

**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



1982

**1. Name**

historic Park Street Historic Commercial District

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NOV 20 1981

and/or common Park Street District

**2. Location**

*Roughly bounded by Oak St., Park, Lincoln  
and Encinal Aves.*

OHP

street & number 1359 Park Ave., 1301-1546 Park St., 1510-1516 Oak St., 2411-2416 Webb St.,  
2301-2420 Santa Clara Ave., 2341-2420 Central Ave., — not for publication

city, town Alameda — vicinity of \_\_\_\_\_ congressional district 9th

state California code 94501 county Alameda code \_\_\_\_\_

**3. Classification**

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

**4. Owner of Property**

name See Continuation Sheets

street & number \_\_\_\_\_

city, town \_\_\_\_\_ vicinity of \_\_\_\_\_ state \_\_\_\_\_

**5. Location of Legal Description**

courthouse, registry of deeds, etc. Alameda County Courthouse

street & number 1225 Fallon Street

city, town Oakland state California

**6. Representation in Existing Surveys**

title Alameda Historical & Architectural Survey (Project Agreement #36-09-029) has this property been determined eligible?  yes  no

date February 1, 1980 \_\_\_\_\_ federal \_\_\_\_\_ state \_\_\_\_\_ county  local

depository for survey records Alameda Historical Survey Room 103, City Hall

city, town Alameda state California

①

## 7. Description

<b>Condition</b>		<b>Check one</b>	<b>Check one</b>
<input checked="" 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 _____
<input type="checkbox"/> fair	<input checked="" type="checkbox"/> unexposed		

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

#### Description of the Park Street Historic Commercial District

The proposed Park Street Historic Commercial District includes street frontages along three blocks of Park Street in the main downtown area of Alameda and on portions of Lincoln Avenue, Webb Street, Santa Clara Avenue, Alameda Avenue and Central Avenue, the cross streets. The predominate building form is one or two story, rectangular, brick or frame, with store-fronts on the first floor and, if there is a second floor, apartments or other uses at that level.

Of the 72 buildings tabulated, all but nine include at least one storefront in the first floor plan. One of the non-storefront buildings actually conceals a storefront behind a modern wood facade used to provide privacy to the banquet room within.

A remarkably intact cluster of wood and brick Victorian buildings is found on the north side of Santa Clara Avenue between Oak and Park Streets, Buildings #9-#15, Photos 16 to 19. Large institutional buildings constructed of masonry serve as foci within the proposed district. These are the Old Post Office Building, Photo #6-1; The Old Masonic Hall, Photo #4-3; the New Masonic Temple, Photos #4-1 to 4-3, the two theatre buildings, Photos 6-6 and 2-6. The "blocks" or series of storefronts under a second story that carries the design theme - neo-classical (Photo #5-4), Spanish renaissance (Photo #5-1) or Art Deco (Photo #6-5) - are still visible at three locations along Park Street. Finally, the two banks at the major intersections within the proposed district, though not large buildings, project stability and fiduciary trust in their monumental neo-classical facades.

Groupings of the older buildings (pre 1909 building permit records) occur near the intersections of Park Street with Encinal Avenue and Lincoln Avenue at either end of the proposed district. These were the early commercial nodes near the cross traffic produced by train lines. Of the 72 buildings, 24 buildings were constructed before 1897, 16 between 1897 and 1910, or a total of 40 (55%) before 1910. Twenty-three were built in the teens and twenties, five during the 1930's and only four after 1940.

Descriptions of the individual buildings, keyed to the sketch map, follow:

# 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 checked="" 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 checked="" type="checkbox"/> social/
<input type="checkbox"/> 1700-1799	<input type="checkbox"/> art	<input type="checkbox"/> engineering	<input type="checkbox"/> music	<input type="checkbox"/> humanitarian
<input checked="" type="checkbox"/> 1800-1899	<input checked="" type="checkbox"/> commerce	<input type="checkbox"/> exploration/settlement	<input type="checkbox"/> philosophy	<input checked="" type="checkbox"/> theater
<input checked="" type="checkbox"/> 1900-1946	<input type="checkbox"/> communications	<input type="checkbox"/> industry	<input type="checkbox"/> politics/government	<input type="checkbox"/> transportation
		<input type="checkbox"/> invention		<input type="checkbox"/> other (specify)

**Specific dates** 1880-1946                      **Builder/Architect** Varied

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

The proposed Park Street Historic Commercial District has been a place of business and commerce for the past 120 years. Small retail establishments, generally storefronts with living quarters or storage space above, and a few monumental institutional buildings have continuously dominated the streetscape. Although residences have always existed on Park Street, they have always been secondary or accessory to the primary use - the commercial establishments. No residential buildings are to be found in the proposed district and those that did exist, historically, were on the cross-streets, half a block or more away from Park Street. Thus, the almost exclusively commercial character of Park Street sets it apart from the surrounding residential areas of Alameda, an almost intact 19th century suburban community whose populace generally was and is employed in the nearby cities of Oakland and San Francisco. Architecturally, Park Street with its attached commercial buildings built to the sidewalk, differs from the tree-lined single-family residential streets which surround the proposed district. Park Street represents the commercial counterpart to the residential architecture of the Victorian, Period Revivals, and Art Deco eras. Furthermore, as commercial and institutional architecture, the district includes numerous rare masonry buildings which have survived from the 19th century, a time when redwood was available in unlimited supply. Masonry was only used, in pre-1900 Alameda, on less than 1% of all buildings, most of them on Park Street and still standing today.

ADMITTED TO FILE

# 9. Major Bibliographical References

- Alameda Historic Society Archives
- Sanborn Fire Insurance Maps, 1897, 1910, 1957
- City of Alameda Historical Advisory Commission Files
- Assessor's Maps, City of Alameda, 1878, 1900, 1925
- Alameda Semi-weekly Argus, Builders' Listing, 1885, 1880-1907
- A Walking Tour of Alameda's Historical Downtown & Civic Center Dist., Historical Advisory Commission, 1977
- "The Fossing Building: A Proposal for Preservation", by Gary Knecht

# 10. Geographical Data

Acreeage of nominated property 6 acres (approximately)  
 Quadrangle name Oakland East Quadrangle scale 1:24,000

UMT References

A	1 0	5 6 6 3 1 0	4 1 8 0 0 0 0 0	B	1 0	5 6 6 9 9 0	4 1 7 9 9 3 0
	Zone	Easting	Northing		Zone	Easting	Northing
C	1 0	5 6 6 8 7 0	4 1 7 9 6 1 0	D	1 0	5 6 6 6 4 0	4 1 7 9 5 5 0
E				F			
G				H			

### Verbal boundary description and justification

See attached sketch map for boundaries.

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

state	n/a	code	county	code
state		code	county	code

# 11. Form Prepared By

name/title Xandra Malandra, Rhoda Alvarez, Charlene Millett, Woody Minor, Mary Ann Leff, Janis Mounsey, Gail Moore, Gary Knecht, Dorothy Davies

organization City of Alameda Planning Department date November 13, 1981

street & number Santa Clara at Oak Street telephone (415) 522-4100

city or town Alameda state California

# 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 JC Mellon

title State Historic Preservation Officer date 3-25-82

**For HCERS use only**  
 I hereby certify that this property is included in the National Register

William A. [Signature] 5-12-82  
 Keeper of the National Register

Attest: Patrick [Signature] 5/10/82  
 Chief of [Signature]

40/21

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

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<u>CONTINUATION SHEET</u>	<u>ITEM NUMBER</u> 4	<u>PAGE</u> 1
<u>PROPERTY</u>	<u>OWNER</u>	
1. 1523-5 Park Street	Watson, Robert 1525 Park Street, Alameda, CA 94501	
2. 1519 Park Street	Young, Richard 956 Pacheco Ct., El Dorado Hills, CA 95630	
3. 1515 Park Street	Gliozzi, James 880 Forest Land, Alamo, CA 94507	
4. 1513 Park Street	Damen, Theodore and Arcelia 2865 Santa Clara Ave., Alameda, CA 94501	
5. 1511 Park Street	McManus, Frank 1513 Park Street, Alameda CA 94501	
6. 1505-7 Park Street	Durein, J. F. 3110 Thompson Avenue, Alameda CA 94501	
7. 1501 Park Street 2329 Santa Clara Avenue	Grand Lodge IOOF 2329 Santa Clara Avenue, Alameda, CA 94501	
8. 2325 Santa Clara Avenue	Grappo, Michael A. 3103 La Cresta, Alameda, CA 94501	
9. 2321-3-3A Santa Clara Avenue	Porikos, Costas S. 1502 Eastshore Drive, Alameda, CA 94501	
10. 2319 Santa Clara Avenue	Armoore, John and Annie 7701 Potrero Avenue, El Cerrito, CA 94530	
11. 2317 Santa Clara Avenue	Museo, Dorothy 2317 Santa Clara Avenue, Alameda, CA 94501	
12. 2315 Santa Clara Avenue	Chin, Kwock and Kun 2315 Santa Clara Avenue, Alameda 94501	
13. 2313 Santa Clara Avenue	Kelly, Vincent and Isobel 2313 Santa Clara Avenue, Alameda, CA 94501	
14. 2309-9A, 11,-11A Santa Clara	Towata, John and Georgianne 2309 Santa Clara Avenue, Alameda, CA 94501	
15. 2305 Santa Clara Avenue	Towata, John 2305 Santa Clara Avenue, Alameda, CA 94501	

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<u>PROPERTY</u>	<u>OWNER</u>	
16a. 2301 Santa Clara Avenue	Chun, Bill and Lily 740 Canterbury Ave. Livermore, CA 94550	2
16b. 1510 Oak Street	Chun, Bill and Lily 740 Canterbury Ave., Livermore, CA 94550	
17. 1514 Oak Street	News Observer, Inc. 1514 Oak Street, Alameda, CA 94501	
18. 1516 Oak Street	News Observer, Inc. 1514 Oak Street, Alameda, CA 94501	
19. 2316-18-20 Santa Clara Ave.	Stone, Dennis and Ingrid 2320 Santa Clara Avenue, Alameda, CA 94501	
20. 2322 Santa Clara Avenue	Grappo, Michael 3103 La Cresta, Alameda, CA 94501	
21. 2326-28 Santa Clara Avenue 1435-37 Park Street	Yee, Peter and Judy 2328 Santa Clara Avenue, Alameda, CA 94501	
22. 1429-33 Park Street	Armoore, John and Annie 7701 Potrero Avenue, El Cerrito, CA 94530	
23. 1427 Park Street	Guggenheim, George and Leslie 2090 Broadway, San Francisco, CA 94115	
24. 1423-25 Park Street	Guggenheim, George 2090 Broadway, San Francisco, CA 94115	
25. 1419 Park Street	Howard, Roger and Donna 1412 Park Street, Alameda, CA 94501	
26. 1415-17 Park Street	Ehrenpfort, E. and Meyer 2860 Concord Blvd., Concord, CA 94519	
27. 1407½-13 Park Street	Mulvaney, Alma and Holt, Marion 2927 Gibbons Drive, Alameda, CA 94501	
28a. 1405-07 Park Street	Levy, G. and Rosenberg, P.C. 2237 South Shore Center, Alameda, CA 94501	
28b. 1403 Park Street	Levy, G. and Rosenberg, P.C. 2237 South Shore Center, Alameda, CA 94501	

