

Oakland Landmarks Preservation Advisory Board

OAKLAND LANDMARK, S-7/S20 PRESERVATION COMBINING ZONE, AND HERITAGE PROPERTY APPLICATION FORM

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This form is for use in requesting the City of Oakland pursuant to its Zoning Regulations to establish a landmark, landmark site, or Heritage Property or to rezone one or more properties to the S-7 or S-20 Preservation Combining Zone. See instructions in "HOW TO COMPLETE OAKLAND LANDMARK AND S-7 PRESERVATION COMBINING ZONE APPLICATION FORM."

1. IDENTIFICATION

A. Historic Name: Lyon Moving and Storage Warehouse

B. and/or Common Name: Saw Mill

2. ADDRESS/LOCATION

Street and number: 3400 Broadway, Oakland, CA Zip Code: 94611

3. CLASSIFICATION

A. Category

- District
- Building(s)
- Structure
- Site
- Object

D. Present Use (P) and Historic Use (H)

- | | |
|--|---|
| <input type="checkbox"/> Agriculture | <input type="checkbox"/> Museum |
| <input checked="" type="checkbox"/> Commercial | <input type="checkbox"/> Park |
| <input type="checkbox"/> Educational | <input type="checkbox"/> Private Residence |
| <input type="checkbox"/> Entertainment | <input type="checkbox"/> Religious |
| <input type="checkbox"/> Government | <input type="checkbox"/> Scientific |
| <input checked="" type="checkbox"/> Industrial | <input checked="" type="checkbox"/> Transportation |
| <input type="checkbox"/> Military | <input checked="" type="checkbox"/> Other (Specify):
Household Goods Warehouse |

B. Status

- Occupied
- Unoccupied
- Work in progress

E. Number of Resources within Property

- | | |
|-------------------------------------|-------------------------------------|
| Contributing | Non-contributing |
| <input checked="" type="checkbox"/> | <input type="checkbox"/> buildings |
| <input type="checkbox"/> | <input type="checkbox"/> sites |
| <input type="checkbox"/> | <input type="checkbox"/> structures |
| <input type="checkbox"/> | <input type="checkbox"/> objects |
| <input type="checkbox"/> | <input type="checkbox"/> Total |

C. Accessible

- Yes: restricted
- Yes: unrestricted
- No

F. Application for:

- | | |
|---|--|
| <input type="checkbox"/> City Landmark | <input type="checkbox"/> S-7 District |
| <input checked="" type="checkbox"/> Heritage Property | <input type="checkbox"/> S-20 District |

