

APPENDIX D

Historic Resources Evaluation – 3741 Broadway

Primary # _____
HRI # _____
Trinomial _____
NRHP Status Code *N/A*

Other Listings _____
Review Code _____ Reviewer _____ Date _____

Page 1 of 4 Resource Name or #: (Assigned by recorder) 3741-47 Broadway

P1. Other Identifier: *Early Sales and Garage Company, Inc. (Early Sales)*

P2. Location: Not for Publication Unrestricted a. County Alameda

and (P2b and P2c or P2d. Attach a Location Map as necessary.)

b. USGS 7.5' Quad Oakland West Date 1980 T _____; R _____; 1/4 of _____ 1/4 of Sec _____; B.M. _____

c. Address 3741-47 Broadway City Oakland Zip 94611

d. UTM: (Give more than one for large and/or linear resources) Zone _____; _____ mE/ _____ mN

e. Other Locational Data: (e.g., parcel #, directions to resource, elevation, etc., as appropriate)

3741-47 Broadway is located northeast of the intersection of MacArthur Boulevard and Broadway. Kaiser Hospital is located across Broadway to the east.

Parcel No. 012 0980 009 00

P3a. Description: (Describe resource and its major elements. Include design, materials, condition, alterations, size, setting, and boundaries)

The Early Sales and Garage Company (Early Sales) showroom was designed in a Classical Revival - Beaux-Arts style in 1919 yet has since undergone extensive alterations. The building has a rectangular plan and maintains a boxy, lofty massing. The building is two-stories near its street-facing façade and drops down to a single-story at the rear. According to original specifications held by the City of Oakland, concrete was used in piers, floors, exterior walks, foundation, and walls. The structure is a combination of load-bearing masonry and wood frame and the exterior walls are stucco, brick, and glass (OCHS DPR 523B 09/95). The roof is gabled and sheathed in composition shingles. The east (main) façade is comprised of two hefty piers, sheathed in brick, at the northeast and southeast corners. A wide stucco band/parapet spans the width of the piers just below the roofline; the word "Honda" is still legible where a sign was once affixed. Two narrow piers, sheathed in brick, support the parapet. The gabled roof rises several feet above and behind the parapet. A divided window is set into the gable wall and fills the plane of the gable. A tall window wall of reflective glass, setback several feet behind the façade plane, fills the entire front of the building, floor to ceiling, and wraps around the southeast corner. The main entrance is located at the northeast corner of the window wall through a single glass door. A covered patio is located between the sidewalk and the window wall. (See Continuation Sheet.)

P3b. Resource Attributes: *HP6 - 1-3 story Commercial Building* *automobile showroom*

P4. Resources Present: Building Structure Object Site District Element of District Other (Isolates, etc.)

P5a. Photo or Drawing (Photo required for buildings, structures, and objects.)



P5b. Description of Photo:

(View, date, accession #)

View of 3741-47 Broadway, main facade, looking northwest.

P6. Date Constructed/Age and Sources:

Historic Prehistoric Both

Constructed 1919-20; dated by building permit number 54211.

P7. Owner and Address:

*Kaiser Foundation Health Plan
1100 San Leandro Blvd.
San Leandro, CA 94577*

P8. Recorded by:

*Shayne E. Watson
Architectural Resources Group
Pier 9, The Embarcadero
San Francisco, CA 94111*

P9. Date Recorded: 02/21/2006

P10. Survey Type (Describe)

Reconnaissance

P11. Report Citation: (Cite survey report and other sources, or enter "none.")

Historical Building Review, Kaiser Hospital Building, Architectural Resources Group, February 21, 2006

Attachments:

None Continuation Sheet District Record Rock Art Record Other (List)
 Location Map Building, Structure, and Object Record Linear Feature Record Artifact Record
 Sketch Map Archaeological Record Milling Station Record Photograph Record

Appendix attached.

BUILDING, STRUCTURE, AND OBJECT RECORD

Page 2 of 4

NRHP Status Code N/A

Resource Name or #: (Assigned by recorder) 3741-47 Broadway

B1. Historic Name: Early Sales and Garage Company, Inc.

