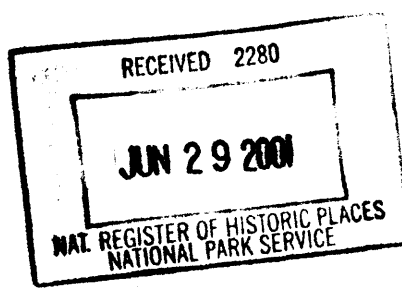


United States Department of the Interior  
National Park Service

National Register Of Historic Places  
Registration Form



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This form is for use in nominating or requesting determinations for individual properties and districts. See instructions in *How to Complete the National Register of Historic Places Registration Form* (National Register Bulletin 16A). Complete each item by marking "X" in the appropriate box or by entering the information requested. If any item does not apply to the property being documented, enter "N/A" for "not applicable." For functions, architectural classification, materials, and areas of significance, enter only categories and subcategories from the instructions. Place additional entries and narrative items on continuation sheets (NPS Form 10-900a). Use a typewriter, word processor, or computer, to complete all items.

1. Name of Property

historic name 10<sup>th</sup> Street Market

other names/site number Oakland Free Market, Sanitary Free Market, Swan's 10<sup>th</sup> Street Market

2. Location

street & number 901-921 Washington Street N/A  not for publication

city or town Oakland N/A  vicinity

state California code CA county Alameda code 001 zip code 94607

3. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act of 1986, as amended, I hereby certify that this  nomination  request for determination of eligibility meets the documentation standards for registering properties in the National Register of Historic Places and meets the procedural and professional requirements set forth in 36 CFR Part 60. In my opinion, the property  meets  does not meet the National Register Criteria. I recommend that this property be considered significant  nationally  statewide  locally. ( See continuation sheet for additional comments.)

Signature of certifying official/Title \_\_\_\_\_ Date \_\_\_\_\_

California Office of Historic Preservation  
State or Federal agency and bureau \_\_\_\_\_

In my opinion, the property  meets  does not meet the National Register criteria. ( See continuation sheet for additional comments.)

Signature of commenting or other official \_\_\_\_\_ Date \_\_\_\_\_

State or Federal agency and bureau \_\_\_\_\_

4. National Park Service Certification

I hereby certify that this property is:

- entered in the National Register
  - See continuation sheet.
- determined eligible for the National Register
  - See continuation sheet.
- determined not eligible for the National Register
- removed from the National Register
- other (explain): \_\_\_\_\_

Signature of the Keeper  
[Signature]

Date of Action

8/3/01

10<sup>th</sup> Street Market  
Name of Property

Alameda, California  
County and State

**5. Classification**

**Ownership of Property**  
(Check as many boxes as apply)

- private
- public-local
- public-State
- public-Federal

**Category of Property**  
(Check only one box)

- building(s)
- district
- site
- structure
- object

**Number of Resources within Property**  
(Do not include previously listed resources in the count.)

Contributing	Noncontributing	
1	1	buildings
		sites
		structures
		objects
1	1	Total

**Name of related multiple property listing**  
(Enter "N/A" if property is not part of a multiple property listing.)

N/A

**Number of contributing resources previously listed in the National Register**

0

**6. Function or Use**

**Historic Functions**

(Enter categories from instructions)

Commerce: department store  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Current Functions**

(Enter categories from instructions)

Commerce: professional  
specialty store  
restaurant  
department store  
Domestic: multiple dwelling  
Recreation and culture: museum  
\_\_\_\_\_  
\_\_\_\_\_

**7. Description**

**Architectural Classification**

(Enter categories from instructions)

Late 19<sup>th</sup> and Early 20<sup>th</sup> Century: Commercial Style  
\_\_\_\_\_  
\_\_\_\_\_

**Materials**

(Enter categories from instructions)

foundation Concrete  
roof Asphalt  
walls Brick  
Stucco  
other Terra Cotta  
Glass

**Narrative Description**

(Describe the historic and current condition of the property on one or more continuation sheets.)