4. OWNER OF PROPERTY

Name: 3400 Broadway LLC

Street and Number: 411 2nd Street

City: Oakland

State: CA

Zip Code: 94607

Assessor's Parcel Number: 9-732-6 / 9-732-5-2

5. EXISTING FEDERAL/STATE DESIGNATIONS

A. Federal

National Historic Landmark

Included in National Register of Historic Places

Determined eligible for inclusion in National Register of Historic Places

B. State

California Historical Landmark

California Point of Historic Interest

State Historical Resources Inventory

6. REPRESENTATION IN EXISTING SURVEYS

Name of Survey

Survey

Date

Depository

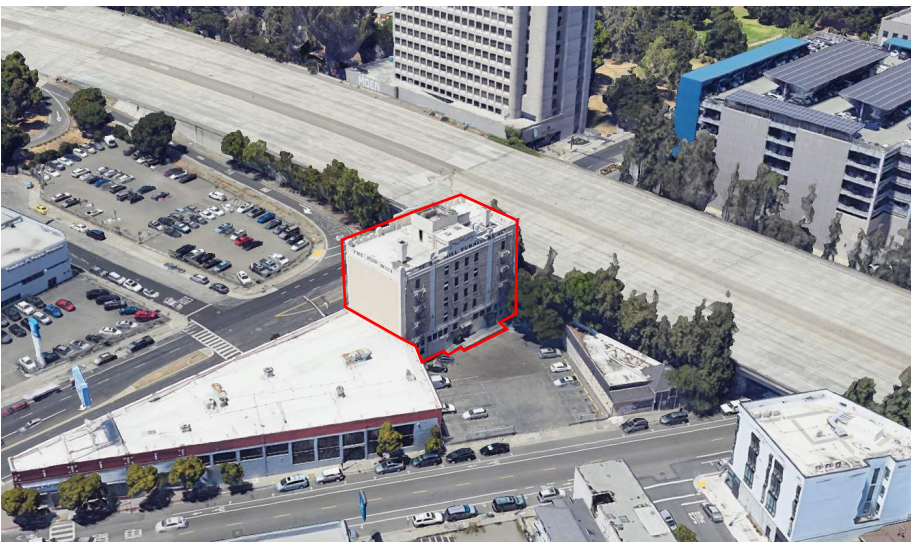
Oakland Cultural Heritage Survey

Rating (if applicable)

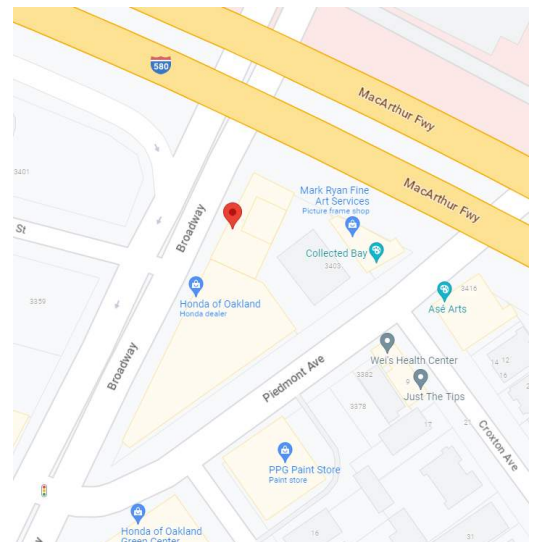
09/30/96

Db+2+

Photo



Location Map





The Saw Mill, taken from the Piedmont Avenue parking lot



The Saw Mill, taken from Broadway



Ground floor mezzanine space corridor / circulation space



Drone aerial photo, taken above Piedmont Avenue



Ground floor mezzanine space, facing the Piedmont Avenue parking lot



Ground floor space along the building's Broadway-frontage

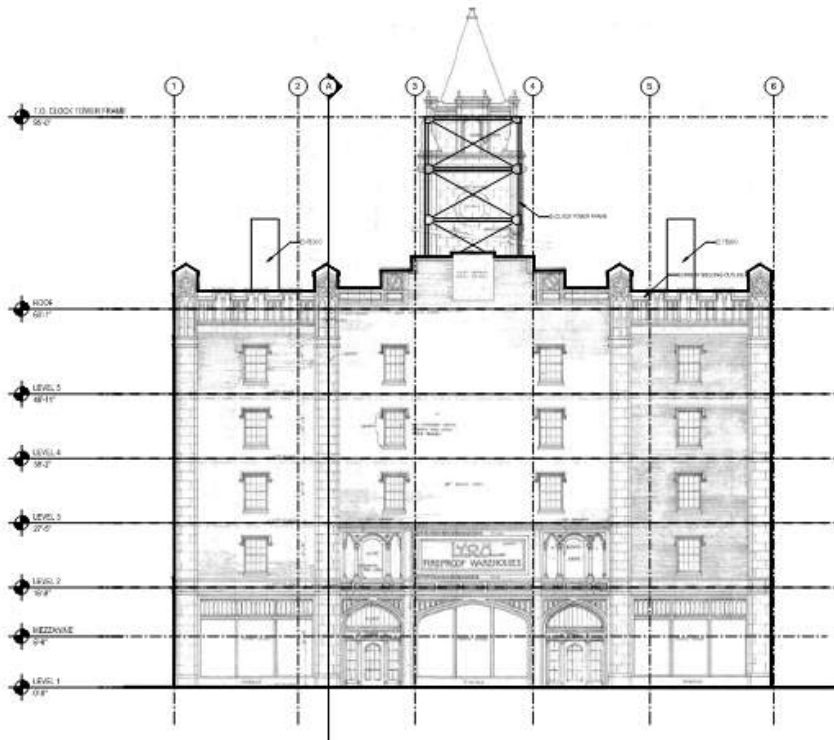
A. Condition:	B. Alterations: (Check one)	C. Site (Check one)
<input type="checkbox"/> Excellent <input checked="" type="checkbox"/> Good <input type="checkbox"/> Fair	<input type="checkbox"/> Deteriorated <input type="checkbox"/> Ruins <input type="checkbox"/> Unexposed	<input type="checkbox"/> Unaltered <input checked="" type="checkbox"/> Altered
		<input checked="" type="checkbox"/> Original Site <input type="checkbox"/> Moved (Date _____)

Original project was retrofitted into commercial office spaces by current owner.

