

CITY OF BERKELEY
Ordinance #4694 N.S.
LANDMARK APPLICATION

Josiah J. Rose-Goldsmith House

1. Street Address: 2919 Lorina Street
County: Alameda City: Berkeley ZIP: 94705
2. Assessor's Parcel Number: Block D, Lot 21, Parcel 53-1588-17
Dimensions: 30 feet X 110 feet
Cross Street: Ashby Avenue
3. Is property on any survey? No
State Inventory: No National Register: No
4. Application for Landmark Includes:
Building(s): Yes
Landscape or Open Space: Yes
Other: Entire Property
5. Historic Name: None
Commonly Known Name: Josiah J. Rose-Goldsmith House
6. Date of Construction: 1891
Factual: Yes, Berkeley Herald 12/31/1891
7. Builder: Josiah John Rose
8. Style: Wood-frame, Queen Anne Victorian
9. Original Owner: Josiah John Rose
Original Use: Single-family residence
10. Present Owner: Michael E. and Denise Sewell
Address: P.O. Box 811, Forest Knolls, CA 94933
Present Occupants: John Diller, Jennifer Michaels
11. Present Use: Residential: Yes Multiple: No
Current Zoning: R2 Adjacent Property Zoning: R2 & R3
12. Present Condition of Property:
Exterior: Fair
Interior: Good
Grounds: Good
13. Description:

The Josiah J. Rose-Goldsmith House is a two-story, woodframe Queen Anne Victorian residential structure. It was built in 1891 by Josiah John Rose, a builder who constructed numerous South Berkeley homes. Rose may have adapted the design from house plan books of the period and publications such as *California Architect and Builder News* (CABN), published

between 1880 and 1900. He may also have been influenced by design trends in San Francisco, where he lived and worked as a builder between 1880 and 1889, prior to settling in the East Bay.

Both exterior and interior of the Josiah J. Rose-Goldsmith House feature an abundance of typical design elements from the late Victorian period. Some of these distinguishing elements are:

Asymmetrical design. In classic Queen Anne fashion, the façade has an asymmetrical look with varying roof lines, a prominent front porch placed to one side, and imaginative use of decorative elements.

Exterior design elements. Several Queen Anne–style motifs have been applied to the building façade. The siding is v-rustic redwood tongue and groove. Sunbursts, brackets, spindles, decorative millwork, shingles, and panel friezes are found throughout.

Cross-gabled roof. The roof line is asymmetrical, with two front-facing pedimented gables and a pedimented cross gable. The foremost front-facing gable is topped with a radiant sunburst and features decorative window brackets and elaborate millwork with circular and diagonal shapes. The side gable is faced with decoratively cut shingles.

Prominent front porch. An elevated front porch, placed one story up from street level, accentuates the asymmetry of the façade. Accessed via a newel-posted, balustered staircase, the porch is supported by decorative turned columns. An arched entranceway, flanked on both sides by wavy, three-dimensional sunbursts and accentuated in the center with a single large spindle, leads to the front door. The door is decorated with fan patterns, a panel frieze with pyramidal elements, and other fine detailing. This door probably was purchased from Neihaus Brothers & Co. West Berkeley Planing Mill, which offered many door designs ranging from \$1.25 (Plain) to \$5.00 (Fancy). This door is consistent with an illustration of one of Neihaus Brothers' \$5.00 doors.

Window decorations. The double-hung windows are long and narrow, with single panes and raised surrounds emphasizing the sill area. At the façade, the windows are embellished with ornate arched sunburst corner brackets featuring prominent centered spindles and inset panels.

Interior design elements. The interior retains its Victorian character throughout. The original doors display four vertical panels with decorative brass hardware and glass knobs. Doorways are accented with ornate trim and rosettes in upper corners. The living- and dining-room ceilings retain original medallions with raised floral motifs. The living room mantle surround incorporates decorative ceramic tiles featuring various rose designs. The rose tiles may have been used as Josiah J. Rose's signature trademark, as described in *A Gift to the Street*:

“... builders and architects also used signature details, particularly in the 1880s and 1890s when a wide variety of house parts were available to be chosen and combined at will.”

