CAREY & CO. INC.
ARCHITECTURE

Transbay Center Survey
San Francisco, California

DPR 523B Forms

March 23, 2010

INTRODUCTION

The Transbay Joint Powers Authority has engaged Carey & Co. to complete or update Department of Parks and Recreation (DPR) Building, Structure, and Object (523B) forms for 57 properties that surround the New Montgomery and 2nd Street Conservation District. Kelley & VerPlanck prepared DPR Primary Record (523A) forms for these buildings in 2008 as part of the Transbay Center District Survey. The DPR 523B forms provide primary and secondary documentation for each building's history as well as an evaluation of each building's eligibility for listing in the National Register of Historic Places (NRHP) and the California Register of Historical Resources (CRHR). These evaluations also provide an update to Kelley & VerPlanck's findings.

SUMMARY OF FINDINGS

Carey & Co. determined that 26 properties appear to be individually eligible for the National Register of Historic Places and/or the California Register of Historical Resources. Of these properties, 15 are also either contributors to the existing Second and Howard Street National Register Historic District or appear to be eligible as contributors to the proposed New Montgomery, 2nd Street, and Mission Street Conservation District or the proposed Tehama Street Historic District. Carey & Co. has identified the latter district of four buildings and recommends that additional research and survey work be conducted to determine the extent of its boundary and significance. Nine properties that do not appear to be individually eligible at the local, state, or national level do appear to be eligible as contributors to the proposed districts. Finally, Carey & Co. determined that 13 properties listed in the 2008 Transbay Center District Survey as contributors to the proposed New Montgomery, 2nd Street, and Mission Street Conservation District are not, in fact, eligible as contributors.

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METHODOLOGY

Carey & Co. conducted a sidewalk survey of the 57 properties to confirm building descriptions included in DPR 523A forms prepared by Kelley & VerPlanck in 2008, make preliminary observations about integrity, and to take digital photographs of each building for reference purposes. Carey & Co. then researched a variety of primary sources to record the history of each building. These sources included building permits, city directories, Sanborn Fire Insurance maps and other historic maps, historical newspaper articles and photographs, professional journals like *Architect & Engineer*, the United States Federal Census, and the California Great Register of Voters. Archival repositories included the San Francisco History Center at the San Francisco Public Library; San Francisco Architectural Heritage; Calisphere, an online repository of images, texts, and documents from repositories throughout the state, including the Bancroft Library and the Environmental Design Archives at the University of California, Berkeley, as well as the Society of Pioneers and the California Historical Society in San Francisco; and the online photographic catalogue of the California State Library. Secondary sources primarily focused on the history of the South of Market district, labor history in San Francisco, and the earthquake and fires of 1906, but also included histories of San Francisco's mid twentieth-century redevelopment programs.

This report includes 2 appendices:

Appendix A: Table of Updated Status Codes and District Contributors
Appendix B: DPR 523B Forms

REGULATORY FRAMEWORK

The regulatory background outlined below offers an overview of federal, state, and local criteria used to assess the historic significance and eligibility of a building, structure, object, site or district for listing in the National Register of Historical Places (NRHP), in the California Register of Historical Resources (CRHR), and as a San Francisco City Landmark.

Federal Government Criteria

National Register Bulletin Number 15, *How to Apply the National Register Criteria for Evaluation*, describes the Criteria for Evaluation as being composed of two factors. First, the property must be "associated with an important historic context."[1] The National Register identifies four possible context types, of which at least one must be applicable at the national, state, or local level. As listed under Section 8, "Statement of Significance," of the National Register of Historic Places Registration Form, these are:

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.

[1] U. S. Department of the Interior, National Park Service, *National Register Bulletin: How to Apply the National Register Criteria for Evaluation*, National Register Bulletin 15 (Washington, D.C., 1997), 3.

