

**United States Department of the Interior  
Heritage Conservation and Recreation Service**

**National Register of Historic Places  
Inventory—Nomination Form**

See instructions in *How to Complete National Register Forms*  
Type all entries—complete applicable sections



**1. Name**

historic Phi Delta Theta Chapter House  
and/or common 2717 Hearst Avenue

RECEIVED  
MAR 04 1982  
OHP

**2. Location**

street & number 2717 Hearst Ave. n/a not for publication  
city, town Berkeley n/a vicinity of congressional district 8  
state California code 06 county Alameda code 001

**3. Classification**

<b>Category</b>	<b>Ownership</b>	<b>Status</b>	<b>Present Use</b>
<input checked="" type="checkbox"/> district	<input checked="" type="checkbox"/> public	<input checked="" type="checkbox"/> occupied	<input type="checkbox"/> agriculture
<input checked="" type="checkbox"/> building(s)	<input type="checkbox"/> private	<input type="checkbox"/> unoccupied	<input type="checkbox"/> commercial
<input type="checkbox"/> structure	<input type="checkbox"/> both	<input type="checkbox"/> work in progress	<input type="checkbox"/> educational
<input type="checkbox"/> site	<b>Public Acquisition</b>	<b>Accessible</b>	<input type="checkbox"/> entertainment
<input type="checkbox"/> object	<input type="checkbox"/> in process	<input checked="" type="checkbox"/> yes: restricted	<input type="checkbox"/> government
	<input type="checkbox"/> being considered	<input type="checkbox"/> yes: unrestricted	<input type="checkbox"/> industrial
	<input checked="" type="checkbox"/> n/a	<input type="checkbox"/> no	<input type="checkbox"/> military
			<input type="checkbox"/> museum
			<input type="checkbox"/> park
			<input type="checkbox"/> private residence
			<input checked="" type="checkbox"/> religious
			<input type="checkbox"/> scientific
			<input type="checkbox"/> transportation
			<input type="checkbox"/> other:

**4. Owner of Property**

name New Educational Development Systems Inc.  
street & number 2717 Hearst Ave  
city, town Berkeley n/a vicinity of state California 94709

**5. Location of Legal Description**

courthouse, registry of deeds, etc. Alameda County Courthouse  
street & number 1225 Fallon Street  
city, town Oakland 94612 state California

**6. Representation in Existing Surveys**

title Berkeley Architectural Heritage Association  
Urban Conservation Survey has this property been determined eligible?  yes  no  
date 1980  federal  state  county  local  
depository for survey records Berkeley Architectural Heritage Ass. Office, 1930 Addison  
city, town Berkeley state California

# 7. Description

<b>Condition</b>		<b>Check one</b>	<b>Check one</b>	
<input type="checkbox"/> excellent	<input type="checkbox"/> deteriorated	<input type="checkbox"/> unaltered	<input checked="" type="checkbox"/> original site	
<input checked="" type="checkbox"/> good	<input type="checkbox"/> ruins	<input checked="" type="checkbox"/> altered	<input type="checkbox"/> moved	date <u>n/a</u>
<input type="checkbox"/> fair	<input type="checkbox"/> unexposed			

## Describe the present and original (if known) physical appearance

The building at 2717 Hearst Ave (formerly the Phi Delta Theta Fraternity) was built in 1914. It was constructed of concrete through the second floor and frame above; the exterior is of cement plaster. The building has a basement and three major storeys. In plan the building appears as a U shape, with wings protruding to the north. The facade, which faces south, takes the form of a central block with slightly projecting wings at either end. There are covered loggias on the first and third floors. The first floor loggia protrudes slightly from the wings. Its roof is supported by Tuscan order columns: two pairs across the front and three going around each corner. The loggia roof serves as the second storey terrace. The spacing of the first floor columns was originally repeated by plinths on the second floor terrace. The plinths connected decorative grillwork, but both the plinths and the railings have since been removed. There is a marked diminution in the height of the successive storeys. The third storey is separated from the lower two by dark molding. The third storey loggia is set in from the wings and is supported by eight evenly spaced columns. The red tile hip roof juts out from the building on decoratively cut beams and extends slightly over the top loggia. Although the loggia has since been walled in and inset with glass windows, some of the original columns are still visible from the street.