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PROPERTY		OWNER	
29.	1401 Park Street	}	Alexander, Dolores 1401 Park Street, Alameda, CA 94501
30.	2327 Central Avenue		Franck, Roberta and A.J. 608 Grand Street, Alameda, CA 94501
31.	2315-23 Central Avenue		Lockwood, Larry 18937 Brickwell Way, Castro Valley, CA 9454
32.	2314-20 Central Avenue		Lockwood, Larry 18937 Brickwell Way, Castro Valley, CA 9454
33.	1359-63 Park Street		Lineweaver, John 45 Quail Court #110, Walnut Creek, CA 94596
34.	1351 Park Street		Orr, Betsey and James 1351 Park Street, Alameda, CA 94501
35.	1349 Park Street		Franck, Russell 608 Grand Street, Alameda, CA 94501
36.	1347 Park Street		Franck, Russell 608 Grand Street, Alameda, CA 94501
37.	1343-45 Park Street		Jansen, Eugene and Patrick, Kroger, Kramer Realty 3726 Grand Avenue, Oakland, CA 94610
38.	1335-39 Park Street 2319-25 Alameda Avenue		Lineweaver, John 45 Quail Court #110, Walnut Creek, CA 94596
39.	2310-10½ Alameda Avenue		Thompson, Joe and Rachael 1516 Oak Street, Alameda, CA 94501
40.	2312-24 Alameda Avenue		New Masonic Hall Association 2312 Alameda Avenue, Alameda, CA 94501
41.	2332 Alameda Avenue 1327-33 Park Street		Lineweaver, John 45 Quail Court #110, Walnut Creek, CA 94596
42.	1325 Park Street		Gregerson, Asta and Burke 1325 Park Street, Alameda, CA 94501

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<u>PROPERTY</u>		<u>OWNER</u>	
43.	1317-21 Park Street	Nip, Charles and Patricia 1645 Kirkham St., San Francisco, CA 94122	
44.	1313-15 Park Street	Boubalos, C.C. 639 Manila Way, Colvina, CA 94015	
45.	1305-11 Park Street	Price, Charles and Brenda 3001 Flora Vista, Alameda CA 94501	
46.	1301-03 Park Street	Brown, Dimitra 1301 Park Street, Alameda, CA 94501	
47.	1320-28 Park Street	Moran, Marshall 1328 Park Street, Alameda, CA 94501	
48.	1330-32 Park Street	Habash, Louis 1332 Park Street, Alameda, CA 94501	
49.	1336-46 Park Street	Delaney, Peter and William 1624 Harrison Street, Oakland, CA 94612	
50.	1348 Park Street	Delaney, Peter and William 1624 Harrison Street, Oakland, CA 94612	
51.	1350-64 Park Street	Delaney, Peter and William 1624 Harrison Street, Oakland, CA 94612	
52.	2408 Central Avenue Parking Lot	United California Bank Realty Loan 2408 Central Avenue, Alameda, CA 94501	
53.	2416-20 Central Avenue 1359 Park Avenue	C. & L. Properties 2424 Central Avenue, Alameda, CA 94501	
54.	2417 Central Avenue	Delucchi, Mario 77 Selbourne Drive, Piedmont, CA 94611	
55.	1400 Park Street	Accornero, Adelaide, Paul and Grulio, Jr. P. O. Box 327, Madera, CA 93637	
56.	1402-10 Park Street	Accornero, Adelaide and Paul P. O. Box 327, Madera, CA 93637	



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PROPERTY		OWNER	
57.	1412-16 Park Street	Gallagher & Lindsey 2418 Central Avenue, Alameda, CA 94501	
58.	1420-24 Park Street	Ho, John and Edna 2329 Buena Vista Avenue, Alameda, CA 94501	
59.	1428 Park Street	Bradford, Bertram and Bosun 1232 Caroline Street, Alameda, CA 94501	
60.	1430-40 Park Street 2402-06 Santa Clara Ave.	Mayo, Dorothy and American Trust 1730 Franklin Street, Oakland, CA 94612	
61.	2408-12 Santa Clara Avenue	Barni, John and Thunder, B. 2410 Santa Clara Avenue, Alameda, CA 94501	
62.	2420 Santa Clara Avenue	Alameda Federal Savings 2420 Santa Clara Avenue, Alameda, CA 94501	
63.	1500-04 Park Street	Lurie Co. c/o B of A Tax Dept. 3245 P.O.Box 37000, San Francisco, CA 94137	
64.	1506-12 Park Street	Anderson Brothers 16513 Toledo Street, San Leandro, CA 94578	
65.	1514-18 Park Street	Mayo, Dorothy 1730 Franklin Street, Oakland, CA 94612	
66.	2412 Webb Avenue	Durein, V.E. and Theodore 3110 Thompson Avenue, Alameda, CA 94501	
67.	2411 Webb Avenue	Marderosian, Harry and Mary 7676 Barnham Way, Dublin, CA 94561	
68.	1522 Park Street	Rabe, Dieter and Helene 1229 College Avenue Alameda, CA 94501	
69.	1526-28 Park Street	Justin, W.J.Jr., J.V., H.W., J., E.V., G. 1526 Park Street, Alameda, CA 94501	

FHR-8-300A  
(11/78)

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	<u>PROPERTY</u>	<u>OWNER</u>
70.	1532-40 Park Street	Powell, Robert and Witteman, Carl & Jamie 156 Lombard Lane, Orinda, CA 94653
71.	1542-46 Park Street 2402-06 Lincoln Avenue	Convery, John 1128 Morton Street, Alameda, CA 94501
72.	2408-10 Lincoln Avenue	Selby, Mary E. 1534 Park Street, Alameda, CA 94501

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C=Contributing Structure      NC=Non-Contributing Structure      NC(R)=Non-Contributing, but  
with potential for rehabili-  
tation to earlier appearance

**CONTINUATION SHEET**      ITEM NUMBER 7      PAGE 1

1. 1523-25 Park Street      Date: 1926  
C Lee Auto Supply      Builder: William Knowles  
Owner: Richard Watson  
Photos 1-1, 1-2

This one story rectangular brick building is located on the southwest corner of Park Street and Times Way, an alley. The Park Street facade is divided into three bays, each with a large square window topped by a semi-circular transom window divided into six vertical panes. The upper portion of the facade is tan and buff colored brick in a herringbone pattern. Other features include a gargoyle at the outside corner of the building, marble trim below the windows, hexagonal floor tiles on the two recessed entries and cast concrete decorative trim around the windows. (Photo 1-1)

A two-story frame building occupied the site from 1897 or before until replaced by the present building in 1926. In 1897 the building housed a public hall and a billiard parlor.

At the rear of the lot stands a brick warehouse building of unknown construction date. The use of various sizes of brick on this structure detracts from its otherwise simple and straightforward architectural character.

2. 1519 Park Street      Date: Prior to 1897  
NC(R) Alameda Auto Supply      Architect/Builder: Unknown  
Owner: Richard Young  
Photo: 1-2

This two story flat-roofed building of rectangular plan has undergone several major alterations. Its stucco facade, three large second floor windows where two square bays once projected over the street (see 1910 Sanborn Map) and four projecting wooden brackets which probably supported a massive cornice below the roof line are all that remain of its former facade. The recessed story entry dates from a 1949 remodelling and reveals a portion of the floor tiles from an earlier entry. In the rear it is possible to see the original long rectangular windows with segmentally arched brick work on top.

The 1910 Sanborn Maps indicate the building was used for furnished rooms.

3. 1515 Park Street      Date: Prior to 1897  
C Pop In Bar      Builder/Architect: Unknown  
Residential Upstairs      Owner: James Gliozzi  
Photo: 1-2

This is a two-story commercial building with rectangular plan and flat roof, sheathed in stucco. Above a recent (1979) ground-floor storefront, are two polygonal bays on the second story, with double-hung wood framed windows and multi-paned transoms. The two bays are joined and covered by a continuous tiled hood. This 19th century building was extensively remodelled in 1920.

4. 1513 Park Street      Date: Prior to 1897  
C Bambi's Village      Builder/Architect: Unknown  
C      Owner: Theodore & Arcelia Damen  
1513½ Park Street (above)      Photo: 1-2  
Residential

This is a two story rectangular brick building with flat roof and a stucco facade with two rectangular windows on the second floor topped by a projecting tiled roof cornice

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supported by decorative brackets. The original bay windows were removed (See early Sanborn). The two ground floor bay window display cases are trimmed with blue and gold tile. The entry to the upper floor apartments features similar blue and gold tile work and a semi-circular arched doorway. A brick warehouse of more recent construction is located in the rear.

5. 1511 Park Street Date: 1933  
NC Alameda Sporting Goods Builder: Ben Kopf  
Owner: Frank McManus  
Photo: 1-3

This one-story rectangular brick building with flat roof features a wide recessed display window entry framed with black vitrolite laid in large square tile dating from a 1949 remodeling. From the rear and side it is possible to see the original brick facade with its arched brickwork over the windows and brick trim bands at the roof line.

6. 1505-07 Park Street Date: 1926  
C Optometrist Builder: M. H. Fish  
Qle's Restaurant Owner: J. F. Durein  
Photo: 1-4

The facade of this one-story rectangular flat-roofed brick building is composed of several shades of buff colored brick. Two distinct storefronts display bays with recessed entries are united under a single projecting cornice of the same variegated brick. The rear of the building is red brick.

7. 1501 Park Street Date: 1926  
NC(R) Alameda Drug Store Builder: Lawton & Vegery  
2329 Santa Clara (upstairs) Owner: Grand Lodge IOOF  
Grand Lodge IOOF  
Oddfellow Building Photos: 1-5, 1-6, H-1

Located on the northwest corner of Park Street and Santa Clara, this three story rectangular flat roofed stuccoed building is of Moorish design. All of the original cast concrete trim on the upper portion of the building and around the arched windows has been removed (See photo H-1). The building still features recessed arched windows on the second floor and small pairs of niches just below the roofline. The ground floor is in retail use with offices on the second floor and lodge facilities on the third floor.

The original building on the site was built by I.O.O.F. in 1878. The lodge offices were upstairs and the ground floor housed a dry goods store and later a post office. The building featured a tapering tower at the corner and arched windows at the second story.

8. 2325 Santa Clara Owner: Michael A. Grappo  
Parking Lot Photo: 1-7  
NC The parking lot provides an interesting view of the side of building 5, a brick building dating from 1933; the rear of building 6, a brick building dating from 1926; and the side of building 9, a frame building dating from before 1897.

9. 2321-23 Santa Clara Date: Before 1897  
Johnathan's Owner: Costas S. Porikos  
C Thea's of Alameda Photo: 1-8  
West Coast Dance Theatre (Upstairs)

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This two-story rectangular frame building with flat roof is at the east end of a continuous row of wood frame and brick commercial structures (buildings 9-15) dating from 1902 or earlier. The front elevation has been remodelled at various times. It consists of a stucco upper story and a protruding roof cornice with a triangular parapet above. Of the two store fronts with recessed entries on the ground floor the easterly one appears nearly unaltered. The building was used for furnished rooms during its early history.