D. Property has yielded, or is likely to yield, information important to prehistory or history.[2]

Certain resources are not usually considered for listing in the NRHP:

- Religious properties;
- Moved properties;
- Birthplaces and graves;
- Cemeteries;
- Reconstructed properties;
- Commemorative properties; and
- Properties that have achieved significance within the past 50 years.

These properties can be eligible for listing, however, if they meet special requirements, called Criteria Considerations (A-G), in addition to meeting the regular requirements (that is, being eligible under one or more of the four significance criteria and possessing integrity).

Generally, such properties will qualify for the NRHP if they fall within the following seven criteria considerations:

A. A religious property deriving primary significance from architectural or artistic distinction or historical importance; or

B. A building or structure removed from its original location but which is significant primarily for architectural value, or which is the surviving structure most importantly associated with a historic person or event; or

C. A birthplace or grave of a historical figure of outstanding importance if there is no appropriate site or building directly associated with his or her productive life; or

D. A cemetery which derives its primary significance from graves of persons of transcendent importance, from age, from distinctive design features, or from association with historic events; or

E. A reconstructed building when accurately executed in a suitable environment and presented in a dignified manner as part of a restoration master plan, and when no other building or structure with the same association has survived; or

F. A property primarily commemorative in intent if design, age, tradition, or symbolic value has invested it with its own exceptional significance; or

G. A property achieving significance within the past 50 years if it is of exceptional importance. Fifty years is a general estimate of the time needed to develop historic perspective and to evaluate significance. This consideration guards against the listing of properties of passing contemporary interest and ensures that the National Register is a list of truly historic places…A building constructed early in the twentieth century (and having no architectural importance), but that was associated with an important period during the 1950s, must be evaluated under Criteria Consideration G because the Period

[2]U.S Department of the Interior 1997, 41-43.

> of Significance is within the past fifty years. Such a property would qualify if the person was of exceptional importance. [3]

Integrity
Second, for a property to qualify under the National Register's Criteria for Evaluation, it must also retain "historic integrity of those features necessary to convey its significance."[4] While a property's significance relates to its role within a specific historic context, its integrity refers to "a property's physical features and how they relate to its significance."[5] To determine if a property retains the physical characteristics corresponding to its historic context, the National Register has identified seven aspects of integrity:

> Location is the place where the historic property was constructed or the place where the historic event occurred.
>
> Design is the combination of elements that create the form, plan, space, structure, and style of a property.
>
> Setting is the physical environment of a historic property.
>
> Materials are the physical elements that were combined or deposited during a particular period of time and in a particular pattern or configuration to form a historic property.
>
> Workmanship is the physical evidence of the crafts of a particular culture or people during any given period in history or prehistory.
>
> Feeling is a property's expression of the aesthetic or historic sense of a particular period of time.
>
> Association is the direct link between an important historic event or person and a historic property.[6]

Since integrity is based on a property's significance within a specific historic context, an evaluation of a property's integrity can only occur after historic significance has been established.[7]

State of California Criteria
The California Office of Historic Preservation's Technical Assistance Series #6, *California Register and National Register: A Comparison*, outlines the differences between the federal and state processes. The context types to be used when establishing the significance of a property for listing on the California Register of Historical Resources are very similar, with emphasis on local and state significance. They are:

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[3] U.S. Department of the Interior 1997, 75.
[4] Ibid, 15 & 3.
[5] Ibid, 44.
[6] Ibid, 44-45.
[7] Ibid, 45.