B2. Common Name: 3741-47 Broadway

B3. Original Use: Commercial

B4. Present Use: Vacant

B5. Architectural Style: Classical Revival - Beaux-Arts

B6. Construction History: (Construction date, alterations, and date of alterations)

Constructed in 1919-20, this building has undergone extensive alterations. See building description and significance statement for specific alterations.

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

B8. Related Features:

N/A

B9a. Architect: Burrell, Clay N.

b. Builder: Greuner, William M.

B10. Significance: Theme masonry buildings (auto related)

Area Oakland

Period of Significance 1919-1921

Property Type automobile showroom

Applicable Criteria N/A

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

According to the original building permit issued by the City of Oakland on December 5, 1919, architect Clay N. Burrell designed the building at 3741-47 Broadway. The building was designed specifically as a used automobile showroom for the Early Sales and Garage Company, Inc. Original plans are labeled "Class 'C' Automobile Sales Building for W.W. Parker, ESQ, To Be Erected in Broadway near Moss Ave, C.N. Burrell, Archt, 1st Sav. Bank Building." Burrell's design for the Early Sales building was realized circa 1920 when local builder and developer, William M. Greuner, completed construction of the automobile showroom (Building Permit 54211). The value of the showroom after construction was \$10,000.

On September 20, 1920, an advertisement for the new showroom appeared in the Oakland Fulton Playhouse playbill (see appendix). Early Sales and Garage Co. Inc. advertised: "We carry the largest line of High-Class Used Cars in Oakland" and the showroom offered "liberal terms." The advertisement listed "late model" cars currently on display at their showroom, including: a 1920 Paige Coupe; a 1919 Dodge Sedan; a 1918 Willys Six; and a 1919 Model R Hupmobile Touring. The company also declared that they had, "The Most Beautiful Salesroom on Broadway." Early Sales was originally owned by Mr. Walter N. Parker and managed by Mr. William Murdock. Mr. Parker lived in a residence located on the property at 3745 Broadway. (See Continuation Sheet.)

B11. Additional Resource Attributes: HP6 - 1-3 story Commercial Building

automobile showroom

B12. References:

City of Oakland Building Permit Center, Oakland Public Library History Room, Sanborn Fire Insurance Maps, Oakland City Directories, National Register Bulletin 15, Oakland Cultural Heritage

B13. Remarks:

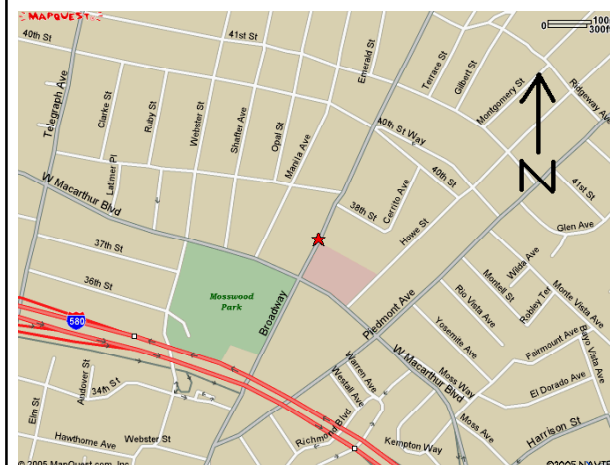
Shayne E. Watson

B14. Evaluator: Architectural Resources Group

Date of Evaluation: 02/21/2006

(This space reserved for official comments.)

(Sketch Map with north arrow required.)



Page 3 of 4 Resource Name or #: (Assigned by recorder) 3741-47 Broadway

Recorded by Shayne E. Watson Arch. Resources Group Date 02/21/2006 Continuation Update

P3a. Description Continued

The Early Sales building is located north of the intersection of Macarthur Boulevard and Broadway in Oakland, CA. Commercial buildings surround the building to the north, south, and east; a residential street is located to the immediate west.

From a visual inspection, it is clear that alterations include removal and reconfiguration of original storefront; removal of decorative windows at gable wall; removal of mission roof tiles; removal of almost all the decorative ornamentation that gave the building its Classical Revival - Beaux-Arts style; and removal and reconfiguration of original vehicle and pedestrian entrances. The building appears to be in good structural condition, but it lacks historical integrity due to extensive alterations over time.