14. History:

Brief Chronology:

1889	J.J. Rose purchases lot from Charles A. Bailey
1891	Construction completed
1892	Sold on January 27th to Bernard Goldsmith
1925	Major electrical work contracted by Thos Quigley
1940s	Front staircase removed and entrance direction changed
1972	Sold to Philip and Ruth Sewell
1981	Transferred to Michael Sewell
1984	Front staircase restored by Michael Sewell

The Josiah J. Rose-Goldsmith House was built in 1891 on the Adeline Tract in Oakland Township. The community in which it was built was known as Newbury until it was annexed by Berkeley in the same year and came to be called South Berkeley.

The builder, Josiah John Rose, purchased the lot on July 6, 1889 from Charles A. Bailey, one of the largest landowners in Berkeley, if not the largest. Bailey came to Alameda County from Wisconsin in 1856 and was listed in 1878 as the secretary of the Standard Soap Company—the most important manufacturing facility in Berkeley at the time. An enterprising man, by 1889 Bailey was the third wealthiest individual taxpayer in Berkeley, surpassed only by James McGee and Francis K. Shattuck. Bailey resided at 1387 Harrison Street in Oakland, and his business office was located at several successive addresses in San Francisco, including 624 Market St., 238 Montgomery St., and 20 Montgomery Street. He drew many land buyers from San Francisco to Berkeley and was often mentioned by the newspapers, in which he advertised prominently on a daily basis. In 1891, the *Berkeley Herald Supplement* listed him as a prominent figure in Berkeley and commented on his influence upon the town:

This gentleman has become somewhat distinguished in building up the country within and about Berkeley by finding people who purchase and improve town lots. He is the owner of a thousand lots in town, and finds great profit by doing business only in Berkeley real estate.

...Mr. Bailey has probably done as much, if not more, than any other man in town to encourage people to make their homes here. He has bought adjoining tracts of land in various parts of town and sub-divided them, and built houses on them, and, in fact, he has shown to the old settlers what can be done by an energetic, intelligent and conservative man in developing the possibilities which are about him. He has been the direct cause of the building of more than a hundred houses in town and in adding to the population more than five-hundred persons.

...Mr. Bailey is a judicious advertiser and believes that money spent in printer's ink is a good investment...he occupies a warm place in the affections of the HERALD.

Bailey continued to thrive, and in December 1892, the *Berkeley Advocate* sang his praises in its Holiday Edition:

...we have great pleasure in stating that this gentleman is one of the largest and most popular real estate owners in the county and a very large portion of his property is located in Berkeley.

Mr. Bailey is not a real-estate agent, but a real-estate owner and offers nothing but what he owns.

The following are the Tracts in Berkeley owned by Mr. Bailey: Allston Tract, Raymond Tract, Avery Tract, Haft Tract, Bryant Tract, Shaw Tract, Rooney Tract, Curtis Tract, Hardy Tract, Virginia Tract, Edith Tract, College Homestead Tract, University Terrace, Grayson Tract, Berkeley Land and Town Improvement Association, etc.

The above article was published after Bailey had completely disposed of all the lots in the Adeline Tract, and therefore the latter is not listed among his holdings.

In 1889, Charles A. Bailey wrote a sales pamphlet titled *Berkeley The Beautiful*, in which he extolled the virtues of the Adeline Tract. He described it as having charming, unobstructed views with easy payment terms. He graded the streets and built a 4-foot-wide sidewalk in front of every lot. His ad on July 17, 1889, in the *Berkeley Advocate* stated:

When the improvements in process are completed the prices will be raised, as the number of lots in the tract are limited and will command higher values. Those buying now will have the benefit of the improvements FREE.

Save a little money now and you may prosper.

\$10.00 monthly will secure a lot. \$30.00 monthly will secure a handsome new cottage of five rooms built to order.

Josiah John Rose, a native of Prince Edward Island, Canada, came to San Francisco in 1880 at the age of twenty-five. He worked as a builder in San Francisco until 1889, when he moved to Newbury. On July 6, 1889, he purchased two adjacent lots on Lorina Street from Charles A. Bailey; they were among the first dozen lots sold in the Adeline Tract. Soon thereafter, Rose purchased additional lots adjacent to his holdings. Also in 1889, he constructed his family residence at 2927 Lorina Street, next door to the property under application. Rose was an enterprising builder, and in 1891 he completed not only the Josiah J. Rose-Goldsmith House but seven other fine Berkeley homes. He sold 2919 Lorina Street to Mr. Bernard Goldsmith on January 27, 1892—the same day he sold 2917 Lorina Street to Mr. John Lund. A busy builder, Rose was frequently mentioned in the local newspapers, as indicated by this sampling of clippings from late 1891 to mid-1892:

J.J. Rose has just started another new house. It is to be for Mr. Brown of San Francisco.