**8. Statement of Significance**

**Applicable National Register Criteria**

(Mark "X" in one or more boxes for the criteria qualifying the property for National Register listing)

- A Property is associated with events that have made a significant contribution to the broad patterns of our history.
- B Property is associated with the lives of persons significant in our past.
- C Property embodies the distinctive characteristics of a type, period, or method of construction or represents the work of a master, or possesses high artistic values, or represents a significant and distinguishable entity whose components lack individual distinction.
- D Property has yielded, or is likely to yield information important in prehistory or history.

**Criteria Considerations**

(Mark "X" in all the boxes that apply.)

Property is:

- A owned by a religious institution or used for religious purposes.
- B removed from its original location.
- C a birthplace or a grave.
- D a cemetery.
- E a reconstructed building, object, or structure.
- F a commemorative property.
- G less than 50 years of age or achieved significance within the past 50 years.

**Narrative Statement of Significance**

(Explain the significance of the property on one or more continuation sheets.)

**9. Major Bibliographical References**

(Cite the books, articles, and other sources used in preparing this form on one or more continuation sheets.)

**Previous documentation on file (NPS):**

- preliminary determination of individual listing (36 CFR 67) has been requested.
- previously listed in the National Register
- previously determined eligible by the National Register
- designated a National Historic Landmark
- recorded by Historic American Buildings Survey # \_\_\_\_\_
- recorded by Historic American Engineering

**Areas of Significance**

(Enter categories from instructions)

Architecture

**Period of Significance**

1917 - 1940

**Significant Dates**

1917: construction of original building

1925: construction of contributing addition

(see continuation sheet)

**Significant Person**

(Complete if Criterion B is marked above)

N/A

**Cultural Affiliation**

N/A

**Architect/Builder**

Thomas, Leonard;

Knowles, William;

Foulkes, Edward

**Primary Location of Additional Data**

- State Historic Preservation Office
- Other State agency
- Federal agency
- Local government
- University
- Other

Name of repository:

City of Oakland

10<sup>th</sup> Street Market  
Name of Property

Alameda, California  
County and State

## 10. Geographical Data

**Acreage of Property** 1.377 Acres

### UTM References

(Place additional UTM references on a continuation sheet)

	Zone	Easting	Northing	Zone	Easting	Northing
1	10	563940	4183940	—	—	—
2	—	—	—	—	—	—

See continuation sheet.

### Verbal Boundary Description

(Describe the boundaries of the property on a continuation sheet.)

### Boundary Justification

(Explain why the boundaries were selected on a continuation sheet.)

## 11. Form Prepared By

name/title Carolyn Douthat, Esq.

organization Alan R. Dreyfuss, AIA & Associates

date 1/22/01

street & number 1735 Sixth Ave.

telephone 510 835 5334

city or town Oakland

state CA zip code 94606

### Additional Documentation

Submit the following items with the completed form:

#### Continuation Sheets

#### Maps

A **USGS map** (7.5 or 15 minute series) indicating the property's location.

A **Sketch map** for historic districts and properties having large acreage or numerous resources.

#### Photographs

Representative **black and white photographs** of the property.

#### Additional items

(Check with the SHPO or FPO for any additional items)

### Property Owner

(Complete this item at the request of the SHPO or FPO.)

name Swan's Marketplace Partnership L.P. (See attachment)

street & number 310 8<sup>th</sup> Street, Suite 200

telephone 510 287 5353 x 567

city or town Oakland

state CA zip code 94607

**Paperwork Reduction Act Statement:** This information is being collected for applications to the National Register of Historic Places to nominate properties for listing or determine eligibility for listing, to list properties, and to amend existing listings. Response to this request is required to obtain a benefit in accordance with the National Historic Preservation Act, as amended (16 U.S.C. 470 *et seq.*).