1. It is associated with events that have made a significant contribution to the broad patterns of local or regional history, or the cultural heritage of California or the United States; or

2. It is associated with the lives of persons important to local, California, or national history; or

3. It 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

4. It has yielded, or is likely to yield, information important to prehistory or history of the local area, California, or the nation.[8]

Like the NRHP, evaluation for eligibility to the CRHR requires an establishment of historic significance before integrity is considered. California's integrity threshold is slightly lower than the federal level. As a result, some resources that are historically significant but do not meet NRHP integrity standards may be eligible for listing on the CRHR.[9]

California's list of special considerations is shorter and more lenient than the NRHP. It includes some allowances for moved buildings, structures, or objects, as well as lower requirements for proving the significance of resources that are less than 50 years old and a more elaborate discussion of the eligibility of reconstructed buildings.[10]

In addition to separate evaluations for eligibility for the CRHR, the state automatically lists on the CRHR resources that are listed or determined eligible for the NRHP through a complete evaluation process.[11]

California Historical Resource Status Codes
The California Historic Resource Status Codes (status codes) are a series of ratings created by the California Office of Historic Preservation to quickly and easily identify the historic status of resources listed in the state's historic properties database. These codes were revised in August 2003 to better reflect the historic status options available to evaluators. The following are the seven major status code headings:

1. Properties listed in the National Register or the California Register.
2. Properties determined eligible for listing in the National Register or the California Register.
3. Appears eligible for National Register or California Register through Survey Evaluation.
4. Appears eligible for National Register or California Register through other evaluation.
5. Properties recognized as historically significant by local government.
6. Not eligible for listing or designation.
7. Not evaluated for National Register or California Register or needs revaluation.

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[8] California Office of Historic Preservation, *California Register and National Register: A Comparison*, Technical Assistance Series 6, (Sacramento, 2001), 1.
[9] Ibid, 1.
[10] Ibid, 2.
[11] All State Historical Landmarks from number 770 onward are also automatically listed on the California Register. [California Office of Historic Preservation, *California Register of Historical Resources: The Listing Process*, Technical Assistance Series 5, (Sacramento, n.d.) 1.

San Francisco City Landmark Criteria
Article 10 of the Planning Code for San Francisco sets forth proposals for city landmark designations with the aid of the National Register of Historic Places (NRHP) Criteria in evaluating a resource's historic significance.[12] The four criteria for the National Register of Historical Places are listed above under Regulatory Framework.

FINDINGS AND RECOMMENDATIONS

Carey & Co. determined the following 11 properties appear to be individually eligible for listing in the National Register of Historic Properties and, therefore, the California Register of Historical Resources and as San Francisco landmarks under Article 10 of the Planning Code:

APN	Number	Street
3736-006	234	1st Street
3736-095	217	2nd Street
3735-055	240	2nd Street
3735-008	606	Folsom Street
3735-013	666	Folsom Street
3735-017	40	Hawthorne Street
3736-083	527	Howard Street
3736-112	531	Howard Street
3736-099	583	Howard Street
3721-029	77-79	Natoma Street
3722-014	145	Natoma Street[13]

[12] San Francisco Preservation Bulletin No. 5, pgs. 5-6.
[13] At forty years-old, 145 Natoma Street (APN 3722-014, constructed in 1970) has not reached the sufficient age to be eligible for the National Register of Historic Places; however, it does meet eligibility requirements for the California Register of Historical Resources.

The following 15 properties were found to be *both* individually eligible and also contributors to the Second and Howard Street National Register Historic District; eligible as contributors to the potential CRHR-eligible New Montgomery, 2nd Street, and Mission Street Conservation District; or eligible contributors to the proposed NRHP-eligible Tehama Street district (discussed below):

APN	Number	Street	District
3707-012	90	2nd Street	Proposed New Mont.
3706-093	80	3rd Street	Proposed New Mont.
3721-092	580	Howard Street	Second and Howard Street
3735-042	651	Howard Street	Proposed New Mont.
3735-041	657	Howard Street	Proposed New Mont.
3735-039	667	Howard Street	Proposed New Mont.
3707-032	163	Jessie Street	Proposed New Mont.
3722-069	647	Mission Street	Proposed New Mont.
3707-020	658	Mission Street	Proposed New Mont.
3707-021	666	Mission Street	Proposed New Mont.
3722-013	147	Natoma Street	Proposed New Mont.
3722-011	161	Natoma Street	Proposed New Mont.
3736-091	72	Tehama Street	Proposed Tehama Street
3736-093	78	Tehama Street	Proposed Tehama Street
3736-094	90	Tehama Street	Proposed Tehama Street

Carey & Co. also determined that while the following 9 properties do not appear to be individually eligible at the local, state, or national level, they are contributors to the Second and Howard Streets National Register Historic District; appear to be eligible as contributors to the potential CRHR-eligible New Montgomery, 2nd Street, and Mission Street Conservation District; or appear to be eligible for the proposed NRHP-eligible Tehama Street district (discussed below).