Oakland Tribune, 10/1/1891

JOSIAH J. ROSE, BUILDER— Five-room cottage, Ramon St. for Robert A. Barker, \$1,700.00. **Six-room cottage, Lorena St. for B. Goldsmith, \$2,360.00.** Five-room cottage, Emerson St. for F.S. Chessman, \$1,535.00. Five-room cottage, Russell St. for Mr. Carter, \$1, 520.00. Five-room cottage on Russell St. near Shattuck for J. Hoppenburg, \$1,600.00. Five-room cottage, Shattuck Ave. for Robert F. Elliston, \$1,980.00. Five-room cottage on Wellington near Russell St. for J. Ward Brown, \$1,957.00. Six-room cottage on Newbury St. for J. Sim, \$2,200.00.

The Berkeley Advocate, 12/31/1891

Contractor: J. J. Rose

Owner: Robert A. Baker

Address: 2918 Fulton St.; Suburban Tract, Lot 14, Bldg. A

Cost: \$1,650

California Architect & Builder News, Jan. 1892

J.J. Rose, the builder, has just completed a beautiful cottage on Fulton Street, near Ashby Avenue, for R.A. Barker whose family will soon take possession of it. Mr. Rose is also building a handsome two-story house on Lorena Street.

The Berkeley Advocate, 1/21/1892

Contractor Rose has almost completed the new house on Ashby Avenue.

The Berkeley Herald, 1/21/1892

J.J. Rose, the enterprising carpenter of this place, completed last week the new dwelling which adjoins his residence.

The Berkeley Herald, 3/17/1892

J.J. Rose has gone into partnership with an Oakland contractor and builder.

The Berkeley Daily Herald, 5/4/1892

We give the following list of buildings begun during May: Two-story, 8 rooms, Lorina near Ashby St.; J.J. Rose, \$2,000.00.

Berkeley Daily Advocate, 6/2/1892

[Contractor:] Josiah J. Rose

Owner: Charles Mansfield, proofreader

Address: 2178b Ashby Ave. near Raymond St. [now 2176 Ashby?]

2-story apartment in rear

Cost: \$2,157

California Architect & Builder News, Dec. 1893

After the death of his wife, Carrie, in 1915, Josiah J. Rose retired in Corte Madera, Marin County, where he died at the age of sixty-six. His obituary read as follows:

ROSE—Passed peacefully away, at Corte Madera, October 26, 1921. Josiah J., husband of the late Carrie K. Rose and father of Melville S., Willard C., Halmar J. and Gladys E. Rose and Mrs. H.C. Bond, a native of Prince Edward Island.

San Francisco Chronicle, 10/28/1921

It is evident that Josiah J. Rose was a prolific builder of Berkeley residences. The sale prices of his constructions further indicate that he built houses of quality craftsmanship and materials, unlike the low-cost cottage plans known as Pelton's Cheap Dwellings, which could be built for less than a thousand dollars and were extremely popular at the time. Of the three adjacent homes Josiah J. Rose built on Lorina Street between 1889 and 1892, only 2919 retains its original Victorian detail. Both neighboring buildings, at 2927 and 2917 Lorina St., respectively, have since been stuccoed over, their Victorian beauty lost forever.

15. Context:

The Josiah J. Rose-Goldsmith House was built in the Adeline Tract of Oakland Township. Adeline Tract is the area bound by Adeline Avenue on the west, Wheeler St. on the east, Russell St. on the north, and Ashby Avenue on the south. The community in which the Josiah J. Rose-Goldsmith House is situated used to be called Newbury—an unincorporated area approximately half the size of Berkeley and sandwiched between Berkeley to the north and Lorin to the south. The Adeline Tract's local shopping street was Shattuck Avenue, in the few blocks immediately to the south of the Shattuck-Adeline confluence. The Newbury Deli & Cafe, located in a modern building at 2929 Shattuck Ave, is a present-day reminder of the community that once was. (The flexibility in the name's spelling goes back to the 19th century.)

The Josiah J. Rose-Goldsmith House was built in 1891. During the same year, Newbury was annexed to Berkeley. On July 5, 1887, Newbury was described thus in the *Oakland Enquirer*:

...the town on the Newbury and Woolsey tracts, about half a mile south of Berkeley, between the broad and narrow gauge railroads, which are about half a mile apart.