10. 2319 Santa Clara Avenue Date: 1902  
NC Kahn's Furniture Architect and Builder: Frank Bauman  
Owner: John and Annie Amooore  
Photo: 1-8

An insensitive remodelling of the western half of the facade of this two-story rectangular flat-roofed building has resulted in removal of all the decorative elements and the second floor windows from the western half of the building (which is listed under a separate owner and building permit approvals). The eastern half of the facade, at 2317 Santa Clara Avenue, building #11, reveals the mirror image of the original facade design for this building.

11. 2317 Santa Clara Avenue Date: 1902  
C Vosburgh's Hardware Architect & Builder: Frank Bauman  
Owner: Dorothy Museo  
Photo: 1-8

This two-story rectangular brick building with flat roof and buff-colored brick facade is of Classical Revival design featuring pilasters, plain frieze, dentil coursing, and simple projecting cornice supported by brackets. The ground floor retail space is a large store with three windows spearated by flat pilasters with black and torquoise tile trim below. The floor of the square recessed entry is tiled.

12. 2315 Santa Clara Avenue Date: 1892  
NC Frank Hally Building Builder/Architect: Unknown  
Chin's Restaurant Owner: Kwock & Kun Chin  
Residence (Upstairs) Photos: 1-8, 1-9, H-2

The front elevation of this two-story rectangular wood frame flat-roofed building was totally remodelled in the Spanish Colonial style. It features a stucco facade, red clay tile shed roof, and wrought-iron balcony. The original styling can be seen in the adjacent building (building #13) which is the remaining half of the original building which extended over both sites. See also Photo #H-2.

13. 2313 Santa Clara Avenue Date: 1892  
C Frank Hally Building Builder/Architect: Unknown  
Autobound, Inc. Owner: Vincent & Isabel Kelly  
Tax Planning Office Photos: 1-8, 1-9, H-2  
Residence (Upstairs)

This two-story wood-frame building is the remaining unaltered half of a two-story wood-frame building dating from 1892. A commercial structure, it is of rectangular plan with flat roof and horizontal wood siding. The ground floor commercial space is divided into two store fronts. The upper residential level features a polygonal bay and a recessed balcony. The roof treatment consists of a plain frieze with brackets under a decorative mansard roof. Before it was altered, the adjacent building (#12) formed the mirror image of this building. (See photo #H-2.)

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14. 2309-2311 Santa Clara Avenue Date: 1892  
C Koerber Building Builder: McRae Brothers  
Alameda Typewriter Owner: John and Georgianne Towata  
Travel Shoppe Photos: 1-9, 1-8, H-2  
Mac Iver Studio of Photography  
Residences (Upstairs)

This two story, rectangular building with three parallel roof gables is an excellent example of a Stick style Victorian wood-frame commercial building. It is virtually in tact on the upper level. The street level consists of three glazed storefronts with black tile below the windows. The upper level has two wide 3-sided bays with long rectangular windows and decorated pediments. Other features of the building include a mansard roof, decorated brackets, panels and stickwork.

15. 2305 Santa Clara Avenue Date: Est. 1880's  
C Flower Shop Architect/Builder: Unknown  
Residence in rear Owner: John Towata  
Photo: 1-9

A green vitrolite false front is the facade of a one-story rectangular wood-frame store front addition with a gable roof. It is attached to the front of a one-story wood-frame hipped-roof residence which dates from the 1880's. An aluminum canopy projects slightly over the diagonally-recessed storefront display window, supporting the lower case letters of the word "flowers".

The house is rectangular in plan with numerous bays and additions. Both buildings are sheathed in horizontal wood siding. A one-story greenhouse with gable roof was added on the east side of the flower shop in 1954.

- 16a. 2301 Santa Clara Avenue Date: 1938  
C Texaco Gas Station Builder: P. Spaulding  
Owner: Knights of Pythias  
Photo: 1-9

On the northeast corner of Santa Clara and Oak Street is a rare example of an Art-Deco (pre-fabricated metal) gas station. The station consists of a small rectangular building with an attached metal canopy supported by fluted metal columns. The word Texaco flanked by red stars appears on the canopy cornice. A two-bayed concrete garage is located to the rear. The site was previously occupied by a small store and a residence.

- 16b. 1510 Oak Street Date: Between 1897 and 1910, Est. 1905-1910  
C Knights of Pythias Building Builder: Unknown  
Owner: Knights of Pythias

North of the gas station, facing Oak Street is the Knights of Pythias Building. The two story rectangular frame building with gabled roof, recessed entry and overhanging second story features a stucco facade with engaged end piers. Pilasters frame the entry on the first floor and the two center windows on the second story. A subtly-stepped parapet tops the building. Double-hung windows and doors appear to be original.

At the rear and on the north side of the building the original horizontal wood siding is visible.

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17. 1514 Oak Street  
C Alameda Times-Star

Date: 1926  
Builder: Peter Wymer  
Owner: News Observer, Inc.  
Photo: 1-10

This rectangular corrugated metal one-story warehouse with a narrow clerestory is almost concealed by its stucco false front with peaked, crenelated parapet. The false front is two-sided, attached on one side to the adjacent Times Star Building. The existing storefront in the false front portion is not being used.

18. 1516 Oak Street  
C Times-Star Building

Date: 1946  
Architect: Andrew Hass Owner: News Observer Inc  
Builder: Parker, Steffens & Pearce  
Photo: 1-10

This is a three-story (with penthouse) concrete building with generally rectangular plan and flat roof. Of functional design, the structural system is revealed in the bands of industrial sash casement windows punctuated by the vertical piers of the building's frame. The metal-canopied entry is framed with curved glass-block walls and features a large buff-colored terrazzo star inlaid in the sidewalk.

19. 2316-2320 Santa Clara Avenue  
C Schroeder Building  
Stone's Cyclery  
The Island Club  
Don Lee Apartments

Date: 1903  
Architect/Builder: Frank Bammer  
Owner: Dennis & Ingrid Stone  
Photo: 2-1

The facade of this handsome turn-of-the-century two-story brick building is sheathed in wood and has a metal cornice. The ground floor includes two store fronts and, at the west, a drive-through entry with a brick arch at the rear. Vehicles are able to drive under the second floor of the building to reach parking in the rear. A central recessed entry leads to the second floor apartments. The second floor which appears to be unaltered features two pairs of wide polygonal bays and classical trim.

20. 2322 Santa Clara Avenue  
NC The Emerald City

Date: 1951  
Builder: Cahill Brothers, Inc.  
Owner: Michael Grappo  
Photo: 2-1

A pleasant courtyard between buildings #19 and #21, from which the wood siding of the rear of building #21 can be seen, leads to the flat concrete side building wall of building #22. The commercial space in this portion of the building is listed under separate ownership and building permit approvals. The concrete wall is painted with a huge rainbow arch, inviting clients to the children's hair salon within.

21. 2326-2328 Santa Clara Avenue  
C 1435-37 Park Street  
Elbe's Pharmacy  
Ernie's Tennis & Sports  
Silver Tree  
Doll Maker  
China House Restaurant (Upstairs)

Date: Est. 1880's  
Builder: Unknown  
Owner: Peter and Judy Yee

Photos: 2-1, 2-2, H-1

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The two-story rectangular wood-frame building on the southwest corner of Park Street and Santa Clara Avenue has been stuccoed on the street sides but wood siding can be seen in the rear. A simple gable roof caps the building and a parapet with raised central portion extends above the metal cornice. On the Park Street side there are two storefronts with recessed entries decorated with small floor tiles. The entry on Santa Clara features the words "Schroeder Building" spelled out in the floor tiles.

- |     |   |                            |
|-----|---|----------------------------|
| 22. | 1429-1433 Park Street                   | Date: 1951                 |
| NC  | Woolworth Building                      | Builder: Cahill Brothers   |
|     | Cottage Health Foods                    | Owner: John & Annie Amoore |
|     | Bulldog Skates/Rocking Horse (Upstairs) | Photos: 2-2, H-1           |
|     | Wind in the Willows                     |                            |
|     | Gold Market                             |                            |
|     | Papa's Pizza                            |                            |

The facade of the modern two-story rectangular concrete building, composed of store fronts and large many-paned windows on the second story, is a straight forward architectural statement. Piers rise the full height of the building defining the storefront and window spaces. Tile and brick trim are used at the ground floor level to set off the recessed and articulated entry area which is shaded by a large awning. Although of modern construction, the building's height, entry form, storefronts, awnings and brick and tile trim are all features which make it compatible with the older buildings in the district.

This building replaced the Woolworth Building, a three story brick building built by Carl Petersen in 1891. The original building with three storefronts offered furnished rooms above. The slanted bays can be seen in photo #H-1.

- |     |                   |                                     |
|-----|-------------------|-------------------------------------|
| 23. | 1427 Park Street. | Date: 1894                          |
| NC  | Danish Concepts   | Builder: C. H. Foster & Son         |
|     |                   | Owner: George and Leslie Guggenheim |
|     |                   | Photos: 2-2, H-1                    |

This two-story rectangular brick building with a modern stucco facade presents a deeply recessed entry lined with display windows on Park Street. The building was first used as a bakery with lodgings upstairs. The polygonal bays which have been removed can be seen in Photo #H-1. Severe alterations appear to date from 1960.

- |     |                       |                          |
|-----|-----------------------|--------------------------|
| 24. | 1423-25 Park Street   | Date: Prior to 1897      |
| NC  | Bangkok Beauty        | Builder: Unknown         |
|     | Olga Adams Dress Shop | Owner: George Guggenheim |
|     |                       | Photo: 2-2               |

This one-story rectangular building of brick construction with two glazed storefronts is finished in stucco. Glass brick trim and small tiles on the entry floor distinguish the 1923 Park Street store and probably were part of a 1945 "alteration" project. The 1925 Park Street dress shop was more recently remodelled.

- |     |                  |                             |
|-----|------------------|-----------------------------|
| 25. | 1419 Park Street | Date: 1938                  |
| C   | Park Street Mall | Builder: A. T. Beckett      |
|     |                  | Owner: Roger & Donna Howard |
|     |                  | Photo: 2-2                  |



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The one-story rectangular building at 1419 Park Street has been recently remodelled as a mall with entry on Park Street. The front facade is stucco with awnings over the three display windows and signage over the entry and windows. A one-story wooden building attached to the rear of the building appears to date from the 1900's when a bowling alley was located at this site.

26. 1415-17 Park Street  
C Lorelei Children's Clothing  
Boniere Bakery
- Date: Prior to 1909  
Builder: Unknown  
Owner: E. & Meyer Ehrenpfort  
Photo: 2-2

All but the altered front of this one-story wood-frame rectangular building with stucco front appears to date from before the turn of the century. The 1417 Park Street portion features a recessed entry with tiles on the floor, glass brick trim above the awnings and a superb sign with moderne letters. The entry to 1415 Park Street store is deeply setback with display windows on three sides.

27. 1407½-13 Park Street  
C "Boehmer Building"  
Card & Quill; Miss Marple's;  
Needlenook; Silver Baron
- Date: 1870's  
Builder:  
Owner: Marion Holt & Alma Mulvaney  
Photos: 2-3, 2-4, H-1

The outstanding feature of this one-story rectangular brick building is the striking blue terra cotta tile facade. Miss Marple's at 1411 Park retains an old style key hole shaped entry with small tiles on the floor.