**Estimated Burden Statement:** Public reporting burden for this form is estimated to average 18.1 hours per response including the time for reviewing instructions, gathering and maintaining data, and completing and reviewing the form. Direct comments regarding this burden estimate or any aspect of this form to the Chief, Administrative Services Division, National Park Service, P.O. Box 37127, Washington, DC 20013-7127; and the Office of Management and Budget, Paperwork Reductions Project (1024-0018), Washington, DC 20503.

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# National Register of Historic Places Continuation Sheet

Section number 7 Page 1 10<sup>th</sup> Street Market, Alameda County, California

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## DESCRIPTION

Swan's Market is a one and two story building complex occupying an entire city block in downtown Oakland. The market forms the north-west edge of the Victorian Row Historic District, an area characterized by restored Victorian commercial buildings. The complex is composed of the original Oakland Free Market building on 10<sup>th</sup> Street and five matching additions facing on Washington Street, Clay Street, and 9<sup>th</sup> Street, which were constructed over a period of 23 years. The exterior walls are white, glazed brick and polychrome terra-cotta ornament, with regular bays that contain glass storefronts or service entries. Significant features include decorative terra-cotta medallions that display the market's wares and prominent corner entries on 10<sup>th</sup> Street. The building had been remodeled a number of times after 1940 and suffered damage in the 1989 Loma Prieta earthquake, but a recent rehabilitation has restored the majority of the original exterior. The rehabilitation included construction of a new 3-story residential building at the corner of 9th and Clay that was designed in a compatible style.

The original T-shaped one-story building was designed by Oliver and Thomas in 1917, and occupies the full length of 10<sup>th</sup> Street from Clay to Washington with entries at the corners. Construction is of brick masonry exterior walls and interior steel columns supporting long span steel trusses 18 feet above the floor. Originally the interior steel columns were clad in glazed brick, but little of the material remains. The trusses are surmounted by wood-frame saw-toothed structures with steel sash clerestory windows. The floors are concrete.

The exterior of the 1917 building, which set the design standard for the additions that followed, is characterized by regular bays, consisting of storefronts with transom windows above, which are divided by piers clad alternately in white glazed brick and cream-colored terra-cotta. Each pier is crowned by a terra cotta bull's head. The entire facade is crowned by an entablature, formed of a terra-cotta cornice and lintel with glazed-brick in-fill. Above each pier there is a polychrome terra cotta shield and centered over each bay, a poly-chrome terra-cotta medallion composed of a cornucopia of fruits and vegetables. A central terra-cotta medallion reads "Free Market, 1917". The corner bays at either end of the facade contain the original entries. These bays are slightly angled away from 10<sup>th</sup> Street, and the piers at each side are replaced by square pilasters of cream-colored terra-cotta tile. Each of these 4

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## National Register of Historic Places Continuation Sheet

Section number 7 Page 2 10<sup>th</sup> Street Market, Alameda County, California

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### DESCRIPTION – Continued

pilasters was originally crowned by a decorative terra-cotta urn, spilling a garland of fruit halfway down the length of the column. The cornice above these bays is arched and each contains an enlarged version of the medallions found in the central bays. The original structure turned the corner at both Clay and Washington Streets for a depth of two bays. These bays were identical to the central bays on 10<sup>th</sup> Street except that the last pier at each end was replaced by a terra-cotta pilaster, similar to the entry columns, but surmounted by a monochrome terra-cotta sphere rather than an urn.

In 1918 a one-story addition designed to match the original was constructed at 926 Clay. Later, William Knowles, a prominent local architect, designed three one-story additions to the market: an addition at 540 9<sup>th</sup> Street in 1925 that served as a service entrance, an addition at 917 Washington Street that extended the original building facade 50 feet along Washington in 1926, and an addition at 528-36 9<sup>th</sup> Street in 1927 that expanded the earlier service building built in 1925. All these buildings matched the original market building in materials, massing and detailing, though the service buildings on 9<sup>th</sup> Street lacked some of the elaborate terra-cotta ornament that distinguished the original. In 1940 Edward T. Foulkes, another well-known local architect, designed a two-story addition at the corner of 9<sup>th</sup> and Washington that connected the Knowles' 9<sup>th</sup> Street buildings with the Washington Street facade. The design replicated the design of the original building and, together, they formed a continuous facade on Washington and 9<sup>th</sup> Streets. When this last and largest addition was completed in 1940, the market occupied the entire city block behind a continuous, matching facade, with the exception of the 3 buildings at 900, 910 and 916-920 Clay Street.