APN	Number	Street	District
3721-025	171	2nd Street	Second and Howard Street
3721-022	191	2nd Street	Second and Howard Street
3707-057	17	3rd Street	Proposed New Mont.
3736-100	577	Howard Street	Second and Howard Street
3736-098	589	Howard Street	Second and Howard Street
3722-070	641	Mission Street	Proposed New Mont.
3722-068	657	Mission Street	Proposed New Mont.
3722-067	663	Mission Street	Proposed New Mont.
3736-092	74	Tehama Street	Proposed Tehama Street

Carey & Co. found the following 13 properties that were previously determined to be eligible for the New Montgomery, 2nd Street, and Mission Street Conservation District proposed by Kelley & VerPlanck to be ineligible as contributors. They either cannot be associated adequately with major events or broad trends in history that characterize the district, do not fit the building types that dominate the district, or lack integrity to convey their historical significance. In addition, these buildings do not appear to be individually eligible for local, state, or national listing.

APN	Number	Street
3736-096	205	2nd Street
3721-014	530	Howard Street
3736-110	547	Howard Street
3736-086	555	Howard Street
3736-107	557	Howard Street
3736-102	571	Howard Street
3722-012	658	Howard Street
3722-027	15	Hunt Street
3721-052	83	Minna Street
3722-058	142	Minna Street
3721-015	55	Natoma Street
3721-108	83	Natoma Street
3721-047	90	Natoma Street

As stated, Carey & Co. determined that 72, 74, 78, and 90 Tehama Street may form a historic district containing a distinct collection of small-scale, light industrial buildings with a high level of architectural design and which were erected after the 1906 disaster. The firm recommends that additional research and survey work be conducted to finalize the district's boundary and significance. In particular, adjacent buildings along Tehama Street may be considered contributing resources as well. A map of the proposed district is below.

Proposed boundary of the Tehama Street historic district. The boundary is subject to change pending additional research and survey work.

A complete chart of all 57 surveyed properties and their status codes can be found in Appendix A. The DPR 523B forms, which delineate their history and significance, can be found in Appendix B.

Appendix A

Table of Updated Status Codes and District Contributors

Transbay Center Survey, DPR 523B Forms
San Francisco, California

Carey & Co., Inc.

APN	Number	Street	Individually Eligible	District Contributor	District Name[1]	Updated Status Code	KVP Status Code[2]
3736-006	234	1st Street	Y	N		3S	N/A
3707-012	90	2nd Street	Y	Y	Proposed New Mont.	3S, 3CB	3CB
3721-025	171	2nd Street	N	Y	Second and Howard St.	1D, 3CD	1D, 3CD
3721-023	181	2nd Street	N	N	Second and Howard St. (NC)	6Z	6Z
3721-022	191	2nd Street	N	Y	Second and Howard St.	1D, 3CD	1D, 3CD
3736-096	205	2nd Street	N	N		6Z	3CD
3736-095	217	2nd Street	Y	N		3S	3CD
3735-055	240	2nd Street	Y	N		3S	3CS
3707-057	17	3rd Street	N	Y	Proposed New Mont.	3CD	3CD
3706-093	80	3rd Street	Y	Y	Proposed New Mont.	3S, 3CB	3S, 3CB
3735-008	606	Folsom Street	Y	N		3S	3CS
3735-013	666	Folsom Street	Y	N		3S	3CS
3735-017	40	Hawthorne Street	Y	N		3S	3CS
3736-083	527	Howard Street	Y	N		3S	3S, 3CB
3721-014	530	Howard Street	N	N		6Z	3CD
3736-112	531	Howard Street	Y	N		3S	3S, 3CB
3736-110	547	Howard Street	N	N		6Z	3CD
3736-086	555	Howard Street	N	N		6Z	3CD