Originally two stories high, the Boehmer Building offered commercial space at the street level and during the 1880's and 1890's the public library occupied the second floor. With the opening of the Encinal National Bank in 1926, the Alameda Times-Star reported that "the bank is housed in premises so completely remodeled that the structure is almost a new building." Another major alteration took place when the New Rio Theatre opened in 1943. From the rear it is possible to see the original brick walls of the building.

- 28a. 1405-07 Park Street  
NC Lox, Stock & Bagel  
Vacant
- Date: Prior to 1897  
Builder: Unknown  
Owner: G. Levy & P. C. Rosenberg  
Photos: 2-4, H-3

These two one-story wood frame rectangular buildings share a common stucco facade. Additions have been made in the rear but the original gable roof and wood siding can be seen in the rear of 1407 Park Street and on the south side of 1405 Park Street. Above the storefront at 1407 Park Street is a large corrugated metal panel which obscures the top of the building.

- 28b. 1403 Park Street  
C Tomo's
- Date: 1922  
Builder: Noble & Mulvaney  
Owner: G. Levy & P. C. Rosenberg  
Photos: 2-4, 2-3, H-3

This one story brick building with stucco front and two semi-circular windows above the storefront glazing features a Spanish tile roof. In the rear it is possible to see the original brick walls. This building replaced a one-story storefront building which can be seen in Photo #H-3.

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|-----|-----------------------|--------------------------|
| 29. | 1401 Park Street      | Date: c. 1880            |
| C   | Silver Sword Jewelers | Builder: Unknown         |
|     | Pampered Pup          | Owner: Delores Alexander |
|     |                       | Photos: 2-4, 2-5, H-3    |

Located on the northwest corner of Park Street and Central Avenue, this two-story wood frame rectangular building is capped by a hip roof, decorative brackets and a simple cornice. Although the street sides of the building have been stuccoed, the original upper story windows and detailing remain intact. At the ground level there are two storefronts on Park Street and on Central Avenue the original entry to the second level. The original wide horizontal siding can also be seen at the rear of the building.

- |       |                      |                          |
|-------|----------------------|--------------------------|
| 30.   | 2327 Central Avenue  | Date: 1920               |
| NC(R) | Alameda Delicatessen | Building: G. H. Noble    |
|       |                      | Owner: Delores Alexander |
|       |                      | Photo: 2-5               |

This one-story wood frame rectangular building housed the old Alameda Daily Argus for a few years. The original tongue and groove siding can be seen at the rear. A corrugated metal facade has been placed above the awning. The painted brick trim below the storefront window extends around the corner building (No. 29) to Park Street.

- |     |                           |                                   |
|-----|---------------------------|-----------------------------------|
| 31. | 2315-2323 Central Avenue  | Date: 1931                        |
| C   | "The Alameda Theatre"     | Architect: Timothy Pflueger       |
|     | Yankee Doodle Roller Rink | Builder: Mittry Brothers          |
|     | Juana's Beauty Salon      | Owner: Larry Lockwood (2315-2317) |
|     | Chez Daniel               | Robert & A. J. Franck (2319-23)   |
|     | Optometrist               | Photos: 2-5, 2-6                  |
|     | Picture Parade            |                                   |

The Alameda Theatre designed by the well known Bay Area architect Timothy Pflueger, This massive Art Moderne building has a molded curvilinear facade with concrete grillwork, vertical ribbing and elaborate bas relief panels of floral design. A large green marque projects over the sidewalk and a multi-colored terrazzo sidewalk of geometric design accents the entry. Projecting from the front of the building above the marque is a vertical elongated sign bearing the word "Alameda". In 1979, the theatre was converted to a roller rink but many of the original interior features have been preserved. These include the Grand Lobby with its bas relief decorated walls, a staircase to the mezzanine with metal art deco railings, cast plaster, columnar decorations in the auditorium area and metal light fixtures of floral design. On either side of the entry there are one-store storefronts with awnings.

- |     |                            |                       |
|-----|----------------------------|-----------------------|
| 32. | 2314-20 Central Avenue     | Date: 1910 (est.)     |
| C   | Phyl's Classics            | Architect: Unknown    |
|     | Alameda Beauty College     | Builder: Unknown      |
|     | Kay's Hairstyling and Wigs | Owner: Larry Lockwood |
|     | Vlado's Restaurant         | Photo: 3-1            |

Rectangular in plan, this one-story red brick building presents a facade of yellow brick with green stucco infill on Central Avenue. Piers divide the storefronts which are glazed and two are shaded by awnings. In one case, the awning covers the transoms as well.

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The parapet is distinctive - the ends developed as red-tiled shed roofs atop the end piers and the large green stucco infill midsection is curved at the top.

Attached at the east side of the building is a small art deco tile-front one-story brick addition, currently a restaurant, with zig-zag stepped clerestory stain glass window dominating its facade on Central Avenue

33. 1357 Park Street  
NC(R) Home Savings Bank  
Home Zone Furniture Store

Date: 1898  
Architect: Percy and Hamilton  
Builder: Unknown  
Owner: John Lineweaver  
Photos: 3-1, H-4

The site of this modernized stuccoed two-story bank building, constructed of brick in the Spanish tradition, was first occupied by the Old Methodist Episcopal Church built in 1871. The church was moved to another site to make room for the brick bank building and was later demolished.

The "Spanish-finish" bank building originally intended as offices over storefronts, was designed by the same architects who designed Alameda's City Hall - Percy and Hamilton. Of the arched inset wood bays, decorative red tile overhang, and dentilled cornice, only the basic form and door and window openings remain. Of the four original storefronts, one remains-the existing furniture store which retains the tiled recessed entry and dark wood-framed store windows.

34. 1351 Park Street  
C "T. Cannon" Building  
Pizza Galore (closed)  
Amazing 3-Ring Circus Pizza  
(application under consideration)

Date: 1929  
Architect: Unknown  
Builder: Industrial Construction  
Owner: B & J Orr  
Photos: 3-2, 3-3, H-4, H-5

This one-story rectangular red brick building with stepped parapet and a deeply recessed entry is framed by articulated storefront windows and two doorways on either side of a storefront midsection. It occupies the site of a wood-frame one-story storefront building with decorated parapet in earlier times. (See Photos #H-4 & H-5)The name T. Cannon actually referred to the earlier building but became attached to the present one as well. Terracotta trim appears as banding on the facade and along the parapet. Small molded tiles with some geometrically cut-out accent tiles form a base below the store windows. The entry floor is finished in small patterned variegated brick tiles with a border design.

35. 1349 Park Street  
C Alameda TV Shop

Date: 1929  
Architect: Unknown  
Builder: A. C. Strehlow  
Owner: Russell Franck heirs  
Photos: 3-2, 3-3, H-4, H-5

This 2-story rectangular Mediterranean style commercial building with ground floor store space replaced a false front Italianate frame house at this location (see Photos #H-4 and H-5). While its residential appearance, heavy red tile roof, hooded chimney, and dark framed windows contract sharply with the more traditionally commercial modern and Victorian stores nearby, it is a delightful 1920's period piece on Park Street.

The store front entry is recessed and finished in colorful floral-pattern tile.

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36. 1347 Park Street  
c Alameda Camera Shop

Date: 1900  
Architect: Unknown  
Builder: Schuerman  
Owner: Russell Frauck heirs  
Photos: 3-2, 3-3, 3-4, H-4, H-5

The 1897 Sanborn map shows a building attached to the false front Italianate building which occupied the adjacent site to the south. However, Photo #4, taken in 1899 shows a void in this space. Photo H-5 shows the present 2-story brick rectangular building soon after it was built appearing as it does today with one bay window and a single double hung window at the second story level. The dentiled cornice and stretcher courses are still visible although the entire pressed birck front was given a coat of white paint

The storefront has been modernized and the awning replaced with a new striped one. An early occupant of the store was "the Bakery".

37. 1343 Park Street  
c Healthways Nutrition Center  
Dorothy's Dress Shop

Date: Pre-1909  
Architect: Unknown  
Builder: L. Koenigshafer  
Owner: Eugene & Patrick Jansen,  
Kroeger-Kramer Realty  
Photos: 3-2, 3-3, 3-4, H-4, H-5

The unusual facade on this two-story brick building of rectangular plan is composed of subtly patterned polychrome brickwork bordered with bands of pink terra cotta. It features a modified stepped parapet decorated at the top with finials and medallions, also of terra cotta. A band of transoms with vertical and curved muntins appears above the three storefronts, two of which have been <sup>altered and</sup> joined to create a large store. The remaining storefront features a recessed entry finished with tiles including a row of colorful jewel-like 1" x 1" tiles in the base below the store windows.

Historically, a frame building with three identical stores, shown in Photos #H-4 and H-5 occupied the site.

38. 1339 Park Street  
c "Burns Building"  
Transamerica Financial Services  
City Delicatessen  
Beauty Boutique  
Alameda Burrito  
Barber Shop  
Apartments (above)

Date: 1908  
Architect: Unknown  
Builder: Conrad Roth  
Owner: John Lineweaver  
Photos: 3-4, H-5

The two-story rectangular flat-roofed, reinforced concrete building at this site replaced two stores that occupied the site at the turn of the century. This is one example where the newer building improved the site. (See Photo #H-5 for earlier false fronts.) A 1965 rehabilitation also preserved and enhanced the building's fine features.

The first story, occupied by stores, has been altered repeatedly. The second story fenestration is varied, framed by fixed sidelights and inset decorative panels resembling shutters. Fine vertical bands rise from the decorated string course to an intricately faceted parapet. Dark colors have been tastefully applied to highlight the decorations.

At the rear of the building a barber shop and carryout food shop occupy storefronts facing Alameda Avenue on a portion of the site occupied by four stores and two dwellings

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at the turn of the century.

- |     |                                |                                    |
|-----|--------------------------------|------------------------------------|
| 39. | 2310 Alameda Avenue            | Date: 1875 (est.), 1926 (addition) |
| C   | 2310½ Alameda Avenue           | Architect: Unknown                 |
|     | "New to You", Antique Shop     | Builder: J. Maristany              |
|     | "Nova Nails", Custom Nail Shop | Owner: Joe and Rachel Thompson     |
|     |                                | Photos: 4-1, 4-2                   |

These two one-story storefronts, identified in Photos #4-1 and 4-2 are a 1927 addition to the front of a one-story Italianate residence dating from approximately 1875. A twin Italianate residence (not included in the Park Street Historic Commercial District) without storefronts stands immediately adjacent to the west at 2306 Alameda Avenue. Both houses were probably built as speculative rental housing by a developer of the Hibbard-Minturn Tract.

The street elevations of the two storefronts are identical - a plane of glass divided by apparently salvaged stickwork into symmetrical bays and stained glass transoms. The storefront addition is wood-framed, sheathed in horizontal wood siding narrower than that used on the residence. The flat roof is concealed by a mansard front over the two stores.