He [Mr. Brown of Colorado] says our location is the best he has seen this side of the bay, and he is right. Our altitude affords us a magnificent view of San Francisco, the Golden Gate, San Quentin, Sausalito, the various islands, and, grandest of all, the picturesque

beauty of the mountains beyond. We look over the tops of Lorin's beautiful gum trees, and even-proud Berkeley we do look down upon. We are free from fog, wind and dust. ...Our soil is unsurpassed in richness, and we have an abundance of pure spring water.

The following year, the *Oakland Enquirer* produced an illustrated Special Edition that described Newbury:

Lying adjacent to the town of Berkeley on the south, and convenient to two local lines of railroad connecting with San Francisco and Oakland, is a charming neighborhood which may be designated by the name of "Newbury"...

The settlement of this neighborhood thus far has been of the very best character, and every new arrival can be assured of first-class neighbors on every side.

Charles A. Bailey was highly instrumental in the development of Newbury. He has been credited with the naming of both Newbury and Lorina Streets in the Adeline Tract after the railroad stations of Newbury and Lorin, located on Adeline Avenue at Ashby and Alcatraz, respectively. In his sales pamphlet, *Berkeley the Beautiful* (1889), Bailey advertised the proximity of the Adeline Tract to the town of Lorin:

The thriving town of Lorin with its 150 houses, post-office, church and schoolhouse, is within an easy walk.

Bailey's contribution to the Newbury boom was often noted in the local papers:

Very extensive preparations are being made by Charles A. Bailey to make the Adeline tract at Newbury station, one of the real desirable places for homes about the bay. A force of men with teams are now at work plowing up the streets preparatory to grading. Lots already sold are being staked off very rapidly and 6,000 feet of solidly built sidewalks will be laid along both sides of each street in the tract, excepting Russell street which bounds the property on the north. Mr. Bailey is determined to make it a first class place.

The Berkeley Herald, 6/20/1889

The streets on the newly laid out Adeline tract have all been graded and sidewalked, and wooden crosswalks laid. This will make the property very desirable for the market.

The Oakland Morning Times, 7/10/1889

Mr. Bailey has commenced an extensive system of advertising, and is bound to make "things howl" in favor of Newbury.

The Oakland Morning Times, 7/18/1889

In proportion to population, Newbury has better sidewalks than any of the other neighboring villages, something to be thankful for during this kind of weather.

The Oakland *Morning Times*, 11/20/1889

By December of 1889, Newbury established its own post office on Ashby Avenue. The citizens met to choose a name, as there already existed a Newbury Park post office. They selected Montclare, a reversal of the syllables of Claremont, but received word from Washington that "there is a place in Colorado of that name." The office was finally named Peralta.

The merits of annexing Newbury to Berkeley have been debated by the residents as early as 1887. On June 6, 1891, voters finally elected to incorporate Newbury with Berkeley, and on May 10, 1892, neighboring Lorin also was incorporated. Newbury had much to gain by incorporation. Residents suffered from disease as a result of poor sewer service, and Newbury students had to travel to Lorin for lack of school facilities in their own settlement. On June 11, 1891, the *Berkeley Advocate* stated:

Sewers, good streets and electric lights with increased facilities for travel to and from the town, are among some of the advantages to be derived from the action already taken....Newbury, that was, now stands as the guardian of the entrance into Berkeley. We are confident that the taste, enterprise and public spirit of the residents of that portion of our town, will through this organized system of improvements make that entrance a real attraction.

The June 11, 1891 issue of the *Berkeley Herald* announced the election results:

On Saturday last the question of annexation was settled. Newberry is ours and we are Newberry. The total vote cast was 468, less than one half the number of votes registered. There was, practically, no opposition in any part of town. A hard fight was made in Newberry against annexation but as those who made their homes in the district within the past year are solid for improvements, annexation prevailed.

...The territory annexed is best described in every day language as follows: All that territory between the south town line of Berkeley and a line 764 feet, two blocks south of Ashby avenue, known as Prince street. said line extending easterly to the hills, taking in the places of Garber and Palache; extending westerly and crossing the railroad tracks to the row of trees westerly and southerly of the depot at Newberry station, thence 440 feet northerly, thence west to San Pablo avenue where a slight jog is made crossing the avenue, thence westerly to the bay.