[1] "Proposed New Mont." refers to the proposed New Montgomery, 2nd Street, and Mission Street Conservation District. "Second and Howard St." refers to the Second and Howard Street National Register Historic District. "Proposed Tehama Street" refers to the proposed Tehama Street Historic District. "NC" indicates the building is a non-contributor to the historic district.

[2] "KVP Status Code" refers to the status codes assigned by Kelly & VerPlanck in the 2008 *Transbay Center District Survey and Historic Context Statement*.

APN	Number	Street	Individually Eligible	District Contributor	District Name	Updated Status Code	KVP Status Code
3736-107	557	Howard Street	N	N		6Z	3CD
3721-019	562	Howard Street	N	N		6Z	6Z
3721-020	568	Howard Street	N	N		6Z	6Z
3736-102	571	Howard Street	N	N		6Z	3CD
3736-100	577	Howard Street	N	Y	Second and Howard St.	1D	1D, 3CD
3721-092	580	Howard Street	Y	Y	Second and Howard St.	3S, 1D, 3CB	1D, 3CD
3736-099	583	Howard Street	Y	N	Second and Howard St. (NC)	3S	1D, 3CD
3736-098	589	Howard Street	N	Y	Second and Howard St.	1D	1D, 3CD
3735-050	633	Howard Street	N	N		6Z	6Z
3722-024	648	Howard Street	N	N		6Z	6Z
3735-042	651	Howard Street	Y	Y	Proposed New Mont.	3S, 3CB	3CD
3735-041	657	Howard Street	Y	Y	Proposed New Mont.	3S, 3CB	3CB
3722-012	658	Howard Street	N	N		6Z	3CD
3722-026	660	Howard Street	N	N		6Z	6Z
3735-040	663	Howard Street	N	N		6Z	6Z
3735-039	667	Howard Street	Y	Y	Proposed New Mont.	3S, 3CB	3CD
3722-027	15	Hunt Street	N	N		6Z	3CD
3707-032	163	Jessie Street	Y	Y	Proposed New Mont.	3S, 3CB	3CD
3721-052	83	Minna Street	N	N		6Z	3CD
3722-058	142	Minna Street	N	N		6Z	3CD
3722-070	641	Mission Street	N	Y	Proposed New Mont.	3CD	3CD
3707-018	646	Mission Street	N	N		6Z	N/A
3722-069	647	Mission Street	Y	Y	Proposed New Mont.	3S, 3CB	3CB

APN	Number	Street	Individually Eligible	District Contributor	District Name	Updated Status Code	KVP Status Code
3722-068	657	Mission Street	N	Y	Proposed New Mont.	3CD	3CD
3707-020	658	Mission Street	Y	Y	Proposed New Mont.	3S, 3CB	3CB
3722-067	663	Mission Street	N	Y	Proposed New Mont.	3CD	3CD
3707-021	666	Mission Street	Y	Y	Proposed New Mont.	2D, 3S, 3CB	2D, 3CB
3721-015	55	Natoma Street	N	N		6Z	3CD
3721-108	83	Natoma Street	N	N		6Z	3CD
3721-047	90	Natoma Street	N	N		6Z	3CD
3722-014	145	Natoma Street	Y	N		3CS, 7N1	3CS
3722-013	147	Natoma Street	Y	Y	Proposed New Mont.	3S, 3CB	3S, 3CB
3722-011	161	Natoma Street	Y	Y	Proposed New Mont.	3S, 3CB	3CD
3736-091	72	Tehama Street	Y	Y	Proposed Tehama Street	2S2, 3CB	2S2, 3CB
3736-092	74	Tehama Street	N	Y	Proposed Tehama Street	3CD	3CD
3736-093	78	Tehama Street	Y	Y	Proposed Tehama Street	3CB	3CB
3736-094	90	Tehama Street	Y	Y	Proposed Tehama Street	3CB	3CB

Appendix B

DPR 523B Forms

Transbay Center Survey, DPR 523B Forms
San Francisco, California

Carey & Co., Inc.