- |     |                            |                                       |
|-----|----------------------------|---------------------------------------|
| 40. | 2312-2324 Alameda Avenue   | Date: 1927                            |
| C   | New Masonic Temple (Lodge) | Architect: Edwin Symmes               |
|     | Wilcox Carpet Studio       | Builder: Jack Irvine Construction Co. |
|     |                            | Owner: New Masonic Hall Association   |
|     |                            | Photos: 4-1, 4-2, 4-3                 |

The New Lodge was built to replace the original Masonic Temple immediately abutting which still stands at the corner of Park Street and Alameda Avenue. Together the two buildings have been designated an Alameda Historical Monument (1979) and are the subject of an application for National Register Status.

The New Lodge is of steel frame construction concealed by finely-cut ashlar masonry. Built in 1927, the New Lodge borrows from the Spanish Renaissance style. Six uniform spaces for storefronts and entries define the ground floor facade. Slender lathed wood pilasters, resembling Victorian stickwork, each resting on a marble pilinth, separate the six spaces with colorful glass tile forming a base between the marble pilinths under the store windows. The pilasters are capped by wood finials which rise above a cornice positioned between the first and second floors. Above each of the six ground floor divisions, and below the cornice, is a transom composed of six fixed lights forming a broad, continuous band across the building face (the mezzanine level).

The flat wall surface from the cornice at the second floor level to the roof cornice is eased by regular fenestration occurring at the second floor. All window sashes are rectilinear with varied exterior window treatment consisting of highly ornate window surrounds projecting from the face of the building on two of the windows. A red tile hip roof, characteristic of the Spanish Renaissance revival tops the building.

- |     |                                  |                        |
|-----|----------------------------------|------------------------|
| 41. | 1327-33 Park Street              | Date: 1891             |
| C   | Old Masonic Temple               | Architect: Charles Mau |
|     | Great Stuff Stationery/Gift Shop | Builder: Unknown       |
|     | Small Change Children's Ware     | Owner: John Lineweaver |
|     | Super Cuts Hairstyling Salon     | Photos: 4-2, 4-3, 4-4  |

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The Old Masonic Temple is a designated Alameda Historical Monument (1979) and the subject of National Register application (National Register of Historic Places, 1981.) The massive rectangular three story monochromatic brick structure stands at the corner of Park Street and Alameda Avenue. Its fortress-like appearance is emphasized by piers which rise from granite pilinths to rounded caps above the roof line. At the ground level, three storefronts are defined by the piers on the Park Street facade. Of the seven bays created by piers on the Alameda Avenue elevation, the three furthest from the corner are marked with entries - the furthest a semi-circular rough-chiseled stone arch which is the main entry to the Masonic Temple.

Above the ground floor, the Park Street elevation is further defined by flat pilasters rising to form a square tower characteristic of the Victorian era and by a gable end bisected by a cylindrical shaft capped with an ornamental pinnacle.

Monumental windows at the second story level are recessed and vertically elongated with segmental brick arches. Windows at the first and third levels are small and functional in appearance.

Projecting belt courses mark the floor levels on both elevations. Elaborate engraved stone marks the intersections of piers and pilasters with the belt course at the second floor level. This belt course is further embellished with stone brackets characteristic of Victorian architecture which support the cornice and mansard roof.

42. 1325 Park Street  
C Danish Interiors

Date: 1891  
Architect: Joseph Leonard  
Builder: Unknown  
Owners: Asta and Burke Gregerson  
Photos: 4-3, 4-4, H-5

This rectangular one-story brick building, originally an office building, featured a second story for furnished rooms with a gable end between two piers, the south one shared with the adjacent Old Masonic Temple. See Photo H-5. The carved stone motifs at the intersection of the piers with the belt course match those on the Masonic Temple. At the rear of the building remnants of the second story walls are visible and the roofline as it attached to the Old Masonic Temple is delineated. A sealed door at the second story of the Old Masonic Temple reveals a former connection between the two buildings.

The building, topped by a stepped pattern parapet with a diamond filigree band, conceals the flat roof. Large storefront windows are framed in wood and shaded by awnings; a wood-paneled area <sup>covers the earlier iron signs</sup> above the windows is used for signs. Tiles forming a base below the store windows have been painted but remain intact.

43. 1317-1321 Park Street  
NC(R) J. Hilco Tax and Real Estate Service  
Happy Garden Restaurant  
Danish Interiors (annex)

Date: Pre-1897  
Architect/Builder: Unknown  
Owner: Charles & Patricia Nip  
Photos: 4-4, H-5, H-6

Originally three identical storefronts with offices and furnished rooms on the second floor, this handsome bracketed Italianate wood-frame rectangular commercial building featured three second-story 3-sided diagonal bays projecting over Park Street. The bays were made up of double hung windows each topped by a carved triangular pediment.

Alterations over the years have produced a flat stucco front of which only the vertically elongated wood framed (but aluminium sashed) second-story windows retain the original

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Italianate flavor. The original building form is apparent from the rear although shingles have been used to cover the siding and many of the windows. Brick chimneys at the rear are intact.

The alterations to the three storefronts have produced individualized storefronts with two stores retaining an early tile base below the store windows; the restaurant front is finished in black carrera glass.

44. 1313, 1315 Park Street  
NC(R) The Driftwood - Bar and Restaurant

Date: Pre-1897; 1952 remodeling  
Architect/Builder: Unknown  
Owner: C. C. Boubalos  
Photos: 4-4, H-5, H-6

Two wood-frame rectangular buildings originally occupied this site: a one-story store front with a bake house and oven and numerous accessory structures in the rear, and a two-story false-front Italianate building with saloon with elaborate cornice and windows on the ground floor and furnished rooms upstairs. The store was demolished in 1950 and a one-story restaurant built connecting to the bar in the 2-story building. Alterations (also 1952) to the front of the building include new false front and wood siding, new windows at the second floor; a rectangular box awning across both building fronts produces a modern look. The original roof line is visible from the south side but the siding has been shingled and stepped to partially conceal it.

At the rear carved Italianate doors and 8-light windows are intact.

45. 1305-1311 Park Street  
C Dunford's Beauty Salon  
Family Shoe Repair  
Bob's #1 Hamburgers  
Mr. Rex K-9 Grooming

Date: Pre-1897  
Architect/Builder: Unknown  
Owner: Charles & Brenda Price  
Photos: 4-4, H-5, H-6

Historically, a one-story wood frame building with four identical storefronts, this structure has undergone at least two face-lifts: one in 1936 and one in 1951. No record of the building's original appearance has been found although the building is discernible on Photos #H-5 and H-6 taken in the early 1900's. The store furthest south (1311 Park Street) was enlarged with a brick addition featuring a stepped parapet in the rear, possibly as early as 1913 when some major work was undertaken.

The present stucco Art Deco facade features two recessed panels above the four storefronts, probably intended for signs, and fan-shaped embellishments at the tops of the slender piers defining the stores.

Of the four storefronts, three feature angled entries and black 2½" x 5" tiles in a base below the store windows. The store at 1311 Park Street appears to have been completely redesigned with a square recessed entry finished in maroon 4" x 4" tiles.

46. 1301-03 Park Street  
C The Buckhorn Lounge  
Best Roofing  
Residence above

Date: c. 1880  
Architect/Builder: Unknown  
Owner: Dimitra Brown  
Photos: 4-4, H-5, H-6

A large 2-story frame Italianate commercial building, rectangular in plan, with bracketed cornice concealing the roof marks the northwest corner site at the intersection of Park Street and Encinal Avenue along which the railroad formerly travelled. The elaborate Park Hotel prominently identified the opposite (southeast) corner in early days.

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Of the two storefronts on the first floor of the building the corner was historically occupied by a drug store (both 1897 and 1910 Sanborn maps). Early photos reveal a covered walkway on the Park Street front; later, awnings replaced the covered walk.

Numerous alterations, including a major renovation and stucco application in 1970 have not destroyed the building's handsome bearing. The decorative embellishment above the cornice has been removed and the overhanging window frames are gone. Four-light windows on the Park Street front have been replaced by parallel pairs of narrow windows.

47.	1320-28 Park Street	Date: 1924
C	"Derby Building"	Architect: Unknown
	Piggy Malones Gift Shop	Builder: Conrad Roth
	Patricia's Beauty Salon	Owner: Marshall Moran
	Juanita's Mexican Restaurant	Photo: 5-1
	Vacant	

The Derby Building is a 2-story rectangular flat roofed concrete building with fanciful parapet and applied cast-concrete decoration over four storefronts. A continuous string of molded colored tiles frames the first floor at either end and appears as a stringer course at the second floor level. The storefronts have been individually altered with only one retaining the hexagonal black and white floor-tile in a recessed entry.

The second floor is punctuated with 15 identical double-hung windows and is embellished with sculptured emblems in triangular wreaths and pilasters framing the three central windows. Four medallions occur at the top of the curvilinear parapet which follows the outline of the decoration and culminated in a stepped parapet with urn finial.

48.	1330-32 Park Street	Date: Between 1897 and 1909
NC(R)	Lol la pa loo za Hair Salon	(1332 Park Street portion)
	Hotpoint Sales	1924 (1330 Park Street portion)
	L & H International Development	Architect: Unknown
	Winerack Restaurant	Builders: (1332 Park Street portion) Unknown
	Grand Gourmet	(1330 Park Street portion) M.H. Fish
		Owner: Louis Habash
		Photos: 5-1, 5-2, 5-3

The original structures that were combined in the present structure are completely obscured by a massive alteration and remodeling undertaken in 1972 and 1973. Along the Park Street frontage, the entry with its curved transom window is practically all that remains of the original art nouveau styling. At the second floor level four windows are framed by planter boxes and umbrella-like awnings creating a somewhat festive appearance.

The north face of the building, the ivy-clad concrete building wall, although flat, is broken by recessed windows at the second level and entries to attractive restaurants at the ground level. A pedestrian pathway, Redwood Square, passes along this (north) side of the building.

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49. 1336-46 Park Street Date: 1902  
C "Delanoy Block" Architect: Unknown  
Frank's Foam Builder: J. H. Pickerell  
Wooster One-Day Optical Owner: Peter and Wm. Delanoy  
Pillow Park Waterbeds Photo: 5-4  
Pro-Cuts  
Apartments above

Three attached brick buildings occupy the Delanoy Block and share the continuous neo-classical frontage on Park Street. Historically, 1336-38 Park Street was a series of stores and offices; 1340 Park Street was the long lobby-entry to the mid-block Park Theatre, whereas 1342-46 Park Street has been continuously used for storefronts. The interiors have been merged and redivided within the present building's shell. At the ground level the storefronts have undergone remodellings to reflect the changes in the interior planning of the building.

On the second story, rectangular and arched double-hung windows are simply framed and set off by pilasters at the end and center bays. A projecting metal cornice with modillions and dentil coursing is topped by a simple parapet wall.

50. 1348 Park Street Date: Pre-1897  
NC Beneficial Finance Corporation Architect/Builder: Unknown  
Owner: Peter & Wm. Delanoy  
Photo: 5-4

This single storefront rectangular 2-story brick building with plaster face is sandwiched between the extensive fronts of the Delanoy Block and the Farnham Block. An old drawing shows that an awning shaded the storefront and an off-center bay window with an elaborate crown graced the second floor. Another unadorned window was located at the second floor level.

The present building front, probably part of a major undertaking in 1955, is unimpressive in its lack of decoration and could be described as purely utilitarian. Fortunately, the horizontal elements are perfectly aligned with the two blocks of buildings on either side so that, at least in scale, the building is compatible to the surroundings.