B10. Significance Continued

The Early Sales building was only used as an automobile showroom for a short period of time. Sometime between 1922 and 1925, Early Sales vacated the building and Superior Tile Company (Superior Tile), tile contractors and dealers, moved in. Walter Parker continued to own the building until at least 1927, while Superior Tile was owned by Ed McGah and John P. O'Shea. H. Berger was an early manager of Superior Tile. In 1927, a permit was issued for a one-story addition to the rear of the building. The addition was 24' long x 50' wide x 16' tall and cost \$3,000 (Building Permit A23809). The permit described the future use of the addition: "To be used as wash rack with approximately 4 machines." Superior Tile occupied the space until at least 1936, the last year the company appeared in Oakland city directories at that address. The next year 3741-47 Broadway appears in city directories is 1954 when Durabelting Manufacturing Company, Inc. occupied the space. Owned by J.P. Ballack of Lafayette, CA (1954-58) and Glenn H. St. Louis (1959-60), Durabelting remained at this location through at least 1960. In 1960, a permit was issued for a new sign that read: "Barneson's Tire Service." In 1967, a permit was issued to Daniel E. Martin to operate an auto repair/body shop: "Martin's Auto Shop." This same year, Kwik Kovers auto seat covers appeared in city directories at this address. Martin's Auto Shop likely remained at 3741-47 Broadway until the early 1980s when the building was bought by Heitzinger Associates. In 1985, the building was once again occupied by an automobile showroom, Val Strough Chevrolet. On August 18, 1987, Heitzinger Associates was issued a permit to replace the entire existing storefront with a new storefront of anodized glass (Building Permit B8704129). The remodel also entailed new stucco, a roof remodel, new windows, new brick, removal of ornamentation, and a complete overhaul of the original Beaux Arts derivative style (OCHS DPR 523B 09/95). Heitzinger Associates and the Val Strough Group owned and operated an automotive showroom in the building through April 2005.

Architect Clay Burrell's Classical Revival/Beaux-Arts showroom with its handsome and ornate ornamentation is hardly recognizable today after extensive modifications to the main façade in 1987. In 1995, the Oakland Cultural Heritage Survey (OCHS) rated 3741-47 Broadway: "Ec3 (E, of no particular interest; potentially C, secondary importance or superior example, if restored). It is not located in a district (3). Its Survey rating makes it a historic property under Oakland's Preservation Element. It does not appear eligible for the National Register, however, since its architectural integrity has been seriously compromised and may not be reversible" (OCHS DPR 523B 09/95).

OCHS also assigned this building a National Register of Historic Places (NRHP) Status Code 5S (eligible for local listing). The California Office of Historic Preservation maintains a list of Status Codes to be used in conjunction with the State of California Department of Parks and Recreation Form 523 A-L Series (DPR Form). The Status Code ratings are meant to ensure a uniform statewide system of evaluating historic resources, as opposed to local systems of evaluation, which can vary. Status codes represent determinations of eligibility for listing on the National Register or the California Register. The property also appears on the State Office of Historic Preservation (SHPO) Directory of Properties in the Historic Property Data File for Alameda County (reference number 4623-4794-0000).

The building at 3741-47 Broadway has a rating of Ec3. Buildings that have been remodeled, such as 3741-47 Broadway, are rated with contingencies. Although 3741-47 Broadway was rated E (of no particular interest), its contingency rating (c) is such that if the building is restored to its original condition, the rating of the building could change to (C), secondary importance or superior example, if restored. The contingency rating also designates the building as a Potential Designated Historic Property (PDHP), under the Historic Preservation Element of the Oakland General Plan. The Preservation Element states: "The City considers any property that has at least a contingency rating of C ('secondary importance') ... to 'warrant consideration for possible preservation.' If they are not already designated, all properties meeting these minimum significance thresholds are called Potential Designated Historic Properties (PDHPs) ... 'PDHP' is not a designation. It is a category based on Survey ratings, and the ratings simply report what the Survey has found throughout Oakland. The ratings help decide which properties may warrant some sort of preservation effort by the City." PDHP policy also subjects a PDHP property to a design review that requires "the project to be of equal or better design quality and compatible with neighborhood character (Policy 3.5)."