The house is built on the slope of the hill and therefore the basement emerges as a full storey at the Western end. The main entrance is located at the Western end, set back along the West wing at a level halfway between the basement and first floor. The original door seems to have been replaced; the door frame is of golden oak. There is a decorative arch of molding and a red tile shed roof over the door. The door is approached from the street by two sets of brick steps and brick paths set in a herringbone pattern. The basement is very plain, with long rectangular windows set in pairs under the column spans. The first storey is lit in front by arched French windows. On the wings on the facade these windows were fronted by small balconies with grillwork railings; these have been removed. The second and third floors are lit by successively smaller casement windows.

The third storey loggia is a sleeping porch, there are two more: one in the north end of each wing on the second storey. The second and third storeys originally contained studies and dressing rooms which were fitted with built-in furniture. The first storey contains various reception rooms; the library, living room, and dining room are all lit by French windows. The living room lies behind the loggia and behind the living room there is a large well lit foyer of approximately the same size as the loggia. There are three arched openings onto the living room from both the foyer and the loggia. The interior was originally equipped with dark wood panelling, molded ceilings and tile floors. The interior had fallen into disrepair and was renovated, and woodwork which had been painted was restored, six years ago by the current owners.

# 8. Significance

Period	Areas of Significance—Check and justify below			
<input type="checkbox"/> prehistoric	<input type="checkbox"/> archeology-prehistoric	<input type="checkbox"/> community planning	<input type="checkbox"/> landscape architecture	<input type="checkbox"/> religion
<input type="checkbox"/> 1400-1499	<input type="checkbox"/> archeology-historic	<input type="checkbox"/> conservation	<input type="checkbox"/> law	<input type="checkbox"/> science
<input type="checkbox"/> 1500-1599	<input type="checkbox"/> agriculture	<input type="checkbox"/> economics	<input type="checkbox"/> literature	<input type="checkbox"/> sculpture
<input type="checkbox"/> 1600-1699	<input checked="" type="checkbox"/> architecture	<input type="checkbox"/> education	<input type="checkbox"/> military	<input type="checkbox"/> social/ humanitarian
<input type="checkbox"/> 1700-1799	<input type="checkbox"/> art	<input type="checkbox"/> engineering	<input type="checkbox"/> music	<input type="checkbox"/> theater
<input type="checkbox"/> 1800-1899	<input type="checkbox"/> commerce	<input type="checkbox"/> exploration/settlement	<input type="checkbox"/> philosophy	<input type="checkbox"/> transportation
<input checked="" type="checkbox"/> 1900-	<input type="checkbox"/> communications	<input type="checkbox"/> industry	<input type="checkbox"/> politics/government	<input type="checkbox"/> other (specify)
		<input type="checkbox"/> invention		

Specific dates      1914      Builder/Architect      John Reid, Jr.

**Statement of Significance (In one paragraph)**

The Phi Delta Theta fraternity was established in Berkeley in 1873, prominent members include the San Francisco attorney Herman Phlegar, and William R. Hearst Jr., both of whom resided at the house at 2717 Hearst. This building is an excellent example of the work of the San Francisco architect John Reid, Jr. The building, with its Mediterranean style and open-air living arrangements, epitomizes the California adaptation of the Beaux Arts tradition.

John Reid(1885-1968) was born in San Francisco and educated at U. C. Berkeley and at the Ecole des Beaux Arts in Paris. When Reid returned to San Francisco from Paris he joined the firm of D. H. Burnham and Co., where he worked as a designer for the very distinguished architect, Willis Polk. Reid was the consulting architect for the San Francisco Civic Center. Reid, in conjunction with the Beaux Arts trained John Galen Howard, assisted in the creation of a very impressive set of Neo-Classical buildings in the grand Beaux Arts tradition.

Reid subsequently established his own office in which he was largely occupied with the design of institutional buildings for the city. He was city architect from 1918-1930. Some of his most memorable accomplishments are the designs for San Francisco schools.