D. Style/Type: Gothic Revival-Beaux Arts warehouse

E. Describe the present and original (if known) physical appearance:

3400 Broadway stands as a striking example of Gothic Revival-Beaux Arts architecture in the heart of the Upper Broadway Auto Row district of Oakland, California. This five-story steel-reinforced and masonry warehouse building, characterized by its 100'x50' rectangular footprint and formerly a distinctive tower standing 95' in height, establishes a prominent presence in the neighborhood. Historically, the building housed various businesses, including the Lyon Moving and Storage Co., whose founder, Harvey Lyon, originally specified a three-story clock tower atop the building.



Existing East Elevation of 3400 Broadway

The building's Broadway facade showcases intricate cast concrete detailing, featuring arches, rosettes, and pilaster caps, which contribute to its Gothic Revival-Beaux Arts aesthetic. The facade is divided into three sections: the ground floor, which is double-height and includes a mezzanine floor, features single large storefront windows on the side bays and Gothic-arched doorways flanking the wider center section. Two niches adorned with lion statues stand guard on either side of a large sign panel at the second-floor level, adding a touch of grandeur to the four-story middle (shaft) section. The top level (capital) has a Gothic-arched crenelated parapet and peaked caps atop the four full-height concrete stone-patterned pilaster sections of the facade.

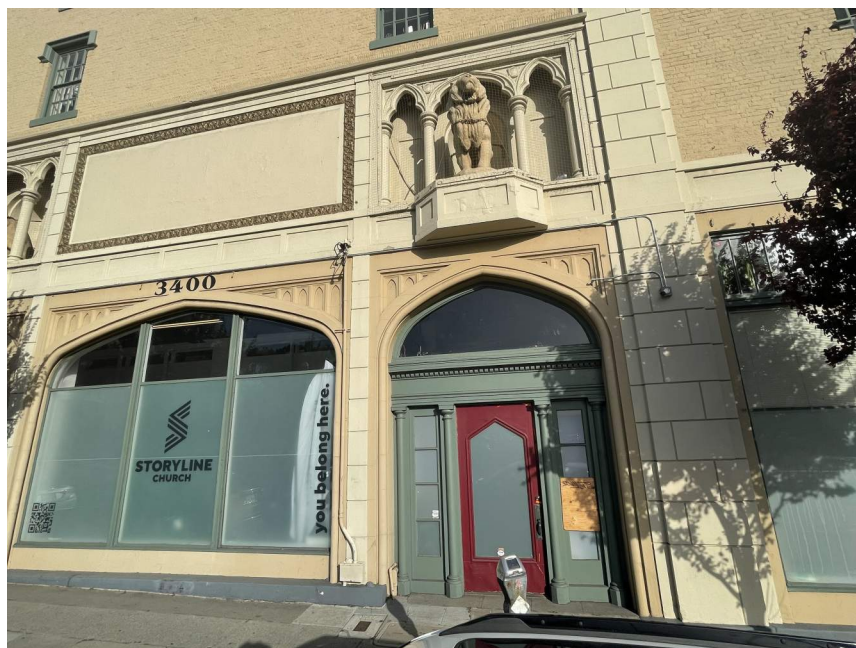


The Sawmill Furniture Store has occupied this building on Broadway for nearly five decades, but many of the edifice's original trademarks — including the recently refurbished twin lions over the first-floor doors — remain.

Lammers, Nick. "Lions Still on Guard at Award-winning Rehab." Oakland Tribune, 3 Jan. 1999, p. 14.

The rear facade facing Piedmont Avenue, across a large parking lot, employs a simplified version of the Broadway front, with loading doors at the ground level and simpler fire escapes.