Integrity

National Register of Historic Places (NRHP) Bulletin 15 lists seven aspects of integrity: location, design, setting, materials, workmanship, feeling, and association. In determining a building's integrity, it is helpful to list these aspects and discuss their importance in relation to the building.

Location

Location is the place where the historic property was constructed or the place where the historic event occurred. The Early Sales building has not been moved or relocated and, as such, retains its integrity of location.

Page 4 of 4 Resource Name or #: (Assigned by recorder) 3741-47 Broadway

Recorded by Shayne E. Watson Arch. Resources Group Date 02/21/2006 Continuation Update

Design

Design is the combination of elements that create the form, plan, space, structure, and style of a property. Architect Clay Burrell's design for the building at 3741-47 Broadway was elaborate and ornamented and evoked the growing importance of the automobile and associated sales. The combination of materials (wood, glass, terra-cotta, and plaster) accented the main façade of a building that, even without ornamentation, would have been remarkable for its classic proportions and form. Although the original massing and form of the Early Sales building have generally been retained, all ornamentation and original materials have been removed from the main façade, ultimately eliminating the Classical style of the building. As such, 3741-47 Broadway does not retain integrity of design.

Setting

Setting is the physical environment of a historic property. Located in North Central Oakland the Early Sales building is approximately three blocks north of the Upper Broadway Auto Row Historic District, a distinctive early twentieth century commercial district of approximately forty-nine buildings spanning ten blocks. In the 1960s, the construction of Highway 580 bisected what was once a multi-block strip of Oakland dedicated solely to automotive sales and service. Yet, remarkably, the west side of the 3700 block of Broadway has not changed uses for approximately eighty-five years and is still generally dedicated to the automotive industry.

Directly adjacent to 3741-47 Broadway, 3751-57 Broadway was constructed within a few years of the Early Sales building and is a good example of an early twentieth-century automotive building. Dating to 1923, 3751-57 Broadway appears to have undergone few modifications. A hospital has been located across the street from 3741-47 Broadway for over 100 years (now the Kaiser Permanente Hospital). Mosswood Park, across Macarthur Boulevard to the southwest, existed before 3741-47 Broadway was constructed. Despite the fact that general use has remained the same on the 3700 block of Broadway, demolitions and insensitive modern infill have comprised the integrity of the setting. As such, the Early Sales building does not retain integrity of setting.

Materials

Materials are the physical elements that were combined or deposited during a particular period of time and in a particular pattern or configuration to form a historic property. All original materials have been removed from the street-facing (main) façade of 3741-47 Broadway. Since this façade was the only façade to receive ornamental, patterned materials, the removal of this material has impaired the building's material integrity.

Workmanship

Workmanship is the physical evidence of the crafts of a particular culture or people during any given period in history or prehistory. Evidence of original workmanship no longer exists on 3741-47 Broadway. As such, integrity of workmanship has not been retained.