Sometime before 1951, the existing building at 916-920 Clay (a 3-story masonry building constructed prior to 1917) was annexed by Swan's through the construction of an interior door. The building was demolished in the 1960's and a warehouse with a blank metal paneled facade was erected in its place. During this period, two existing buildings at 900 and 910 Clay were also annexed by Swan's. The Arena Building at 910 Clay was a single story masonry building designed by A. W. Smith in 1921. Although it was not built as part of Swan's, it was designed in a similar style and used glazed brick facing similar to Swan's. The building at 900 Clay was a single story undecorated brick building built in 1907. The interior parting walls of these buildings were removed for access from Swan's, but the facades were not altered. At this time Swan's occupied the entire city block.

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**National Register of Historic Places  
Continuation Sheet**

Section number 7 Page 3 10<sup>th</sup> Street Market, Alameda County, California

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**DESCRIPTION – Continued**

In 1952, the original entry at 10<sup>th</sup> and Washington was altered by the addition of a sign and marquee designed by Edward Foulkes that extended one bay in each direction from the corner. The sign covers the entire upper facade and resulted in the destruction of substantial terra-cotta ornament in this area. In 1973, the entire Washington Street facade and approximately 70 feet of the 9<sup>th</sup> Street facade were altered by the installation of a tile wall that covers the entire storefront to a height of approximately 19 feet, just below a row of original transom windows. This alteration destroyed all of the historic material below the windows including the brick and terra cotta columns and the storefronts themselves.

In 1989, the building suffered damage in the Loma Prieta earthquake, the most significant being the loss of the Clay Street facade of the original 1917 structure, and the loss of the four terra-cotta urns that sat on top of the parapet at the original entries.

In 2000, a tax act project was completed that adapted the market for reuse as a mixed-use retail, commercial and housing complex. The project incorporated the original 1917 building and the portions of Swan's that were designed and constructed in materials and style to match the original. The new construction was designed to be compatible with the existing building and the historic district. In completing the project, the following modifications were made to the market:

The 3 deteriorated buildings at 900 through 920 Clay were demolished to allow for construction of a new building containing housing, and for an internal walkway to be called Swan's Lane. On the 9<sup>th</sup> Street facade, the brick in-fill between the existing masonry piers was removed to allow for entry to a new market hall. The existing brick and terra cotta piers were retained and the missing brick and terra-cotta portions restored. All of the original material above the storefront level, including the transom windows and the brick and terra-cotta entablature, was retained and restored. The roof of the building at 528-36 9<sup>th</sup> Street was removed to allow for the construction of an open court, but the original steel trusses were retained. On the facade facing Washington, the tile wall added in 1973 was removed, and the terra cotta and brick piers was restored. New storefronts compatible with the original have been installed between the piers. The original brick and terra cotta entablature, brick spandrels and transom windows were retained and restored.

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**National Register of Historic Places  
Continuation Sheet**

Section number 7 Page 4 10<sup>th</sup> Street Market, Alameda County, California

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**DESCRIPTION – Continued**

On the 10<sup>th</sup> Street façade, the piers, entablature and multipaned transom windows were retained and restored. The boarded-up storefronts were replaced with new storefront material where there are retail and residential spaces, and with entry gates and ventilation screens at interior parking areas. The facade facing Clay, which was entirely destroyed in the Loma Prieta earthquake, was replaced in stucco, and matches the original building in proportions and detailing. Most of the interior of the original market hall building facing 10<sup>th</sup> Street was subdivided into three stories to accommodate a co-housing development and required parking. The 1940 building at the corner of 9<sup>th</sup> and Washington Streets was retained in its original two-story configuration, with restaurants and a market hall on the first floor, and offices above.