The building's side walls are built to the lot lines and are solid and largely unadorned, and were once patterned brickwork like the Piedmont and Broadway facing elevations of the building. However, the Saw Mill later underwent a major exterior renovation. As stated in the 1999 Oakland Tribune article by Annalee Allen, "Lions Still on Guard at Award-winning Rehab," these walls were stuccoed with tones of taupe and cream, and with window and door openings trimmed in black and cranberry. The black and cranberry trim is still present today, an example being the storefront doors & windows on the building's Broadway frontage.

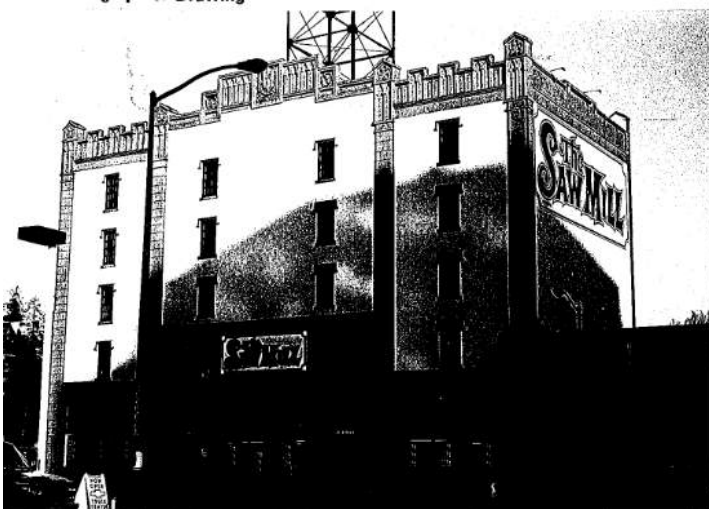


Constructed with a concrete foundation and exterior walls made of brick and cast concrete, 3400 Broadway exhibits a harmonious blend of materials, with the brickwork and concrete elements designed to match. The building's interior consists of concrete columns and poured-in-place concrete walls, as well as brick walls. The building's structural integrity is evident in the Oakland Building Department records dated October 18, 1991, which note that Sanborn maps once described the building as "fireproof construction with 12-inch thick curtain walls." This description implies that the building was not only structurally sound but also capable of withstanding seismic events, a crucial consideration in California. However, the iconic pyramid-roofed stucco clock tower, which was originally designed by Harvey Lyon, the building's original owner, had to be demolished due to damage caused by the Loma Prieta earthquake of 1989. Although the clock tower's stucco exterior is no longer present, the steel skeleton of the tower still stands. Currently, it is leased by various cellular companies to mount their antennas and panels.



Interior photos of the ground floor mezzanine facing Piedmont (left) and facing Broadway (right)

Today, 3400 Broadway maintains its original architectural charm and significance as a testament to the era's craftsmanship and attention to detail. The combination of Gothic Revival and Beaux-Arts elements, coupled with its robust construction and fireproof features, makes this warehouse a unique and valuable historical landmark in Oakland, California.



OCHS, Photo 602-21." State of California - The Resources Agency, Department of Parks and Recreation, 18 Oct. 1991. Accessed 30 Sept. 1994.



"The Sawmill Building Charming, Historic and Located in the Heart of Oakland." IPGSF.Com, 27 Jun. 2023, ipgsf.com/wp-content/uploads/2023/05/3400-Broadway-St-1.pdf.

8. SIGNIFICANCE

- A. Period:**
 Prehistoric
 Pre-1869
 1869-1906
 1906-1945
 Post-1945

- B. Areas of significance--check and justify below:**
- | | |
|---|---|
| <input type="checkbox"/> Archeology-prehistoric | <input type="checkbox"/> Landscape architecture |
| <input type="checkbox"/> Archeology-historic | <input type="checkbox"/> Law |
| <input type="checkbox"/> Agriculture | <input type="checkbox"/> Literature |
| <input type="checkbox"/> Architecture | <input type="checkbox"/> Military |
| <input type="checkbox"/> Art | <input type="checkbox"/> Music |
| <input checked="" type="checkbox"/> Commerce | <input type="checkbox"/> Philosophy |
| <input type="checkbox"/> Communications | <input type="checkbox"/> Politics/government |
| <input type="checkbox"/> Community Planning | <input type="checkbox"/> Religion |
| <input type="checkbox"/> Conservation | <input type="checkbox"/> Science |
| <input type="checkbox"/> Economics | <input type="checkbox"/> Sculpture |
| <input type="checkbox"/> Education | <input type="checkbox"/> Social/humanitarian |
| <input type="checkbox"/> Engineering | <input type="checkbox"/> Theater |
| <input type="checkbox"/> Exploration/settlement | <input type="checkbox"/> Transportation |
| <input checked="" type="checkbox"/> Industry | <input type="checkbox"/> Other (specify) |
| <input type="checkbox"/> Invention | |

