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 38
    or approx. acreage
12. Date(s) of enclosed photograph(s)
    10 Aug 82 05/19
13. Condition: Excellent  X  Good  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  X  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  X  Arts & Leisure
Economic/Industrial  X  Exploration/Settlement
Government  Military
Religion  Social/Education


22. Date form prepared  July 25, 1983
    By (name)  Langhart Museum
    Organization  city of Healdsburg
    Address:  123 Matheson Street
    City  Healdsburg, Ca  Zip  95448
    Phone:  (707) 433-4717