Primary #
HRI#

BUILDING, STRUCTURE, AND OBJECT RECORD

***NRHP Status Code** 3S, 3CB

*Resource Name or # : 90 2nd Street

B1. Historic Name: Burdette Building
B2. Common Name:
B3. Original Use: Saloon and hardware store
B4. Present Use: commercial
***B5. Architectural Style:** American Comercial
***B6. Construction History:** Constructed in 1906. Ground floor modifications.

***B7. Moved?** ☑No ☐Yes ☐Unknown **Date:** **Original Location:**
***B8. Related Features:** None

B9a. Architect: unknown
b. Builder: unknown
***B10. Significance: Theme:** Earthquake and fires of 1906
Area: South of Market district, San Francisco, CA
Period of Significance: 1906
Property Type: Commercial
Applicable Criteria: A/1, C/3

Summary Evaluation

The Burdette Building at 90 Second Street appears to be individually eligible for the National Register of Historic Places (NRHP) or California Register of Historical Resources (CRHR) under Criterion A/1 as a survivor of the 1906 Earthquake and Fires, and under Criterion C/3 as a rare example of intact pre-1906 American Commercial architecture in San Francisco's downtown. The period of significance is 1906, when the building survived the Great Earthquake and Fires. The building may also be a contributor to a proposed CRHR-eligible district.

See continuation sheet.

B11. Additional Resource Attributes:

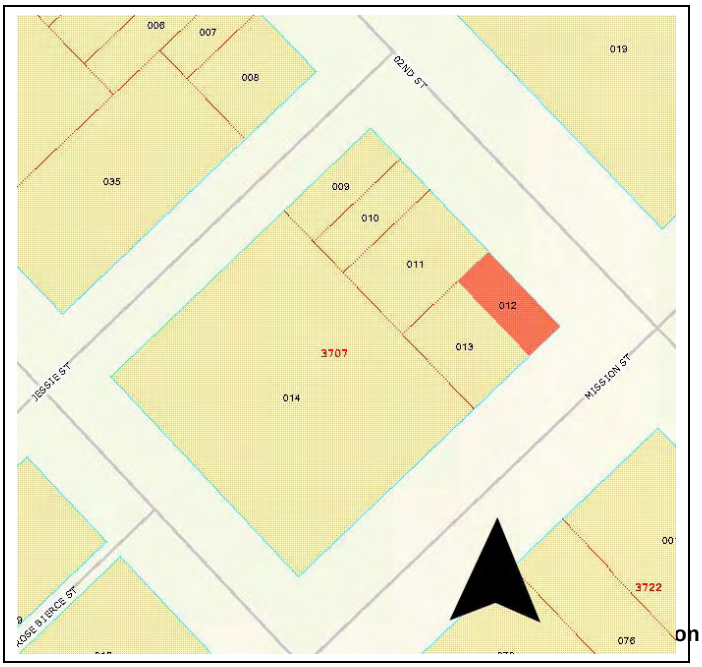
***B12. References:**

See continuation sheet.