C. Period of Significance: World War I

D. Significant dates: 1882 - 1958 (Burrell); 1916 (Original building permit, construction start); 1989 (Loma Prieta Earthquake)

E. Builder/Architect/Designer: Muller, F.A. / Clay Burrell

F. Significant persons: Harvey B. Lyon (original building owner)

G. Statement of Significance (include summary statement of significance as first paragraph):

According to Harvey Lyon's *Port of Oakland Compass* article, before the Civil War, the concept of a household goods warehouse was virtually non-existent. It wasn't until a Philadelphia store owner offered his friends a place to store their belongings during the war that the idea of a home goods warehouse was born. In the subsequent 20 years, the store owner went on to create the first official home goods store, a non-fireproof building designed to offer a dry space for storing furniture and other household items.



Lyon Storage & Moving Co. advertisement in the Oakland Tribune Year Book, 1925.

In response to the growing industry and the lessons learned from disastrous fire events that demonstrated the flammability of household goods, 3400 Broadway emerged as part of a groundbreaking development when renowned Oakland Architect, Clay Burrell, took on the design of the Lyon building. By the end of Burrell's career, he had designed at least 49 hotels, apartments, and mid-sized commercial buildings of masonry construction throughout the East Bay. His style was known for his Beaux Arts themes, utilizing newer structural methods, and brick and terra cotta facades – all of which are apparent when looking at the then Lyon Moving and Storage Warehouse, or Saw Mill today. Burrell partnered with F.A. Muller in 1916 to construct the building.

Although the construction materials and methods used for 3400 Broadway may now be seen as outdated, the building exemplified the state-of-the-art technology of its time. One of its standout features was the Reichel automatic fire alarm system, which demonstrated a commitment to safety in an era when many new constructions lacked essential features like fire alarms and sprinkler systems. Today, fireproof construction is a standard in the industry, and the importance of protecting building occupants and stored goods from fire hazards is further emphasized by the widespread adoption of automatic sprinkler and fire alarm systems. 3400 Broadway encapsulates this evolution in warehouse safety standards.

The building also housed a time lock silver vault and a special cyanide gas chamber, the latter of which was used to exterminate moths and similar pests. This gas chamber functioned as a sideline business, offering clients fumigation services. Moreover, 3400 Broadway included a piano, chesterfield, drapery, and rug rooms, showcasing its commitment to modernity during its time. The below photo is of the Lyon Co.'s transport vehicles, used for its clients delivering fumigated furniture and the like, to and from 3400 Broadway.

No. 41460

Brick or Concrete Building
APPLICATION OF

Lyon Fireproof Storage Co.
F. A. Muller Contractor.

For Permit to Erect

5 Story Concrete Storage
Blk.

Location *Corner of Broadway,*
24th St. East Ave.

Cost \$ *6000.00* Fee \$ *27.00*

Filed *Mar 15, 1916*

See Ord 1027 NS

Approved *J. H. ...* Building Inspector.

By *AUG 28 1916* Deputy Building Inspector.

Permission is hereby granted to erect the building described in this application in accordance with Ordinance No. 138, N. S., to the satisfaction of the Building Inspector.

Date

BUREAU OF PERMITS AND LICENSES

GEO. E. CROSS
Auditor.