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**National Register of Historic Places  
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Section number 8 Page 1 10<sup>th</sup> Street Market, Alameda County, California

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**STATEMENT OF SIGNIFICANCE**

The 10th Street Market, built in 1917 and added to in the 1920's and 1940, is an early local example of the public market building type, which became popular in Oakland and elsewhere in California cities in the early 20<sup>th</sup> century. The original building, and its additions, typify the themes and design features of a type of retail food merchandizing characterized by individual vendors stalls, an emphasis on cleanliness, natural light, reasonable prices, safety for women shoppers, and a convenient downtown location. The 10<sup>th</sup> Street Market meets National Register Criterion C in that it embodies the distinctive characteristics of a public market building, and is a rare surviving local example of the type.

The structure was determined eligible for the National Register of Historic Places on March 13, 1980, as part of a Section 106 review, and was evaluated as appearing to individually meet the National Register criteria under Part I of Historic Preservation Certification Applications in 1989 and 1997. The building was given a "B+" rating in 1981 by the Oakland Cultural Heritage Survey as a property of major historical and architectural value and is a primary contributor to the City of Oakland's S-7 Combining Zone (Historic Districts).

**Context**

The 10<sup>th</sup> Street Market is the only extant local example of the public market building type, which gained popularity in the 1920's. The original 1917 portion of the building contains the features which came to typify the style: steel and concrete construction, undivided open space supported by steel trusses, corner entries, extensive use of glass, clerestory windows, terra cotta facade material and polychrome terra cotta ornament, white tile interior finish and concrete floors. These features were carried through in additions completed in the mid 1920's and in 1940.

When the 10<sup>th</sup> Street Market was constructed in 1917, it was the second of a new style of "sanitary food emporiums" to be constructed in Oakland. These markets evolved from open air markets where vendors would sell produce and other foodstuffs from the back of wagons pulled up to the sidewalk. In 1885, the first sheltered market in Oakland was built at Fifth and Washington streets. It operated two days a week with stands that faced outward toward the sidewalk.

The new style of market continued the tradition of individual vendors stalls, but added features

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# National Register of Historic Places Continuation Sheet

Section number 8 Page 2 10<sup>th</sup> Street Market, Alameda County, California

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## STATEMENT OF SIGNIFICANCE - Continued

designed to address concerns about hygiene, safety and quality. A press description of the New Free Market at 6th and Washington, built three years before the 10<sup>th</sup> Street Market, illustrates the response to these concerns. "The height of the building is about 35 feet, thus insuring the necessary light and ventilation. There are no unsightly parts to obscure the view. For further convenience...there is a ladies' waiting room...A maid is in attendance on market days to look after the wants of women patrons. The public is protected at all times in the quantity and quality of goods." (Oakland Tribune Yearbook, 1914)

The public markets that were built in the 1920's reflected the characteristics found in the 10<sup>th</sup> Street Market's design and operation. In 1922, the East Bay Market was constructed at 19th and Telegraph. In announcing plans for the market, the Oakland Tribune described a plan that called for a class A, brick, steel and terra cotta structure of Italian renaissance motif with gold and tapestry brickwork and polychrome terra cotta finishing. "The interior will be of cement tile and glass almost entirely to insure against fire and preserve absolute cleanliness." (Oakland Tribune, March 12, 1922) The design also included clerestory windows, entrances at each corner, a cafeteria, ladies' rest room, tea room and "cry room"(presumably where you could attend to your baby's needs.)

The design of the 20th Century Market, a public market constructed at 14th and Jefferson in 1929, also reflected the building type. Concrete floors lent "a pleasant appearance to the spacious interior." The exterior was white terra-cotta brick with polychrome terra cotta ornament and featured transom windows above the storefront windows and corner entrances.