B13. Remarks:

***B14. Evaluator:** Carey & Co., Inc.

***Date of Evaluation:** March 18, 2010



*Recorded by: Carey & Co., Inc. *Date: March 18, 2010 ☑ Continuation ☐ Update

Continuation of B10. Significance:

Prior to the 1906 earthquake and fires, the area around Second and Mission Street was dominated by commercial enterprises. Kelley and VerPlanck write of the area, "Serving as a virtually self-contained city for its residents, the South of Market contained everything necessary to sustain daily existence, including hundreds of saloons, groceries, dry goods stores, bakeries, butchers, shoemakers and repairers, seamstresses, public bathhouses, doctors and dentists (many of whom probably had little professional training), ethnic and social organizations, houses of prostitution, and undertakers" (2008:27). The 1899 Sanborn maps capture the pre-1906 character of the area around Mission and Second Streets, with the large hotels and commercial buildings interspersed with one- to two-story commercial and retail buildings, similar to the Burdette Building. These latter buildings housed stores, restaurants, and saloons that catered to the tightly packed residential buildings that lined the side streets and alleys.

In 1905 J. W. Burdette, an attorney with offices in the Call Building, originally planned to construct a twelve-story building, which would have matched the Atlas Building next store and helped the extension of the downtown commercial district into the South of Market Street area, as envisioned by the creation of New Montgomery Street. Instead Burdette constructed his two-story over basement building that continued to house a saloon on that corner of Mission and Second Streets. Charles Corey, a former Superior Court clerk, ran the saloon on the first floor. The upper floor was occupied by the A. S. Keeler Company, hardware merchants. The original building permit was not found and the architect and builder were not identified.

*Recorded by: Carey & Co., Inc. *Date: March 18, 2010 ☑ Continuation ☐ Update

Continuation of B10. Significance:

Early in the morning of April 18, 1906, a strong earthquake jolted San Franciscans out of their slumber. Catastrophic fires, assisted by a failed water system, rampaged through city over the next few days. When the smoke cleared, 497 blocks of San Francisco, including the South of Market District, was a decimated wasteland that had to be rebuilt from scratch. The only private building in the area to survive unscathed was the Burdette Building. Unlike nearby structures on Mission Street, such as the Aronson Building or the Atlas Building, which stood as burnt out hulls that need completely new interiors, fenestration, and often exterior repairs, the Burdette Building – including both businesses it housed – was untouched by either the fires or earthquake.

According to the *San Francisco Call* the building survived the earthquake unscathed due to its foundation. As mentioned above, Burdette has originally planned on constructing a 12-story building but instead erected just two floors on the 12-story foundation. Everything around the building burned and the *Call* argues that the building was likely shielded from the flames by the taller Atlas Building next store.

The 1913 Sanborn maps indicate that the building still housed a saloon. The building was owned by J. W. Burdette or his wife Isabel until 1945 when it was granted to Arthur Kanzee, Jr. By 1950 the building's interior was reconfigured with two stores fronting on Mission Street and restaurant on Second Street.

Evaluation

The Burdette Building at 90 Second Street appears to be eligible for the NRHP/CRHR under Criterion A/1, for its association with events or broad trends in history. Constructed in 1905, the Burdette Building is one of few buildings that survived the 1906 earthquake and fire that otherwise destroyed most structures along Market Street and the South of Market neighborhood. The Burdette Building was unscathed; its interior and fenestration remained intact, which was unique among the survivors. Most survivors, including the Flood Building, Ferry Building, the Aronson Building at 700 Mission, Grant Building at 1095-97 Market Street, and the Atlas Building at 602-606 Mission, were burnt out shells that required significant repairs and new interiors,.

The building does not appear to be eligible for the NRHP/CRHR under Criterion B/2, as it is not known to be associated with persons of historical significance.

The building appears to be significant under Criterion C/3 as a rare example of pre-1906 Commercial style architecture in the downtown area, a significant and rare example of a building type. Its arched windows, deep reveals, cornice, and masonry construction make it a good example of this type.

Integrity

The building 90 Second Street appears to retain a good level of integrity. Historical photographs indicate that some modifications have occurred to ground floor, but the cornice and windows appear to be original. The building retains its integrity of design, materials, workmanship, feeling, and association. It has not been moved and retains its integrity of location. Ongoing development in the area has removed some of the surrounding modest-scale commercial warehouse and light industrial architecture, which has impacted the building's setting.