Feeling

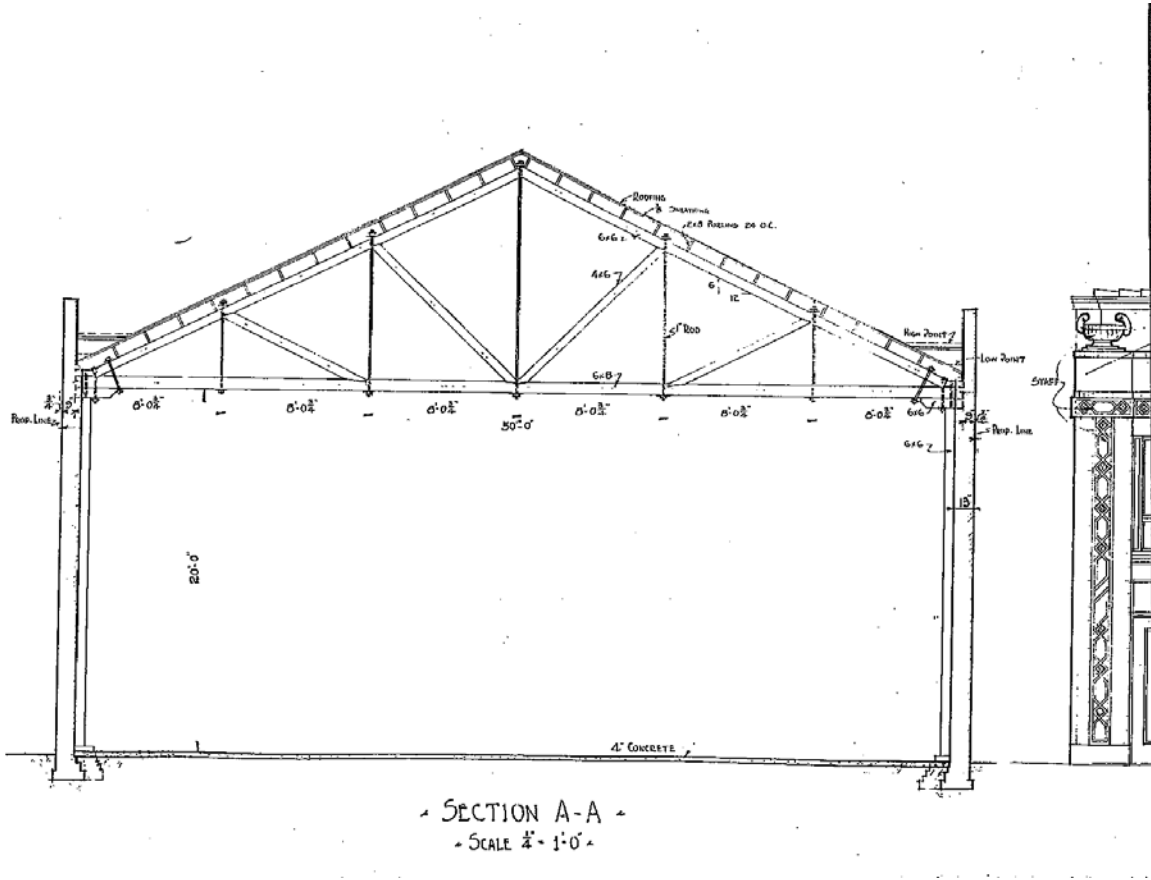
Feeling is a property's expression of the aesthetic or historic sense of a particular period of time. The Early Sales building has undergone extensive modifications and, as such, does not retain integrity of feeling.

