

Ser. No. _____
HABS _____ HAER _____ NR 4 SHL _____ Loc _____
UTM: A 10511420 427446 B _____
C _____ D _____

HISTORIC RESOURCES INVENTORY

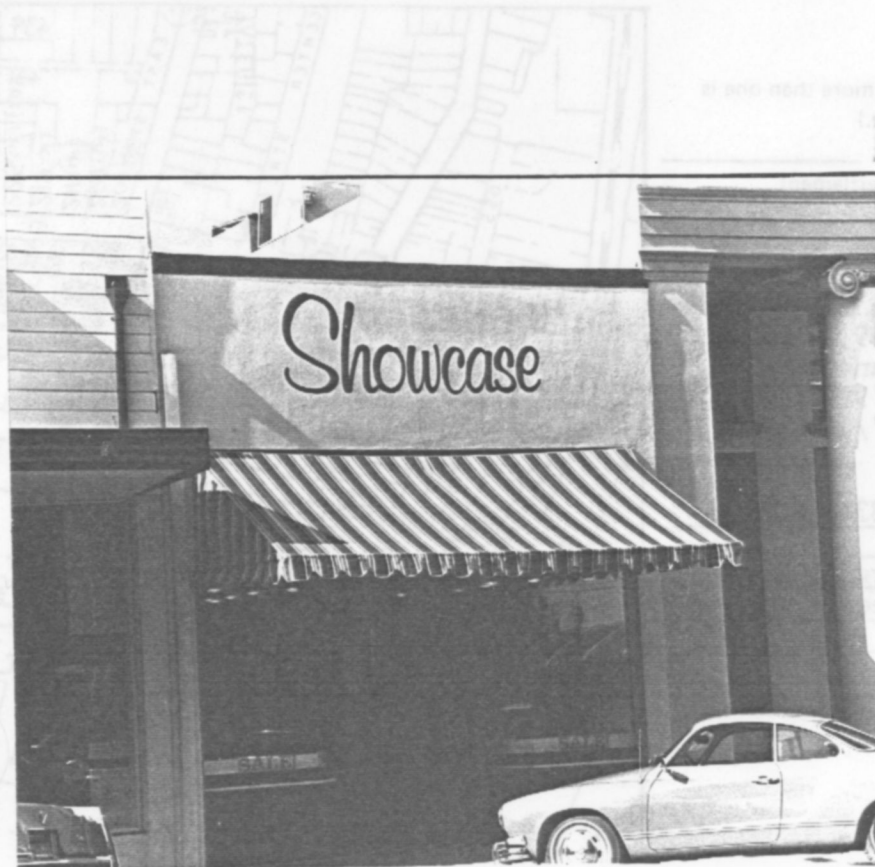
IDENTIFICATION

1. Common name: _____
2. Historic name: Koberg Jewelry
3. Street or rural address: 117 Plaza Street
City Healdsburg, Ca Zip 95448 County Sonoma
4. Parcel number: 002-181-21-2
5. Present Owner: Giovannoni Juanita Et Al Address: P.O. Box 207
City Healdsburg Ca Zip 95448 Ownership is: Public _____ Private X
6. Present Use: commercial Original use: commercial

DESCRIPTION

- 7a. Architectural style: Non-specific Commercial
- 7b. Briefly describe the present *physical description* of the site or structure and describe any major alterations from its original condition:

The original victorian facade of this structure pictured in a 1913 photo is almost exactly identical to 113 Plaza. This facade has been radically altered to its present appearance. The cornice and transom windows have been removed and stuccoed once and the area under the display windows have been tiled.



8. Construction date: Estimated _____ Factual 1908
9. Architect _____
10. Builder _____
11. Approx. property size (in feet)
Frontage 17.57 Depth 98
or approx. acreage _____
12. Date(s) of enclosed photograph(s)
10 Aug 82 05/19

13. Condition: Excellent _____ Good X Fair _____ Deteriorated _____ No longer in existence _____
14. Alterations: _____
15. Surroundings: (Check more than one if necessary) Open land _____ Scattered buildings _____ Densely built-up X
Residential _____ Industrial _____ Commercial X Other: _____
16. Threats to site: None known _____ Private development _____ Zoning _____ Vandalism _____
Public Works project _____ Other: Redevelopment
17. Is the structure: On its original site? X Moved? _____ Unknown? _____
18. Related features: _____

SIGNIFICANCE

19. Briefly state historical and/or architectural importance (include dates, events, and persons associated with the site.)

This structure although substantially altered, represents the third wave of construction following the 1906 earthquake and an unbroken chain of a Healdsburg jewelry business dating from the 1880's to the present. B.F. Winkler came from Germany and started a watchmaking and jewelry business in 1887. A. Thumann bought out Winkler in 1889, and he, in turn, sold to another German, Louis C. Koberg. Koberg Jewelry remained in the old Union Hotel building on the main street until 1908, when Koberg built a new building with a lush interior on a lot recently made vacant by the earthquake (this site). He installed a large street clock in front of the store. Finley W. Frisch bought Koberg's store in 1914 and ran it until 1956, when it was sold to Richard Holtzen. Holtzen remained here until he moved the store to Center Street in 1966. The front of the building was torn out and replaced in 1929.

20. Main theme of the historic resource: (If more than one is checked, number in order of importance.)

Architecture _____ Arts & Leisure _____
Economic/Industrial X Exploration/Settlement _____
Government _____ Military _____
Religion _____ Social/Education _____

21. Sources (List books, documents, surveys, personal interviews and their dates). Ent: 2/6/1889, 5/8/1889, 1/1/1890; Hldsbg. Tribune: 5/4/1899, 10/9/1908; Scimitar: 4/9/1914; Int.: Richard Holtzen 7/1983.

22. Date form prepared July 25, 1983
By (name) Langhart Museum
Organization city of Healdsburg
Address: 133 Matheson Street
City Healdsburg, Ca Zip 95448
Phone: (707) 433-4717