His critic, fellow architect William F. Morrow, commented, "Mr. Reid has done schools as modern as the best, but he has not failed to take account of the human aspect of his problem as well."<sup>1</sup> Reid managed to combine the fashionable emphasis on wholesomeness (to which he responded with spacious, well lit, and ventilated classrooms) with a more delicate attention to the intricacies of style and decoration. This ability to combine the "human" with the "scientific" is very apparent in Reid's design of the Phi Delta Theta Fraternity House.

The house was chosen by the football team of 1918 as practice season headquarters because it was "far more conveniently and agreeably arranged for students than any of the other of the houses possessed by the seventy different fraternities and house clubs of the University of California."<sup>2</sup> What makes the house exceptionally agreeable are Reid's innovations in both the "human" and "scientific".

The fraternity contained no bedrooms. The members slept on the three sleeping porches. Each pair of members shared a study and adjoining dressing room. The dressing rooms were equipped with washstands around which mirrors were arranged to catch natural light. In the downstairs reception room, Reid's appreciation of the benefits of natural light and ventilation are further revealed by his use of balconies, French doors, and loggias to extend the living areas outside. The communication between interior and exterior is reestablished by the connection between the building and its surroundings. Hearst Ave. runs directly along the northern edge of the Berkeley campus, the principal plan and buildings of which were designed by the Beaux Arts trained John Galen Howard in the Classical manner. Reid's building, with its Classical columns, arches, and general symmetry, harmonizes with Howard's work, as well as with the surrounding fraternities and houses. Reid's building, however, is far less rigidly tied to the Parisian canons of Classicism than are Howard's. Reid incorporated the classical elements into the the building's combined Italianate

See continuation sheet.

# 9. Major Bibliographical References

Conversations with: Mr. Michael Corbett, Mr. William Tuck. Henderson, V.H. "The Phi Delta Theta Chapter House at the University of California" Architectural Record v. 43 (May 1918):p. 413-19. Morrow, I.F. "The Work of John Reid Jr." Architect and Engineer v. 60 (Feb. 1920)p.43-85. John Reid's biography (untitled) Pacific Coast Architect v.27 p.55. Berkeley Urban Conservation Survey, 1980

# 10. Geographical Data

Acreeage of nominated property Aprox. 1  
 Quadrangle name Richmond Quadrangle scale 1: 24000

UMT References

A	1 0	5 6 5 5 4 0	4 1 9 2 1 0 0	B			
	Zone	Easting	Northing		Zone	Easting	Northing
C				D			
E				F			
G				H			

**Verbal boundary description and justification** Boundaries encompass the historic limits of the resource. The property nominated is on a rectangular lot 100' by 144.65". It is bordered on the east by Highland Place, and on the south by Hearst Ave.

List all states and counties for properties overlapping state or county boundaries

state	n/a	code	county	n/a	code
state	n/a	code	county	n/a	code

# 11. Form Prepared By

name/title Margaret Brentano  
 organization Berkeley Architectural Heritage Assn. date August 24, 1981  
 street & number P.O. Box 1137, Main Post Office telephone (415) 845-6591  
 city or town Berkeley state California 94701

# 12. State Historic Preservation Officer Certification

The evaluated significance of this property within the state is:

national  state  local

As the designated State Historic Preservation Officer for the National Historic Preservation Act of 1966 (Public Law 89-665), I hereby nominate this property for inclusion in the National Register and certify that it has been evaluated according to the criteria and procedures set forth by the Heritage Conservation and Recreation Service.

