestion created by large projects like Eastline.

I support Oakland Heritage Alliance comments on this project.

Sincerely,
Jeffrey Hill

Vollmann, Peterson

From: Sara R. Wynne <SRWynne@comcast.net>
Sent: Monday, January 29, 2018 10:00 PM
To: Vollmann, Peterson; Marvin, Betty; Merkamp, Robert
Cc: Wynne, Sara
Subject: Comments on proposed Eastline project

Dear Mr. Vollmann, board members, and commissioners,

I urge you to demand an alternative plan that moves the massing of the Eastline project away from its neighbors -- the Paramount Theatre and the Breuner Building -- and venerates the architecturally and historically significant First Baptist Church, as well as nearby historic buildings and districts.

The new project, despite its size, should be subsidiary to the important iconic buildings and should allow these historic Oakland assets to be discernible from a distance, especially from up and down Broadway.

I agree with and support the Oakland Heritage Alliance comments on this project.

Sincerely,
Sara Wynne

988 Franklin St #1305
Oakland, CA 94607