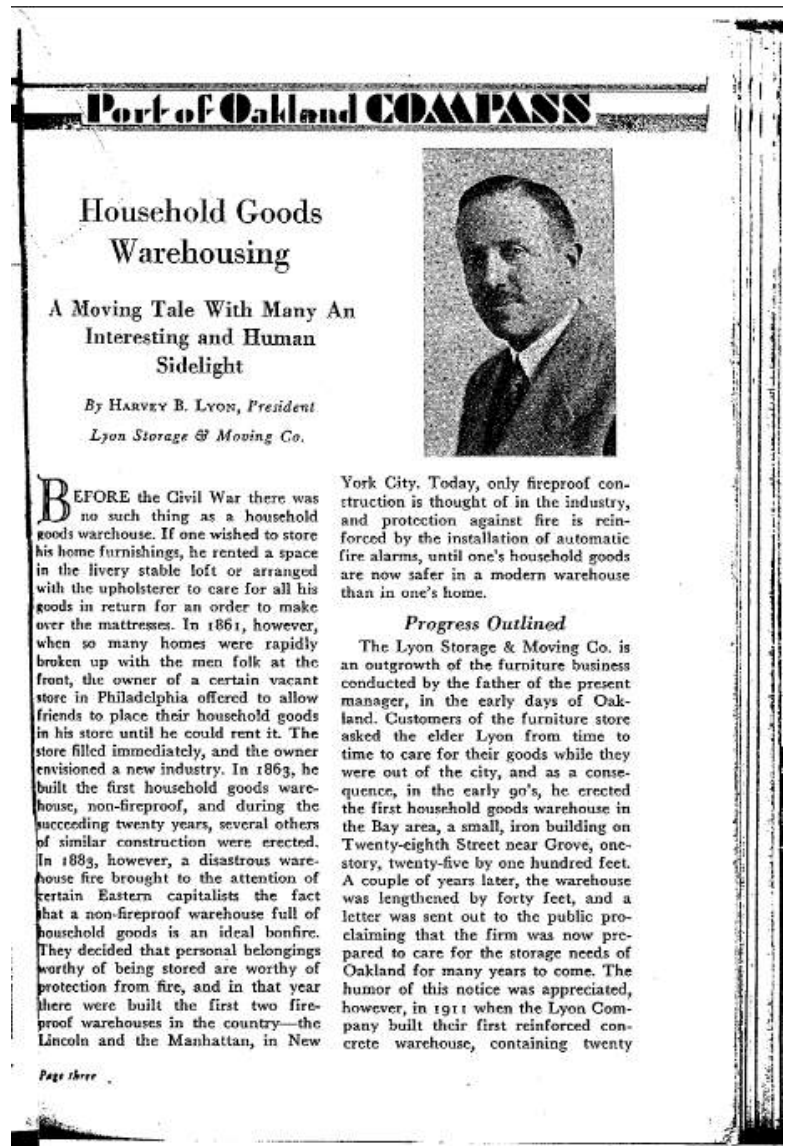
By *90* Deputy.

This Permit expires *90* days from date

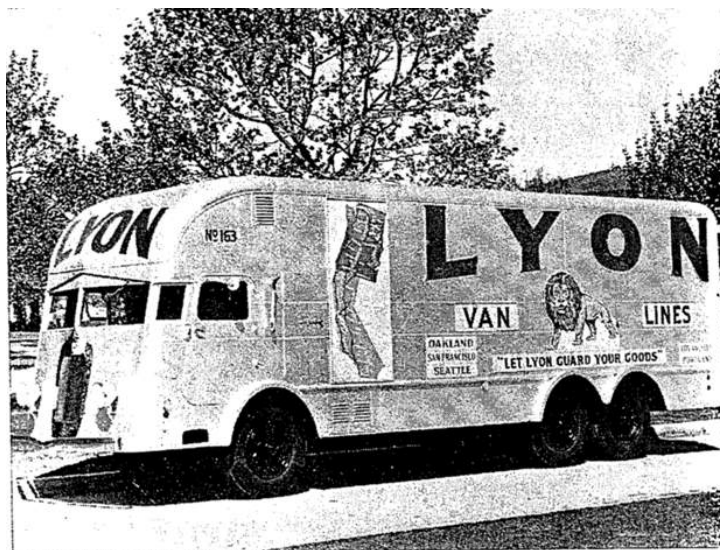
Original Building Permit Application, filed in August 1916

Harvey Lyon brought attention to the building in his promotional article "Household Goods Warehousing" in the *Port of Oakland Compass*. He marketed the Lyon Moving and Storage Co., stating that 3400 Broadway marked a significant milestone in household goods warehousing in Oakland, as the building employed novel and state-of-the-art construction practices and safety measures in response to a growing industry demand. This early 20th-century building provided a secure and protected environment for valuable items, which is evident in how the building performed during the 1989 earthquake, as well as how the building's current tenants enjoy the quality and functionality of its 100-year-old architecture.