Roof construction was of steel trusses. "Show windows of heavy plate glass will enclose the market on all four sides, affording ample ...illumination of the interior. In addition, massive skylights will further illuminate the building." (Oakland Enquirer, September 15, 1928) The design also included, on the mezzanine, a children's "play-place, where mothers may leave their little-ones while attending to their marketing."

All of these markets advertised convenience, both in terms of offering a full range of quality foods and shopper amenities, and a location that was close to trolley lines or provided parking.

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# National Register of Historic Places Continuation Sheet

Section number 8 Page 3 10<sup>th</sup> Street Market, Alameda County, California

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## STATEMENT OF SIGNIFICANCE - Continued

The popularity of the public market, with individual vendors under one roof and emphasis on personalized service, began to fade after World War II, supplanted by the growth of chain supermarkets. Supermarkets had first come on the scene in the 1930's, offering lower prices and self-service. The first Lucky store in Oakland opened in 1935 and, by 1937, there were five neighborhood stores in the city.

While the Depression and wartime food shortages temporarily slowed development of the new chain markets, after the war they began to dominate. Between 1949 and 1963 large chains increased their share of the national grocery business from 35 percent to nearly half. The subject headings in the Oakland city directories and telephone books reflect the change in the public perception of markets. In 1937, retail food sales were categorized either as public markets or according to the particular foodstuff that was offered (meats, baked goods, poultry, etc.) By 1944, public markets were no longer a category in the classified listings. Small neighborhood groceries, supermarkets and the remaining public markets were all included in the general categories of markets or groceries.

With the exception of the 10<sup>th</sup> Street Market, none of the public market buildings constructed in Oakland in the teens and 1920's survive. The 20th Century Market operated for only a short time, after which it was converted to an ice rink. It was subsequently used by the Oakland Fire Department, vacated, and demolished in the 1980's for redevelopment. Capwell's Free Market, formerly the East Bay Market, operated until 1962 when it was demolished for parking and an automotive shop for Capwell's customers. The 1914 market on 6th Street was demolished in the early 1950's for construction of what is now Interstate 880. The activity was relocated to a new structure on Clay near 9th Street and renamed Housewives Market. It remains as the only continuous public market use in Oakland and is now located in the 10<sup>th</sup> Street Market building,

### The 10<sup>th</sup> Street Market

The Oakland Free Market, as the 10<sup>th</sup> Street Market was originally known, was first located at 5th and Washington, five blocks from the 10<sup>th</sup> Street Market site. The owner, Jacob Pantosky, had begun the business in the late 1800's, providing a location for sidewalk sales of fresh produce. In 1885 he built a sheltered market with stalls facing the sidewalk.

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# National Register of Historic Places Continuation Sheet

Section number 8 Page 4 10<sup>th</sup> Street Market, Alameda County, California

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## STATEMENT OF SIGNIFICANCE - Continued

In 1917 Pantosky relocated the market to the site at Washington and 10th Streets, and commissioned a building with a distinctly modern theme. Concerns about hygiene, natural lighting, fresh produce and amenities for the women shoppers were reflected in the extensive use of white tile and terra cotta on the interior and exterior of the building, extensive glazing, clerestory windows, colorful polychrome ornament depicting fresh foodstuffs, and concrete floors which could be easily cleaned. The comfort and safety of the women shoppers were also ensured by characteristic design features - a large open space for the vendors' stalls, a ladies "rest" room and a children's play space on the mezzanine. In the event these elements failed to convey the theme, Pantosky renamed the market the Sanitary Free Market.

Upon its opening in 1917, Pantosky touted the location of the market as a vast improvement over its previous location. "The Oakland Sanitary Free Market (is) right in the heart of the business district. Our location on Tenth Street is convenient - no more dangerous railroad tracks to cross." (Oakland Tribune, July 20, 1917)

A 1919 advertisement called the market "the most absolutely modern, clean and up-to-date market in the State of California", noting that during World War I it had scrupulously complied with the requirements of Food Administration. (Oakland Tribune Yearbook, 1919) The Food Administration, established by the Lever Food Control Act of 1917 and headed by Herbert Hoover, was charged with assuring there were adequate and affordable supplies of food for the domestic market and for the U.S. military and their allies. This task was accomplished by instituting both price and inventory controls on domestic manufacturers, wholesalers and large retailers.