The Josiah J. Rose-Goldsmith House was constructed precisely at that time. In the 1914 book *Past and Present of Alameda County, California*, the following statement is made:

The year 1891 was one of great prosperity for Berkeley—the population increasing nearly 20 percent. It was estimated that an average of one house a day was built throughout the year. As many as fifty were under construction at one time.

As one of the few intact Victorian homes remaining from the former community of Newbury, the Josiah J. Rose-Goldsmith House serves as an architectural link to a crucial time in Berkeley’s history.

16. Significance:

In BAHA’s architect database for all of Berkeley, out of 3,400 buildings surveyed, only 94 predate 1890. The Josiah J. Rose-Goldsmith House, built in 1891, is part of a very small original housing stock surviving in its original, significantly unaltered configuration. An informal but thorough survey conducted by the recorders in the Adeline Tract revealed only nine intact homes built during the same period. Of those nine, the Josiah J. Rose-Goldsmith House stands as the best example of a two-story Queen Anne–style Victorian.

The Josiah J. Rose-Goldsmith House qualifies for landmark status for its architectural merit, being one of the finest remaining houses built in Newbury. Most of the other Victorians built in Newbury have been demolished or irretrievably altered over the years, while this structure retains its original elaborate Queen Anne detailing and beauty, both within and without.

The Josiah J. Rose-Goldsmith House qualifies for landmark status on historic grounds, having been constructed and first owned by a prominent local builder who did much to shape the built environment in the rapidly growing town. His residential projects were distinguished by quality construction and attention to detail.

The Josiah J. Rose-Goldsmith House is a survivor from one of the most interesting periods in Berkeley’s history, when a great deal of development and building was taking place, and both Berkeley’s borders and its population were rapidly expanding. For all these reasons, it is worth preserving.

Historic Value: City Yes Neighborhood Yes
Architectural Value: City Yes Neighborhood Yes

17. Is the property endangered? Yes

Explain: The structure is seismically unstable. The brick foundation is in immediate need of replacement.

18. Photographs & Illustrations:

Photographs of the Josiah J. Rose-Goldsmith House.

Maps of Adeline Tract and Newbury.

Newspaper clippings concerning Josiah J. Rose.

Newspaper clippings concerning Charles A. Bailey.

Newspaper clippings concerning Newbury.

19. Bibliography:

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The Morning Times of Oakland: July 8, 1889; July 9, 1889; July 10, 1889; July 11, 1889; July 13, 1889; July 18, 1889; November 5, 1889; November 17, 1889; November 20, 1889; November 30, 1889; December 11, 1889; December 17, 1889; February 2, 1890. At Bancroft Library, University of California at Berkeley.

The Oakland Daily Evening Tribune: May 27, 1891; June 6, 1891; June 8, 1891. At Bancroft Library, UCB.

The Oakland Tribune: October 1, 1891; January 30, 1892; Wednesday, May 19, 1915 [Carrie Rose obituary]. At Oakland Public Library.

The Berkeley Herald: September 6, 1888; January 3, 1889; June 20, 1889; June 11, 1891; January 7, 1892; January 21, 1892; March 17, 1892. At BAHA archive and Bancroft Library, UCB.

The Berkeley Herald Supplement: January 7, 1891. At Bancroft Library, UCB.

The Berkeley Daily Herald: May 4, 1892. At Bancroft Library, UCB.

The Berkeley Advocate: July 17, 1889; June 11, 1891; December 31, 1891; January 21, 1892; April 14, 1892; May 3, 1892. At Bancroft Library, UCB.

The Berkeley Advocate Holiday Number. December 1892.

The Berkeley Daily Advocate: June 2, 1892; June 9, 1893.

The San Francisco Chronicle, Friday, October 28, 1921 [J.J. Rose obituary].

County of Alameda, Recorder's Office [original deeds].

Donogh File, Berkeley Architectural Heritage Association archives

BAHA architect database.

Husted's Oakland, Alameda and Berkeley, Directory: 1892–1920. At Oakland Public Library.

San Francisco City Directory: 1880–1940. At Marin County Public Library.

Oral history from daughters of Josiah J. Rose, mid-1960s.

Historic maps of Oakland Township and Berkeley from the Bancroft Library circa 1878–1900.

20. Recorder:

Denise and Michael Sewell, P.O. Box 811, Forest Knolls, CA 94933 (415) 488-1134

Daniella Thompson, 2663 Le Conte Ave, Berkeley, CA 94709 (510) 644-9344

21. Recorded: July 1998