51. 1350-64 Park Street Date: 1889  
C "Farnham Block:" Major Remodelling: 1938  
First Interstate Bank Architect: Joseph Leonard  
Merribee's Needlework Builder: Unknown  
Appliance Rentals Owner: Peter and William Delanoy  
Vacant Photos: 5-4, 5-5, 5-6, H-7  
Apartments above

This streamlined stucco-sheathed wood-framed rectangular building with rounded corner underwent a major face-lift which changed an elaborate Queen Anne commercial building, known as the Farnham Block, complete with rounded corner tower, 3-sided bays and stickwork, to a moderne concrete surface building. The present building appears exactly as it did in 1938 when the remodelling was first done. Numerous grooved horizontal bands form lines which run the entire length of the building at the second story and a recessed parapet surmounts the entire building. The ground floor storefronts feature tile siding and floors.

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52. 2408 Central  
NC Parking Lot

Fire damage to a 1919 one-story building hastened its demolition in 1966. This lot is used by the bank at the southeast corner of Park and Central Avenue.

53. 2416-20 Central Avenue  
C 1359 Park Avenue  
Central storefront offices  
Sunny Side Apartments  
Nick Perusina Auto Service  
Apartments above

Date: 1915  
Architects: Unknown  
Builder: Fleeter & Windlund  
Owner: G & L Properties

A two-story rectangular brick commercial building built in 1915 and stuccoed over in the 1930's continues the tradition of shops and apartments at the southwest corner of Central and Park Avenues. The Linderman Opera Hall and two stores occupied separate buildings on the site by 1897 and by 1910 several flats had replaced the corner storefront.

The present building features storefronts along Central Avenue and a residence at the ground level on the Park Avenue side. The second floor, dominated by boxed square bays and polygonal corner bays, is used for apartments. A simple projecting cornice, plain frieze and dentils in dark wood highlight the building roofline which is hidden by a continuous parapet. Dark wood window trim lugsills, sashing, and belt course at the second floor level complement the storefronts, also finished in dark wood.

A separate garage structure, 1359 Park Avenue, is attached to the main building by an arched gate and continuous wall surface and is used for an auto repair service.

54. 2417 Central Avenue  
C "Old Alameda Federal Post Office"  
Building  
Alameda Municipal Court

Date: 1912  
Architect: Wm. A. Newman  
Builder: Engineering & Construction Co.  
Helena, Montana  
Owner: Mrs. Mario DeLucchi  
Photos: 6-1, 6-2

California granite covers the exterior of the rectangular Old Post Office Building and the Spanish style roof is of red California tiles. Construction is of brick and concrete block with marble columns and floors in the interior. In 1932 an addition doubling the building's original size was built, perfectly matching the original construction.

The renaissance revival building was completely restored in 1977-78 and is a designated Alameda Historical Monument, 1978.

A broad stairway on Central Avenue leads to three sets of pedimented bronze doors framed by doric columns supporting round arches creating an impressive entry. The building sides, east and west, are similarly arcaded with ionic pilasters separating the six arched windows.

The soffit on the underside of the projecting eaves is ornamented in terra cotta coffering and the cornice includes dentil molding and egg and dart obolo.

55. 1400 Park Street  
C Wells Fargo Bank

Date: 1888, 1902  
Architect: Bert Rimmel (1902)  
Builder: C. H. Foster (1902)  
Owner: Adalaide Accornero, Paul & Guilio  
Photos: 6-1, 6-2, 6-3, H-8

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The Bank of Alameda, established in 1878, occupied the northeast corner of Park Street and Central Avenue until 1888 when the more "commodious" structure was erected and the bank became a national bank. In 1902 a second story was added to the building and a 30-foot extension on Central Avenue was built (See Photo H-8). In 1906 the site was expanded swallowing up a small wooden real estate office. A separate building, #56, was erected here.

An extensive remodelling in 1975 removed or plastered over much of the neo-classical detailing including a balustraded parapet along both street frontages at the roofline.

On the present building, 2 stories and of rectangular plan, the original fenestration can be discerned on both floor levels. The ground floor windows appear to date back to the 1888 building. Although altered, the building is still clearly recognizable and the historical appearance could be restored with relative ease.

- |     |                         |                            |
|-----|-------------------------|----------------------------|
| 56. | 1402-10 Park Street     | Date: 1908                 |
| C   | Alameda School of Dance | Architect: Henry H. Meyers |
|     | Watch Hospital          | Builder: Unknown           |
|     | Island City Sports      | Owners: A & P Accornero    |
|     | Alameda Hobbycraft      | Photos: 6-2, 6-3, H-8      |

The Women's Exchange occupied the site between the Alameda Bank and the Artesian Water Works Building from 1893 until it was moved to Webb Avenue the following year. The Bank bought the property in 1906 to accommodate its planned expansion of the Bank facilities.

This building retains its original classical revival character. It is a yellow brick building with paired ionic pilastering with stone entablature separating large round arched windows at the second story. A stone frieze, cornice and banded parapet cap the building. The storefronts have been altered with only one retaining the seemingly original black tile entry inset.

- |     |                               |                                |
|-----|-------------------------------|--------------------------------|
| 57. | 1412-16 Park Street           | Date: 1956                     |
| NC  | Travel Service                | Architect: Unknown             |
|     | Johnson's Red Wing Shoe Store | Builder: George Peterson & Son |
|     | Great Western Savings         | Owner: Gallagher & Lindsay     |
|     |                               | Photo: 6-3                     |

At the site of the "pride of town", the grand Artesian Water Company, built in 1880 and demolished in 1955, the present one-story beige brick and buff tile building with plate glass storefronts and metal grille and stepped flat roof contrasts sharply in grandeur and scale with its predecessor.

At the extreme south of the building front a white column 24 inches in width is attached, as a totem pole-like pilaster, to the adjacent building. This is a remnant of the Artesian Water Building and is clearly visible on photo #6-3.

- |     |                     |                            |
|-----|---------------------|----------------------------|
| 58. | 1420-24 Park Street | Date: 1934                 |
| C   | Park Place          | Architect/Builder: Unknown |
|     | Western Market      | Owner: John & Edna Ho      |
|     |                     | Photos: 6-3, 6-4           |

This pressed buff brick rectangular flat roofed one-story building with three store fronts, one occupying half the frontage and the other two each one-quarter, features neo-classical raised parapet and boxed cornice with dentils and modillions which provide unity along its face. Colorful low-relief motifs adorn the three equidistant piers and black tile forms a unifying base below the windows and to eyelevel on the piers.

Historically, a bandstand was located at this site and in 1914 a dairy stood here.

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59. 1428 Park Street  
NC Kung Fu Karate

Date: Not Known  
Architect/Builder: Unknown  
Owner: B & B Bradford  
Photo: 6-4

This single-storefront two-story flat roofed rectangular modern "box" is interesting only in its use of 24" x 24" green glass in a frame surrounding the store entry and window.

60. 1430-40 Park Street  
C "Park Row", "Tucker Building"  
Hunt's Jewelers  
Custom T-Shirts  
Law Clinic  
Islander Restaurant  
Christian Science Reading Room  
Plato's Hair Styling  
Wonder Burger

Date: 1885  
Remodelling: 1952  
Architect: George Bordwell  
Builder: Unknown  
Owner: Dorothy Mayo & American Trust  
Photos: 6-5, 5-5

The 3-story turreted commercial building with mansard roof containing 8 stores was constructed in the popular stick style in 1885. Included among its businesses in 1897 were two real estate offices, two insurance brokers and a hardware store.

Though 1952 seems late for the remodelling style, the building permit seems to indicate this date for a massive remodelling project that transformed the intricately detailed Victorian building into a stucco-sheathed art-deco commercial building - boxy but with well proportioned and detailed elements. The storefronts have each been individually altered with some remnants of tile work, including brick and glass tiles. One storefront retains an unusually articulated entry finished in tile; the floor and ceiling of this entry complement the design with geometric designs.

61. 2408-12 Santa Clara Avenue  
NC(R) Razor's Edge  
Yue Wah Restaurant  
Laundromat

Date: 1911  
Architects: Bakewell & Brown  
Builder: Unknown  
Owner: Unknown  
Photos: 6-5, 6-6

Historically, this site was unoccupied until the present one-story storefront building was constructed in 1911. A blue and white vertically striped metal panel completely obscures whatever original design was intended for this building by the well-known team, Bakewell and Brown, who designed San Francisco City Hall.

62. 2420 Santa Clara Avenue  
C Alameda Federal Savings Bank

Date: 1912, 1977 (remodelling)  
Architect: A. Cornelius (1912)  
Italo Calpestri (1977)  
Builder: W. L. Boldt  
Owner: Alameda Federal Savings  
Photos: 6-5, 5-5

The Oak Theatre, a 2-story rectangular brick building, with flat compositioned roof, was rehabilitated and enlarged in 1977 with the addition of a wing containing a concave brick wall into which the new entry is set. The ornate circular entry arch and art deco facade of the original theatre remain as a monumental decorative feature. At the side and rear the original plain header bond brick coursing is visible adjacent to a mini garden used by the public.

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63. 1500-04 Park Street  
C Bank of America  
Flowers by Angelo

Date: Pre-1900, 1906, 1926  
Architect: Foulkes & Oliver  
Builder: Harry C. Knight  
Owner: Lurie Company  
Photos: 7-1, H-9, H-10

This two-story neo-classical reinforced concrete corner building, rectangular in plan is finished in plaster on its exterior walls. Distinctively fluted ionic columns flank the front entry and ionic pilasters are spaced at even intervals along the Santa Clara Avenue side. A flat roof tops the building, concealed by a cornice projecting over the two street elevations. Fenestration at the second floor is double-hung with scrolled lug sills while windows at the ground level are arched.

The present Bank of America Building occupies the site of the old home of J. C. Tucker a retired Army medic. This was replaced by an ornate brick Italianate commercial building with Queen Anne tower which became known as one of the two Tucker Buildings, the other a frame Victorian building across Santa Clara Avenue at the southwest corner of Park Street and Santa Clara (Building #60). This Tucker Building was severely damaged in the 1906 earthquake (Photo #H-9) and the frame and walls which were still standing were used to reconstruct a monumental neo-classical building, the Citizens Bank of Alameda (Photo #H-10), on the corner, retaining the original structure on the north portion of the Park Street frontage. The impressive ionic columns and pilasters and an elaborately decorated cornice express the solidarity, permanence and monumentality of the neo-classic tradition.

A major alteration in 1920 expanded the neo-classical style. A later alteration, possibly in 1943, modernized the facade by removing the cornice detailing.

The flower shop with entry on Park Street appears to have been a 1940 alteration which cut into the yellow 4" x 10" tile pilinth and entry floor and replace it with a deeply recessed entry finished in red brick.

64. 1506-12 Park Street  
NC Redwood Casuals  
Park Street Barber Shop  
Louie's Cocktails  
Apartments above

Date: 1920  
Architect: Unknown  
Builder: S. A. Warner  
Owner: Anderson Brothers  
Photos: 7-1, 7-2, 7-3

This simple 2-story brick and concrete apartments-over-store building originally housed a single store at the ground level and was converted to three storefronts in 1944. The brick garages, Photo 7-3, at the rear accessible from Webb Avenue, form an historic complement to rear of the three stores at 1514-19 Park Street (Bldg. #65). The commercial building and attached garages form an L-plan.