In 1925, the market was purchased by Sherman Swan and Co. and the name was changed to the 10th Street Market. Swan was a partner in the Whitthorne and Swan Department store, opposite the market on 10th Street, and was an important civic force in Oakland and the East Bay. Over the course of his career, he founded the Downtown Merchants Parking Association, was director of the Oakland Chamber of Commerce, and the East Bay National Bank, and served on the Oakland Port Commission. From 1925 through 1927, Swan undertook an expansion of the market and the business prospered. Despite the Depression, Swan's operations in the late thirties constituted the largest annual volume of business of any retail food center in Northern California, and in 1938 another expansion was announced. (Oakland Tribune, July 17, 1938). In 1940, the largest addition to the market was completed along Washington Street

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**National Register of Historic Places  
Continuation Sheet**

Section number 8 Page 5 10<sup>th</sup> Street Market, Alameda County, California

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**STATEMENT OF SIGNIFICANCE – Continued**

and 9th Streets. All of these additions were carried out to match the original 1917 design.

According to press accounts, the expanded market, known as Swan's 10<sup>th</sup> Street Market, included Oakland's largest drug and groceries departments and combined, for the first time, drygoods stock and produce markets under one roof. Construction of the Downtown Merchants' Parking station across Clay Street from the market, which began in 1938, provided parking for the expanded operation.

In 1952, a prominent sign was installed at the original entry at 10th and Washington, perhaps in response to the supermarket competition, which resulted in substantial damage to the terra cotta ornament. The business continued to operate with multiple vendors; a 1965 advertisement lists thirteen individual vendors, primarily purveyors of foodstuffs. Further modernization took place in 1973 when the facades on Washington Street and a portion of 9th Street were altered by the installation of a tile wall, reduced window size and prominent window awnings. That remodel has since been reversed and the facades returned to their 1940 appearance. Swan's continued in operation until 1984, offering a more diversified selection of goods but retaining the characteristic individual vendors stalls.

**The Architects**

The architects of the original 1917 building, Oliver and Thomas, are well represented in Oakland for their masonry building designs. Leonard Thomas designed the Charles Booth Armory Hall Building (535 24th Street, 1913-14), determined eligible for the National Register in 1988, the Hotel Harrison (1401-15 Harrison Street, 1914), a contributor to a National Register district, and the American Bag Building (299 3rd Street, 1917), individually listed on the National Register in 1999, and a contributor to a National Register district.

William Knowles, architect for the 1920's additions, designed numerous civic and commercial structures, including the Elks and the Roos Brothers' buildings in downtown Oakland, contributors to the National Register Downtown District. Edward Foulkes, who designed the largest addition to the market in 1940, is best known for his 1923 design of the Oakland Tribune Building, also in the Downtown District. The resulting complex is remarkable in that these architects, certainly well known in their own right, matched the design of the original building so closely that it read as a single building.

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## National Register of Historic Places Continuation Sheet

Section number 9 Page 1 10<sup>th</sup> Street Market, Alameda County, California

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*Oakland Enquirer*, 9/18/28

*Oakland Post Enquirer*, 9/17/34, 10/24/40

*Oakland Tribune*, 7/20/17, 3/12/22, 7/28/22, 11/22, 8/26/27, 1/1/28, 11/1/35, 7/17/38, 11/35, 3/11/40, 10/24/40, 6/10/73