Harvey Lyon owned and operated The Lyon Moving and Storage Co. until the 1950's, when he sold his business and the building to Neptune Moving. Later it was bought by Ronnie Sherman, who then used the building to operate his Saw Mill furniture chain. Present day, the building is used by various tenants — from home goods store showrooms, woodworking studios, to photography and digital arts.



Lyon, Harvey B. "Household Goods Warehousing, A Moving Tale With Many An Interesting and Human Sidelight." *Port of Oakland Compass*.



Lyon Motor Van

Lyon, Harvey B. "Household Goods Warehousing, A Moving Tale With Many An Interesting and Human Sidelight." *Port of Oakland Compass*.

In summary, 3400 Broadway has been a hub for entrepreneurs in Oakland's household goods warehousing industry and continues to be utilized by various tenants to this day. The building's design and its incorporation of innovative construction techniques, safety measures, and unique features have set a precedent for future developments. Consequently, it remains a symbol of the evolution of architectural standards and serves as a testament to the power of embracing new ideas in building design.

The Saw Mill is among the many iconic structures in Clay Burrell's collection showcasing the essence of Oakland. Despite renovations over the years, the building's original facade still exudes its aesthetic charm, standing proudly much like it did over a century ago. It carries the rich history of the Upper Broadway Auto Row District, preserving the legacy of the area.

9. MAJOR BIBLIOGRAPHICAL REFERENCES

Lyon Storage & Moving Co. advertisement in the Oakland Tribune Year Book, 1925.

Lyon, Harvey B. "Household Goods Warehousing, A Moving Tale With Many An Interesting and Human Sidelight." Port of Oakland Compass.

Lammers, Nick. "Lions Still on Guard at Award-winning Rehab." Oakland Tribune, 3 Jan. 1999, p. 14.

OCHS, Photo 602-21." State of California - The Resources Agency, Department of Parks and Recreation, 18 Oct. 1991. Accessed 30 Sept. 1994.

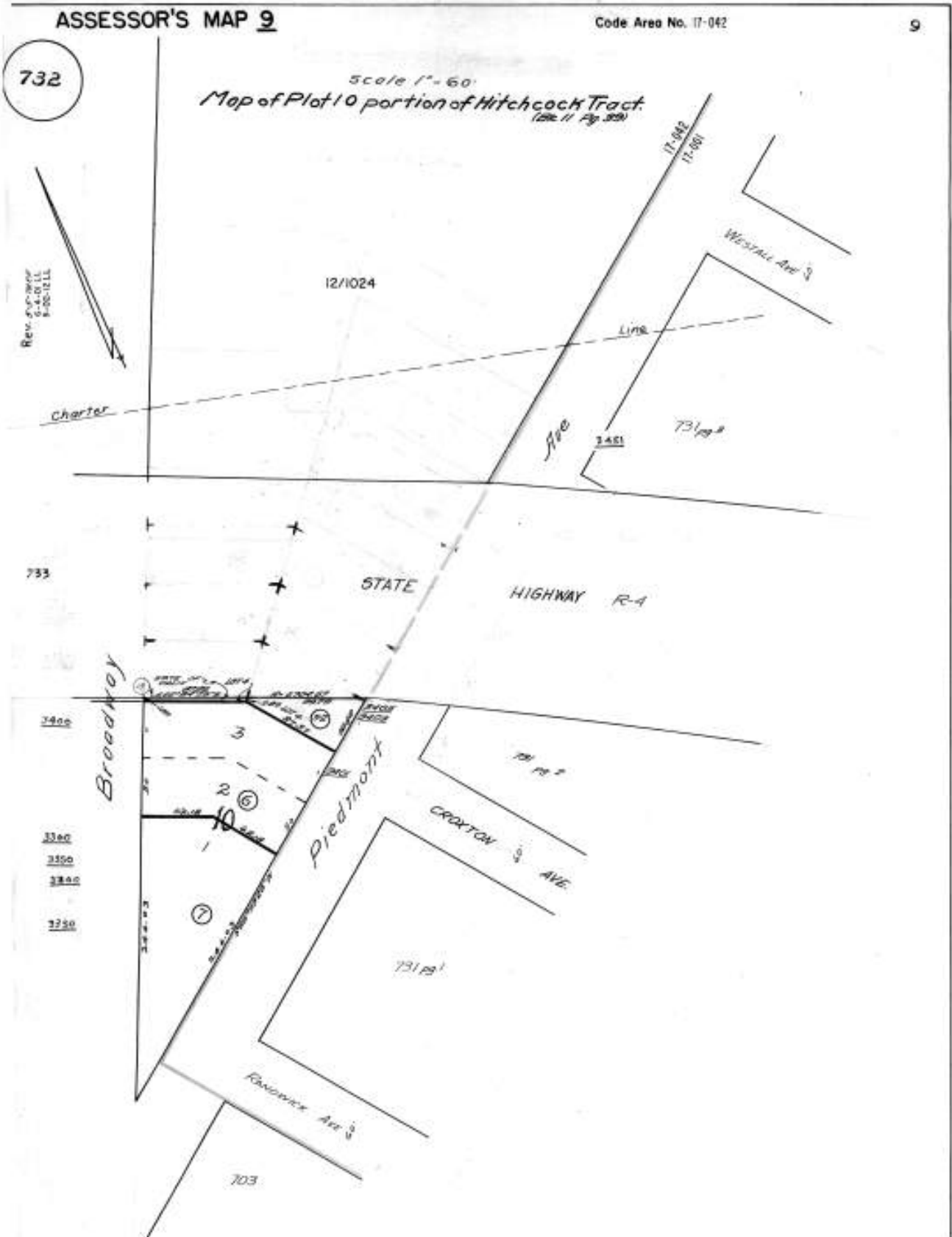
Original Building Permit Application, filed in August 1916.