The front appears as an uninteresting concrete box-framed second story plate glass window over storefronts finished in old brick and plastic tiles. The 1960 remodelling was followed by storefront remodellings in 1968 and 1973.

65. 1514-18 Park Street  
C P & G Delicatessen  
Al's Shoe Service  
Tucker's Ice Cream

Date: 1923  
Architect: Unknown  
Builder: H. Christensen  
Owner: Dorothy Mayo  
Photos: 7-2, 7-3

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This one-story red brick flat roofed building of square plan presents three dark yellow brick storefronts on Park Street. Its Webb Avenue side is punctuated with square recessed window openings each containing a pair of double-hung windows with lug sills. At the rear of the building two rows of windows are deeply recessed into segmental arched openings.

Above each storefront is an inset with transoms covered over by signage on two stores and ornamented with fake stained glass on the other. A simple string course serves as a cornice at the roof line which is stepped, that over the central store being taller than the other two. Decorative brickwork is featured in the higher central portion of the parapet.

The corner store features a setback corner entry with a free-standing column supporting the upper portion of the building at the corner. The entries to this store and the adjacent store are recessed, and hexagonal floor tiles, white with blue border, are still in good condition. The third store with a wood door providing entry directly to the street also appears to be original. This store retains the black marble wall surface beneath the store window.

66. 2412-16 Webb Avenue  
C Sandwich Board (2412)

Date: 1910 (est.)  
Architect/Builder: Unknown  
Owner: V. & T. Durein  
Photos: 7-3, 7-4

This one-story rectangular flat roofed yellow brick store, with parapet stepped over the central entry, is attached at the rear to garages serving the apartments at 1506-12 Park Street (Building #64). Renovation in 1946 and continued good maintenance have preserved the building and its commercial use.

67. 2411 Webb Avenue  
C Webb Avenue Auto Service

Date: Pre-1909  
Architect/Builder: Unknown  
Owner: H. & M. Marderosian  
Photo: 7-5

The Webb Avenue Auto Service is located in a two-story flat roofed red brick building of rectangular plan with three equidistant windows at the second level with altered sashes. Windows at the garage level are industrial sash. This building is in crisp simplicity mirrors the sandwich shop across Webb Avenue (Building #66) with its symmetry, stepped parapet and brick face.

68. 1522 Park Street  
NC Bike Shop  
Lunch to Go

Date: 1922, 1958 addition  
Architect: Unknoww  
Builders: 1922 - S. C. Scott  
1958 Tidewater Oil Co.  
Owner: D & H Rabe  
Photos: 7-5, 7-6 (unfortunately, photos do not show entire site clearly.)

This concrete block building of L-plan is a simple statement of concrete and glass with large wooden overhangs concealing its flat roof. It was altered in 1958 to create a gas station. In 1971 the service station was converted to a bicycle shop and the service island converted to a drive-by photo shop. A gaudily painted fast food shop specializing in sandwiches is also located in the main building. Although the building is well maintained, parking spaces on site detract from its appearance. The owner has recently inquired about building on the portion of the site occupied by parking.

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69. 1526-30 Park Street  
NC Justin Insurance Co.  
Diane's Figure Salon

Date: Pre-1897  
Architect/Builder: Unknown  
Owner: W. J. Justin  
Photos: 7-6

Three one-story storefronts in a rectangular building of frame construction opening onto Park Street have occupied this site continuously since before the turn of the century. Early uses included a laundry, a repair shop and a photo gallery. Two of the storefronts were merged during the late '60's and a false front composed of singles above and flat concrete below was constructed in 1967. The extent of damage to the facade is not known.

70. 1532 Park Street  
C Luque's Decorating  
Bell Cleaners  
House of Jeans

Date: 1925  
Architect: Unknown  
Builder: M. H. Fish  
Owner: R. & W. Powell  
Photos: 7-6, 7-7 (detail), 7-8

The site of the Pacific Hotel with a frontage of 100 feet along Park Street is now occupied by three large stores in a rectangular one-story flat roofed building. Large panel signs above the store windows and a gold mesh tacked-on false front on the center store make this building with crenated parapet appear as several strip commercial stores. However, behind these cheap facades an elegant building front is completely intact. A continuous row of beautiful blue-and-rose-colored terra cotta tiles set in rose-colored mortar (photo #7-7) frames at the sides of the building and traverses it at a height of about 12 feet. Horizontally elongated black marble crosses provide simple ornament to the facade. Of the storefronts, two entries have been remodelled in old brick not entirely compatible with the building while the third, Luque's, retains its setback entry finished in black 5" x 5" tile with a yellow stripe and several larger yellow accent tiles with cut-out geometric design.

71. 1544 Park Street  
C "Haircuts"  
Pawn Shop  
Matchmaker Dresses

Date: 1920  
Architect/Builder: Unknown  
Owner: John Conveyrey  
Photos: 7-7, 7-8, 7-9

This corner flat-roofed brick building is one-story high with three storefronts with recessed entries facing Park Street. On the Lincoln Avenue side, the three store fronts with entries directly to the sidewalk are vacant. The building is unusual in its brick pattern exterior; contrasting white glazed bricks are crisply defined by the incised dark mortar used to hold them together. Decorative crosses at the building corners are formed of black marble squares. A projecting boxed cornice, soffit with egg and dart odolo, and frieze with raised trefoil define the roof line. White brick columns at the building front appear to have been painted black while the three stores on Lincoln Avenue retain the white brick.

Of the three storefronts on Park Street all three feature entry floors done in hexagonal white and green tile designs. Although transoms are covered by signs on several stores they all appear to be intact and undamaged.

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72. 2408-10 Lincoln Avenue  
C Snug Harbor Saloon  
Apartments above

Date: Pre-1909; altered, 1924  
Architect: Unknown  
Builder: Ida Code  
Owner: Mary E. Selby  
Photo: 7-9

Stores and offices have continuously occupied the ground floor of this two-story frame building with stucco front. Wood panelling currently provides the facade over half of the first floor where a saloon is located. The stucco front with crenelated parapet resembles the Aztec look popularized by California bungalows in the 1920's and may have been applied during a \$1,000 alteration in 1924. At the ground level windows, with small upper panes also characteristic of the bungalows and craftsman houses, are of various sizes, with casement, double hung, and fixed types, all represented. At the second level windows have been replaced with aluminum sashes while the wood frames remain. The east wall of the house is articulated, with two boxed shed roof bays each containing two large windows at each floor level. A chimney also is visible at this side with a large diamond inset in a decorative motif. The other side abuts the storefronts, Building #71.



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CONTRIBUTING STRUCTURES

- |  |   |
|--|---|
| 1. Lee Auto Supply<br>1523-25 Park Street  | 17. Alameda Times-Star<br>1514 Oak Street   |
| 3. Pop In Bar<br>Residential Upstairs<br>1515 Park Street  | 18. Times-Star Building<br>1516 Oak Street  |
| 4. Bambi's Village<br>1513 Park Street   | 19. Schroeder Building<br>Stone's Cyclery<br>The Island Club<br>Don Lee Apartments<br>2316-2320 Santa Clara Avenue  |
| 6. Optometrist<br>Ole's Restaurant<br>1505-07 Park Street  | 21. Elbe's Pharmacy<br>Ernie's Tennis & Sports<br>Silver Tree<br>Doll Maker<br>China House Restaurant (upstairs)<br>2326-2328 Santa Clara Avenue<br>1435-37 Park Street |
| 9. Johnathan's<br>Thea's of Alameda<br>West Coast Dance Theatre<br>2321-23 Santa Clara                                 | 25. Park Street Mall<br>1419 Park Street  |
| 11. Vosburgh's Hardware<br>2317 Santa Clara Avenue   | 26. Lorelei Children's Clothing<br>Boniere Bakery<br>1415-17 Park Street  |
| 13. Frank Hally Building<br>Autobound, Inc.<br>Tax Planning Office<br>Residence (upstairs)<br>2313 Santa Clara Avenue  | 27. "Boehmer Building"<br>Card & Quill; Miss Marple's;<br>Needlenook; Silver Baron<br>1407 1/2-13 Park Street   |
| 14. Koerber Building<br>Alameda Typewriter<br>Travel Shoppe<br>Mac Iver Studio of Photography<br>Residences (upstairs) | 28b. Tomo's<br>1403 Park Street   |
| 15. Flower Shop<br>Residence in rear<br>2305 Santa Clara Avenue  | 29. Silver Sword Jewelers<br>Pampered Pup<br>1401 Park Street   |
| 16a. Texaco Gas Station<br>2301 Santa Clara Avenue   | 31. "The Alameda Theatre"<br>Yankee Doodle Roller Tink<br>Juana's Beauty Salon; Chez Daniel<br>Optometrist; Picture Parade<br>2315-2323 Central Avenue                  |
| 16b. Knights of Pythias Building<br>1510 Oak Street  |   |

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Contributing Structures, continued

- |   |   |
|---|---|
| 32. Phyl's Classics<br>Alameda Beauty College<br>Kay's Hairstyling and Wigs<br>Vlado's Restaurant<br>2314-20 Central Avenue   | 41. Old Masonic Temple<br>Great Stuff Stationery/Gift Shop<br>Small Change Children's Ware<br>Super Cuts Hairstyling Salon                        |
| 34. "T. Cannon" Building<br>Pizza Galore (closed)<br>Amazing 3-Ring Circus Pizza<br>1351 Park Street  | 42. Danish Interiors<br>1325 Park Street  |
| 35. Alameda TV Shop<br>1349 Park Street   | 45. Dunford's Beauty Salon<br>Family Shoe Repair<br>Bob's #1 Hamburgers<br>Mr. Rex K-9 Grooming<br>1305-1311 Park Street                          |
| 36. Alameda Camera Shop<br>1347 Park Street   | 46. The Buckhorn Lounge<br>Best Roofing<br>Residence (above)<br>1301-03 Park Street   |
| 37. Healthways Nutrition Center<br>Dorothy's Dress Shop<br>1343 Park Street   | 47. "Derby Building"<br>Piggy Malones Gift Shop<br>Patricia's Beauty Salon<br>Juanita's Mexican Restaurant<br>Vacant<br>1320-28 Park Street       |
| 38. "Burns Building"<br>Transamerica Financial Services<br>City Delicatessen<br>Beauty Boutique<br>Alameda Burrito<br>Barber Shop<br>Apartments (above)<br>1339 Park Street | 49. "Delaney Block"<br>Frank's Foam<br>Wooster One-Day Optical<br>Pillow Park Waterbeds<br>Pro-Cuts<br>Apartments (above)<br>1336-46 Park Street  |
| 39. "New to You"; Antique Shop<br>"Nova Nails": Custom Nail Shop<br>2310 Alameda Avenue<br>2310½ Alameda Avenue   | 51. "Farnham Block"<br>First Interstate Bank<br>Merribee's Needlework<br>Appliance Rentals<br>Vacant<br>Apartments (above)<br>1350-64 Park Street |
| 40. New Masonic Temple (Lodge)<br>Wilcox Carpet Studio<br>2312-2324 Alameda Avenue  |   |

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Contributing Structures, continued