*Oakland Tribune Yearbook*, 1914, 1915, 1919

Sanborn Fire Insurance Maps

**United States Department of the Interior  
National Park Service**

# **National Register of Historic Places Continuation Sheet**

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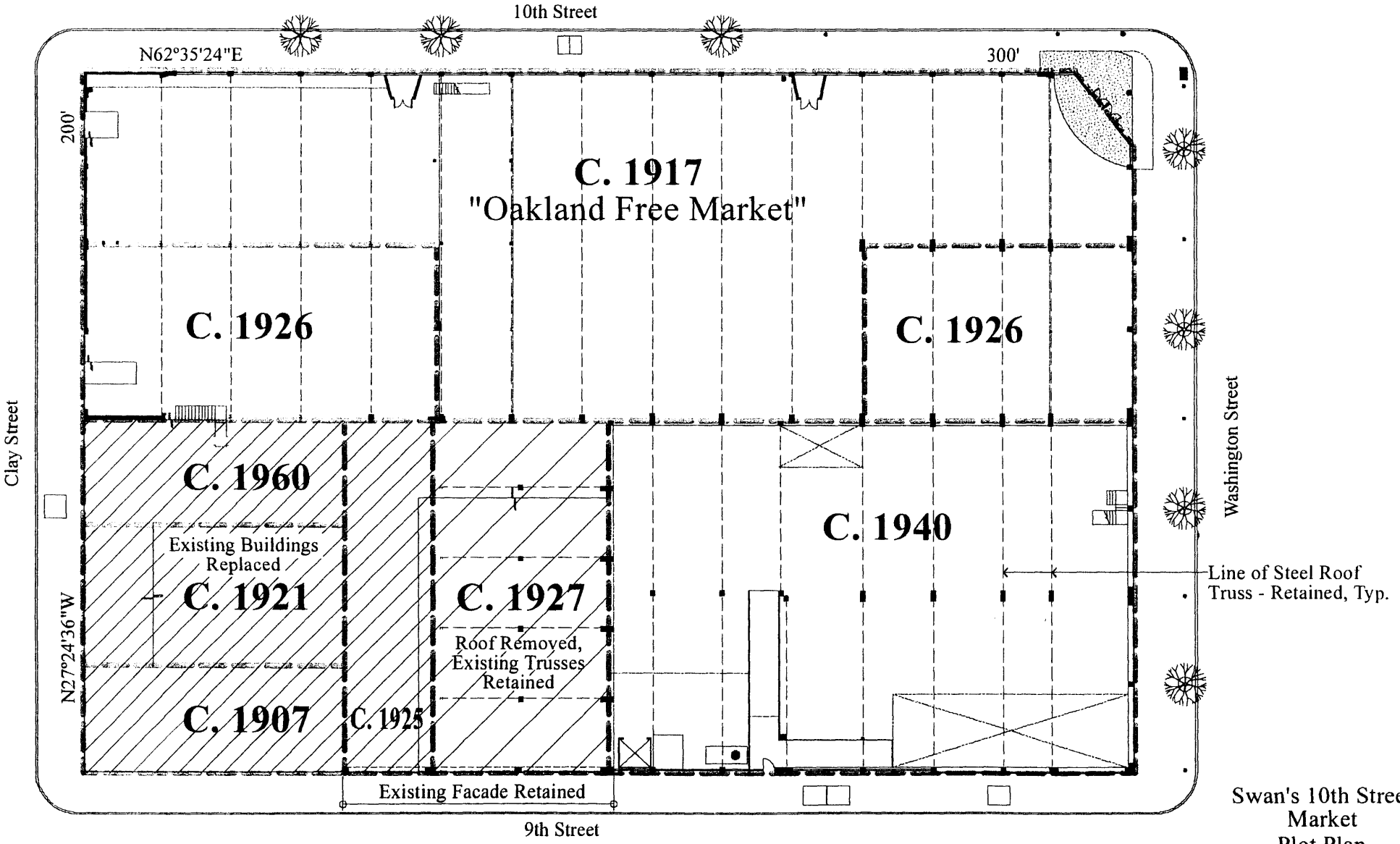
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## **Verbal Boundary Description**

Assessor's Parcel No. 2-37-17  
Alameda County, California

## **Boundary Justification**

The nominated property includes the entire parcel historically associated with the 10<sup>th</sup> Street Market



Swan's 10th Street Market Plot Plan



County