10. GEOGRAPHICAL DATA



Sanborn Map

10. GEOGRAPHICAL DATA



A. Land area of property (square feet or acres): 14,000 sf

B. UTM References:

USGS Quadrangle Name: Oakland West USGS Quadrangle Scale _____

A _____ B _____
Zone Easting Northing Zone Easting Northing

C _____ D _____

C. Verbal boundary description:

PARCEL ONE:

Lot 2 and 3, "Map of Plot 10, Portion of Hitchcock, Tract, filed September 28, 1887, Book 11, Page 39, of Maps, Alameda County Records.

APN: 009-0732-006-00

PARCEL TWO:

A portion of Lots 4 and 5, Map of Plot 10, portion of Hitchcock Tract", filed September 28, 1887, Map Book 11, Page 39, Alameda County Records, described as follows:

Commencing at a point on the Northwestern line of that Parcel of land described in a deed to the State of California, Recorded December 6, 1956, in Volume 8224, Page 317 of Official Recorded Alameda County distant thereon South 41°39'28" West, 48.73 feet from the Northerly corner of said Parcel (8224 or 317); thence from a tangent bearing South 62°48'18" East, along a curve to the right with a radius of 6704.67 feet, through an angle of 0°51'10", an arc length of 99.79 feet to the Southeasterly line of said Lot 5; thence along the said line and the Southeasterly line of said Lot 4, South 55°53'25" West, 50.02 feet to the Southwesterly line of said Lot 4; thence along last said line, North 34°0G'35" West, 87.18 feet to said Northwesternly line; thence along last said line North

APN: 009-0732-005-02

11. FORM PREPARED BY

Name/Title: George Healy / Project Manager

Organization: oWOW Development Date: 5/9/23

Street and Number: 411 2nd Street Telephone: 415-272-5452

City/Town: Oakland State: CA Zip Code: 94612

DEPARTMENTAL USE ONLY

A. Accepted by: _____ Date: _____

B. Action by Landmarks Preservation Advisory Board

(1) _____ Recommended _____ Not recommended for landmark/S-7/S-20 designation

Date: _____ Resolution number: _____

(2) _____ Designated as Heritage Property Date: _____

C. Action by City Planning Commission

_____ Recommended _____ Not recommended for landmark/S-7 designation

Date: _____

D. Action by City Council

_____ Designated _____ Not Designated

Date: _____ Ordinance No: _____