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| 53. Central storefront offices<br>Sunny Side Apartments<br>Nick Perusina Auto Service<br>Apartments (above)<br>2416-20 Central Avenue<br>1359 Park Avenue  | 63. Bank of America<br>Flowers by Angelo<br>1500-04 Park Street                          |
| 54. "Old Alameda Federal Post Office"<br>Building<br>Alameda Municipal Court<br>2417 Central Avenue  | 65. P & G Delicatessen<br>Al's Shoe Service<br>Tucker's Ice Cream<br>1514-18 Park Street |
| 55. Wells Fargo Bank<br>1400 Park Street   | 66. Sandwich Board<br>2412-16 Webb Avenue  |
| 56. Alameda School of Dance<br>Watch Hospital<br>Island City Sports<br>Alameda Hobbycraft<br>11402-10 Park Street  | 67. Webb Avenue Auto Service<br>2411 Webb Avenue   |
| 58. Park Place<br>Western Market<br>1420-24 Park Street  | 70. Luque's Decorating<br>Bell Cleaners<br>House of Jeans<br>1532 Park Street            |
| 60. "Park Row"; "Tucker Building"<br>Hunt's Jewelers<br>Custom T-shirts<br>Law Clinic<br>Islander Restaurant<br>Christian Science Reading Room<br>Plato's Hair Styling<br>Wonder Burger<br>1430-40 Park Street | 71. "Haircuts"<br>Pawn Shop<br>Matchmaker Dresses<br>1544 Park Street                    |
| 62. Alameda Federal Savings Bank<br>2420 Santa Clara Avenue  | 72. Snug Harbor Saloon<br>Apartments (above)<br>2408-10 Lincoln Avenue                   |

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NON-CONTRIBUTING STRUCTURES

- |   |  |
|---|--|
| 5. Alameda Sporting Goods<br>1511 Park Street   | 52. Parking Lot<br>2408 Central  |
| 8. Parking Lot<br>2325 Santa Clara  | 57. Travel Service<br>Johnson's Red Wing Shoe Store<br>Great Western Savings<br>1412-16 Park Street              |
| 10. Kahn's Furniture<br>2319 Santa Clara Avenue   | 59. Kung Fu Karate<br>1428 Park Street   |
| 12. Frank Hally Building<br>Chin's Restaurant<br>Residence (above)<br>2315 Santa Clara Avenue   | 64. Redwood Casuals<br>Park Street Barber Shop<br>Louie's Cocktails<br>Apartments (above)<br>1506-12 Park Street |
| 20. The Emerald City<br>2322 Santa Clara Avenue   | 68. Bike Shop<br>Lunch To Go<br>1522 Park Street   |
| 22. Woolworth Building<br>Cottage Health Foods<br>Bulldog Skates/Rocking Horse<br>Wind in the Willows<br>Gold Market<br>Papa's Pizza<br>1429-1433 Park Street | 69. Justin Insurance Co.<br>Diane's Figure Salon<br>1526-30 Park Street  |
| 23. Danish Concepts<br>1427 Park Street   |  |
| 24. Bangkok Beauty<br>Olga Adams Dress Shop   |  |
| 28a. Lox, Stock & Bagel<br>Vacant<br>1405-07 Park Street  |  |
| 50. Beneficial Finance Corporation<br>1348 Park Street  |  |

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NON-CONTRIBUTING STRUCTURES WITH A POTENTIAL FOR REHABILITATION TO EARLIER APPEARANCE

2. Alameda Auto Supply  
1519 Park Street
7. Alameda Drug Store  
1501 Park Street  
Grand Lodge IOOF  
Odd Fellows Building  
2329 Santa Clara (upstairs)
30. Alameda Delicatessen  
2327 Central Avenue
33. Home Savings Bank  
Home Zone Furniture Store  
1357 Park Street
43. J. Hilco Tax and Real Estate Service  
Happy Garden Restaurant  
Danish Interiors (annex)  
1317-1321 Park Street
44. The Driftwood  
1313, 1315 Park Street
48. Lol la pa loo za Hair Salon  
Hotpoint Sales  
L & H International Development  
Winerack Restaurant  
Grand Gourmet  
1330-32 Park Street
61. Razor's Edge  
Yue Wah Restaurant  
Laundromat  
2408-12 Santa Clara Avenue

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In the 1860's Alameda was a rapidly growing suburban residential town east of Park Street on the eastern end of the peninsula which is now the island City of Alameda. It had increased in population from a few squatters in 1850 to 460 persons in 1860 to 1557 persons in 1870. The "Town of Encinal and Lands Adjacent", surveyed and laid out in tracts in 1854 extended from mid-peninsula to the west side of Park Street. The Town of Alameda began to expand westward in the direction of Park Street and the Town of Encinal when the San Francisco and Alameda Railway (broadguage) and its ferry connection to San Francisco were established in 1864 by Alfred A. Cohen. The Alameda railroad station, located at Park Street and Railroad Avenue (present day Lincoln Avenue) gave impetus to the shift of commercial activity from the east end to this area.

The first subdividing of blocks along Park Street occurred in 1867 with the Alameda Park Tract bisected by Park Street south of Central Avenue. This was followed by tracts on either side of Park Street in 1868 and 1869.

The budding commercial development on Park Street was given further support by the relocation of the Post Office from the east end of Alameda to the Park Street commercial area when a destructive earthquake in 1868 levelled the first post office building. A new site was established on Park Street near Central Avenue which provided speedy express wagon access to Oakland and other East Bay cities by way of Twenty-Third Avenue in the vicinity of the present day Park Street Bridge. After several temporary locations, the post office found a permanent home on Central Avenue near Park Street in 1912 and is part of the proposed Historic District.

In 1872, the towns of Alameda, Encinal and Woodstock (on the west end of the peninsula) were joined and incorporated as the Town of Alameda with a population of 2,000 persons. Local horse streetcar lines were established in 1875 with connections to Oakland via Park Street. A second railroad line, narrow gauge, crossing the peninsula along Encinal Avenue was completed in 1878 with a depot at Park Street in the Park Hotel, built that same year by Alameda architect William Patton. (It was demolished in 1965.) Thus the framework for the Park Street commercial development was laid.

Clusters of commercial buildings at the intersections of Park Street with Railroad Avenue, Santa Clara Avenue, Central Avenue and Encinal Avenue quickly spread in a sort of boom period, in the 1880's to mid-1890's, to fill the gaps along Park Street and emerge as one major district by the 1890's. The Water Works Building, a grand edifice, built in 1880, also by William Patton, brought civic offices into the commercial district. The Library Block (later called the Boehmer Building, at 1407½ to 1413 Park Street), the Tucker Blocks north and south of Santa Clara Avenue on the east side of Park Street, the Farnham block at the southeast corner of Park Street and Central Avenue, the Delanoy Block, several feet further south on Park Street, and the Masonic Hall at Park Street and Alameda Avenue, were major construction projects each housing several stores and living space, or in the case of the Library Block and the Masonic Lodge, community services on the upper floors. In the surrounding Alameda neighborhoods, residences, bathing houses, prominent civic buildings, industry and public works projects to serve and support the 1880 population of 5,000 persons followed. Electric lights were installed throughout Alameda in 1886.

During the early 20th century Park Street flourished. It was often more convenient for Alamedans to shop on Park Street in their own City, than take a 15 or 30 minute trip to Oakland or San Francisco. New buildings, such as the corner commercial building by Percy

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and Hamilton at the southwest corner of Park Street and Central Avenue (Building #33, Photo #H-4) and the gold brick building with green stucco inlay at 2314-18 Central Avenue (Building #32) and numerous other storefronts replacing fire damaged buildings in the 1500 block of Park Street, appeared. Reconstruction replaced earthquake-damaged buildings such as the Citizens Bank (now Bank of America) at the northeast corner of Santa Clara Avenue and Park Street (Building #63), Photos #H-9, H-10), expansions such as the Wells Fargo Bank's second story addition (northeast corner Park Street and Central Avenue, Building #55, Photo #H-8) and remodellings such as the removal of the second story of the Boehmer Building (1407½-13 Park Street, Building #27) changed individual buildings but did not change Park Street's appearance or its function except to accommodate growth. Theatres, including the Old Oak Theatre at Santa Clara and Park Avenue appeared along with other entertainment establishments.

The years from 1910 to 1930 were also good years. The Post Office found its home in the new freestanding arcaded building on Central Avenue (Building #54). A building spree in 1926 added several large new buildings on the cross streets on either side of Park Street. One of these is the handsome wood-trimmed stucco Building (#53) at Park Avenue and Central.

The depression years saw little change. A major addition in the form of the Alameda Theatre celebrating the Art Moderne appeared on Central Avenue. Then in the post-war 40's a belated Art Deco period, almost revival, occurred. The ornate Farnham Block and the frame Tucker Block, were stripped and received new faces in this style.

After 1940, Park Street no longer depended upon trains but continued to function with auto traffic and bus service. Parking lots behind buildings were agglomerated and meters appeared on the streets. However, the automobile brought with it a new kind of shopper and a new kind of commercial district - the shopping center.

A 46 acre shopping center opened less than half a mile south at Park Street and the south shore of Alameda in 1958. Park Street's most difficult year followed. Vacancies and a high turnover rate were characteristic and desperate attempts to compete with the modern shoppers' paradise resulted in some of the most insensitive alterations to Park Street facades and destruction of some of Park Street's handsomest and most solidly constructed buildings. Both of William Patton's grand buildings, the Water Works Building and the Park Hotel, were demolished during this period. The Woolworth Building at 1429-33 Park Street (Building #22) came down and the Odd Fellows Building at the northwest corner of Park Street and Santa Clara Avenue (See Photo H-1) was stripped of its cast concrete decorations. Some storefronts were redone, covering over (Building #61, 2408-12 Santa Clara Avenue) or removing tile work and decorative detailing. And in an effort to be modern, angled and articulated entryways were replaced by square entrances (Building #45, 1311 Park Street storefront).

The '70's have shown that the small scale commercial establishments and the pedestrian scale of the three block commercial district, Park Street, is best suited to Alameda. Alameda is, in many ways, a self-reliant City with a need for local availability of goods and services. The gasoline shortage has taught Alamedans to use their local shops and services and shop, dine, conduct business, and entertain themselves on Park Street. The past two years have seen growth on Park Street and even some relocations of businesses from the shopping center to Park Street. (Dorothy's at 1343 Park Street, Building #37; Cottage Health Foods at 1429 Park Street, Building #22.)

Although the many altered fronts and lost buildings decry the loss of what was once Park Street, most of the alterations have occurred on the storefront portions of the

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buildings and opportunities will arise for these to be modified again. Another opportunity exists for untouched side and back sides of many original Park Street buildings to be exposed and enhanced in clusters around pedestrian settings and malls at the interiors of the blocks west of Park Street, recreating historic associations for pedestrians. The existence of a Park Street Historic Commercial District will make it possible to effect improvements in a compatible manner, discouraging demolitions and tacked-on fronts. The creation of an historic district will also bring together the individual and City Design Review Staff efforts which have preserved and restored several fine buildings. With the policies and objectives of the already adopted Alameda Historic Element and a Park Street Commercial District, Alameda will be able to embark on an organized, coordinated effort to preserve and restore the place that is Park Street.