State Historic Preservation Officer signature J. C. Mellon

title State Historic Preservation Officer date 12/1/82

For HCRS use only

I hereby certify that this property is included in the National Register

J. C. Mellon  
 Keeper of the National Register Entered in the National Register date 1/11/83  
 Attest: \_\_\_\_\_ date \_\_\_\_\_  
 Chief of Registration

**NATIONAL REGISTER OF HISTORIC PLACES  
INVENTORY -- NOMINATION FORM**

FOR HCRS USE ONLY  
RECEIVED  
DATE ENTERED

Phi Delta Theta Chapter House,

2717 Hearst Av.,

Berkeley CA 94709

CONTINUATION SHEET

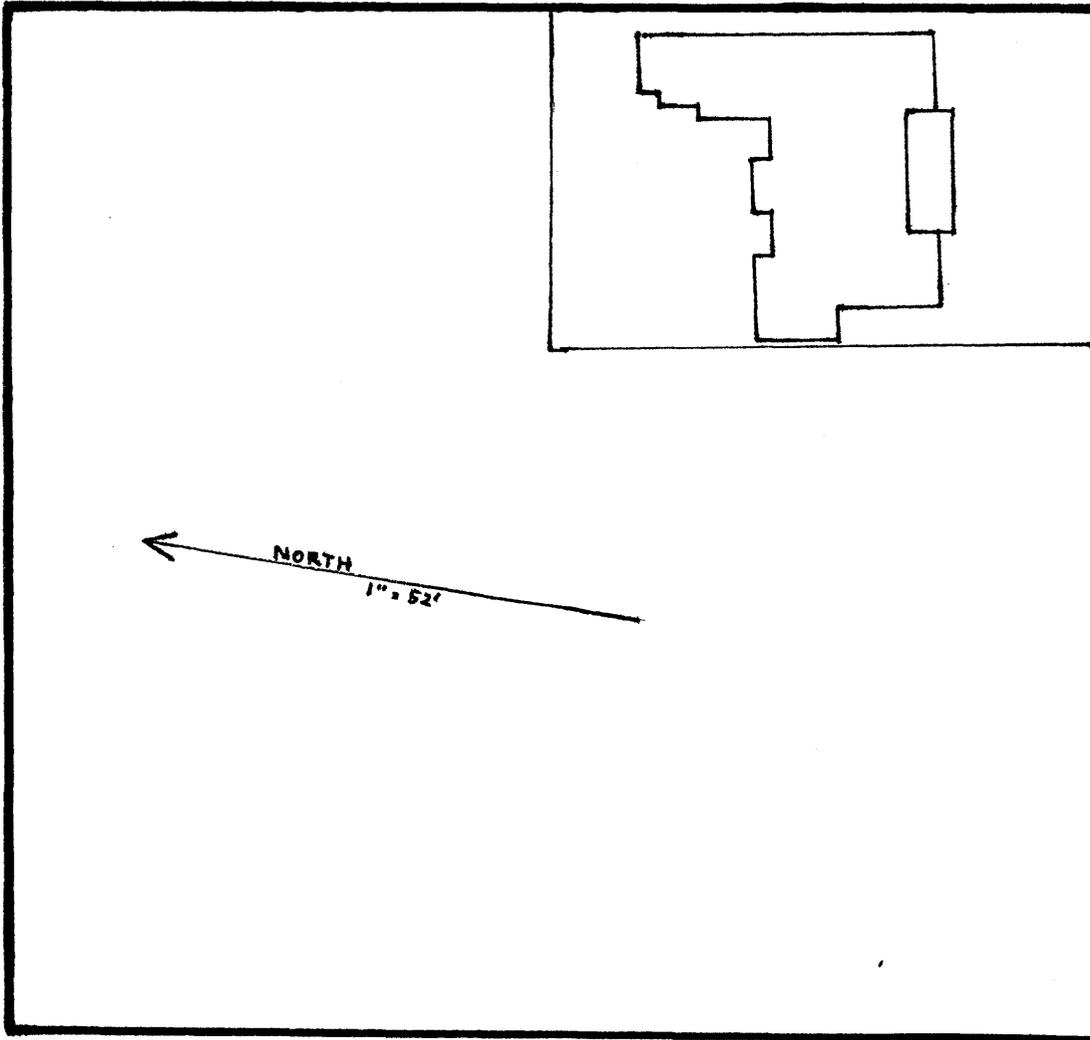
ITEM NUMBER

10

PAGE 1

**HIGHLAND PLACE**

**RIDGE ROAD**



2717

**HEARST AVENUE**

**LA LOMA AVENUE**

UNIVERSITY OF CALIFORNIA CAMPUS