Association

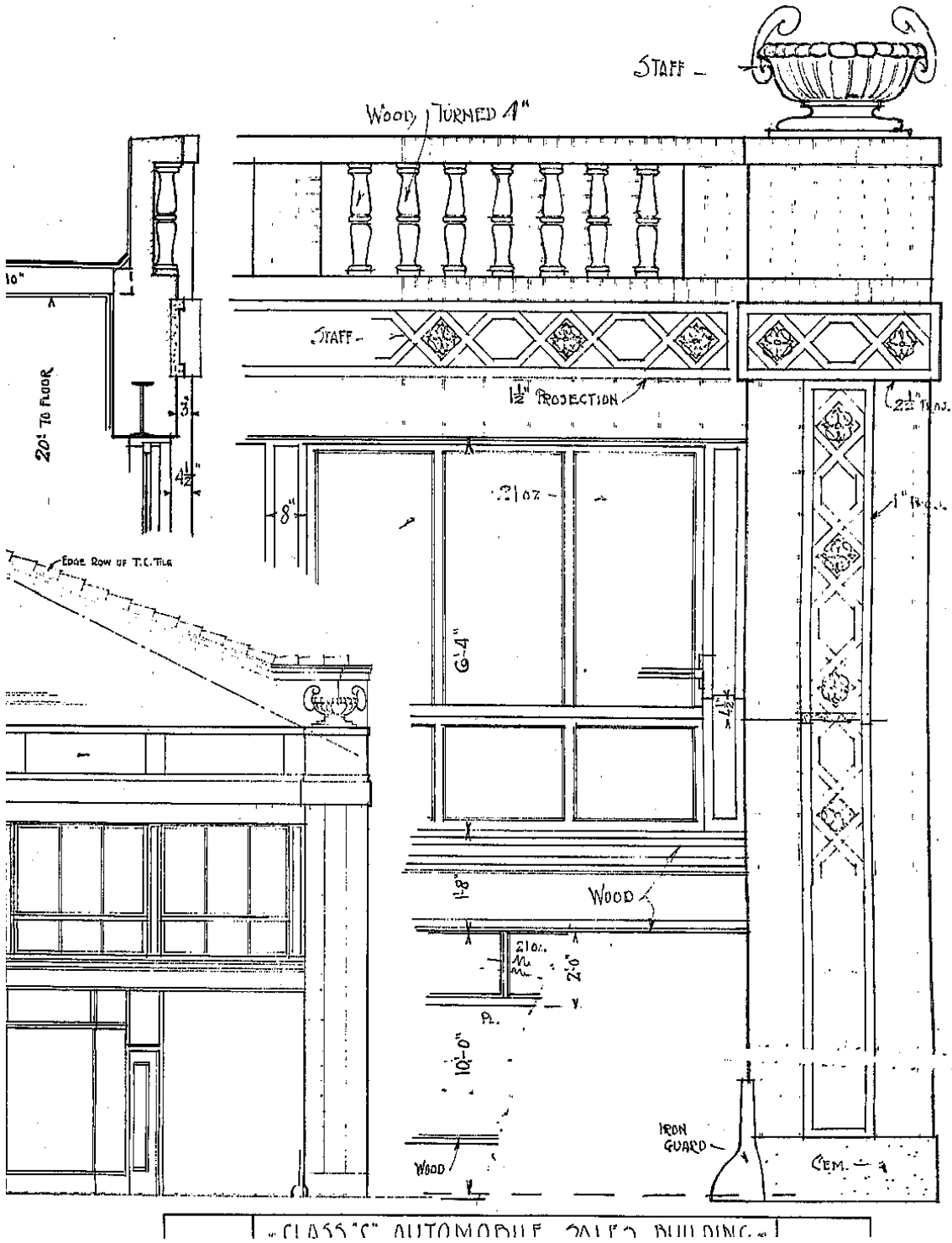
Association is the direct link between an important historic event or person and a historic property. The Early Sales building is not associated with an important historic event or person. As such, the building does not retain integrity of association.

After careful review of the National Register's seven aspects of integrity in regard to the Early Sales building, it has been determined that, due to extensive and irreparable modifications and alterations, the Early Sales building at 3741-47 Broadway in Oakland, CA does not retain enough integrity to be eligible for listing on either the California Register of Historical Resources or the National Register of Historic Places. While the California Register does allow for a lower level of integrity for eligibility, this building does not retain enough overall integrity to meet the California Register criteria. Further, because of the lack of integrity the building does not meet the local City of Oakland criteria for eligibility, notwithstanding its listing on the SHPO Directory of Properties in the Historic Property Data File. Restoring the building at 3741-47 Broadway to its original condition would not improve its integrity. Consequently, it is our opinion that the Status Code applied to this building should be changed from 5S to 6, as this building is not eligible for listing or designation.

Original Plan, Cross Section, ca. 1919



Original Plan, Ornamentation Detail, ca. 1919



Early Sales and Garage Co. Inc.

We carry the largest line of High-Class Used Cars in Oakland.

If you are contemplating the purchase of a good car don't fail to visit our showrooms.

We have the following to offer:

1920 Paige Coupe
1918 Kissel 100% Six Sedan
1919 Dodge Sedan
1918 Willys Six
1918 Buick Touring Light Six
1919 Dodge Touring
1919 Model R Hupmobile Touring
1920 Ford Coupe

AND MANY OTHER LATE MODELS

LIBERAL TERMS

Early Sales and Garage Co. Inc.

3741 Broadway

PHONE PIEDMONT 1221

"The Most Beautiful Salesroom on Broadway"

Advertisement in Oakland City Directory, 1921

Lexington

MINUTE MAN SIX
EARLY SALES AND GARAGE CO.
OAKLAND'S LEADING USED CAR DEALERS
EVERY CAR GUARANTEED

3741 Broadway Phone Piedmont 1221