Previous Surveys

According to San Francisco Planning Department records, 90 Second Street received a rating IV in the City's Downtown Master Plan, a rating of C the 1977-1978 San Francisco Architectural Heritage Survey, and was part of the San Francisco Landmarks Board's 1990 Unreinforced Masonry Building Survey. The building is also included in the New Montgomery-Second Street Conservation District. In the 2008 Transit Center District Survey, Kelley & VerPlanck assigned the building California Historical Resource Status Code 3CB, indicating it appears to be eligible both individually and for listing in the CRHR as a contributor to a CRHR-eligible district through a survey evaluation.

Continuation of B12. References:

Bloomfield, Anne. "A History of the California Historical Society's New Mission Street Neighborhood." *California History*, Vol. 74, no. 4 (Winter 1995/1996): 373-393.

Bloomfield, Anne. "Second and Howard Streets District: National Historic District Nomination." October 3, 1998.

Building Permits for 90 Second Street. City and County of San Francisco Department of Building and Inspection.

____. "Burdette's Building is Intact Amid Ruins" *San Francisco Call,* Monday, June 18, 1906.

Kelley & VerPlanck. "Transit Center District Survey." Prepared for the San Francisco Planning Department. July 22, 2008.

Sanborn Fire Insurance Co. "San Francisco," 1899, sheets 129, 130, 131, 132; 1913, Sheet 130; 1950, sheet 130.

San Francisco City Directories.

San Francisco Landmarks Preservation Advisory Board. A Context Statement and Architectural/Historical Survey of Unreinforced Masonry Building (UMB) Construction in San Francisco from 1850 to 1940. San Francisco, Calif.: Landmarks Preservation Advisory Board, San Francisco Department of City Planning. November 1990.

San Francisco Assessor Records.

United States Federal Census, 1860-1930, www.ancestry.com, accessed January 14, 2010.

Primary #
HRI#

BUILDING, STRUCTURE, AND OBJECT RECORD

***NRHP Status Code** 1D, 3CD

*Resource Name or # : 171 Second Street

B1. Historic Name: Westinghouse Building
B2. Common Name: Electrical Building
B3. Original Use: office building
B4. Present Use: office building
***B5. Architectural Style:** American Commercial
***B6. Construction History:** Constructed in 1908. Windows added on eastern elevation upper floors during 1930-1950s. Ground and second floors redone in 1950s and 1980s. Cornice removed, date unknown.

***B7. Moved?** ☑No ☐Yes ☐Unknown **Date:** **Original Location:**
***B8. Related Features:** none

B9a. Architect: John Cotter Pelton
b. Builder: unknown
***B10. Significance: Theme:** urban reconstruction, architecture **Area:** South of Market district, San Francisco, CA
Period of Significance: 1906-1909 **Property Type:** building **Applicable Criteria:** 1, C/3

Summary Evaluation

The Electrical Building at 171 Second Street is currently a contributing building to the Second and Howard Streets National Register Historic District. The building is also a contributor to the proposed CRHR-eligible New Montgomery, Mission & Second Historic District (see Kelley and VerPlanck 2008). It does not appear to be eligible for individual listing in the National Register of Historic Places (NRHP) or the California Register of Historical Resources (CRHR).

Historic Context

In 1908 architect John Cotter Pelton, Jr., design the six-story over basement brick office building at 171 Second Street (Block 3721, Lot 022) in the American commercial style. The building's first tenant was the Westinghouse Electric Company. The building was constructed during the first wave of reconstruction in the South of Market neighborhood, which was leveled after the 1906 earthquake and fires. Due to eleven fires that started in the area and the neighborhood's high concentration of wood-frame buildings, very few structures survived the disaster The building at 171 Second Street was part of trend in

B11. Additional Resource Attributes:

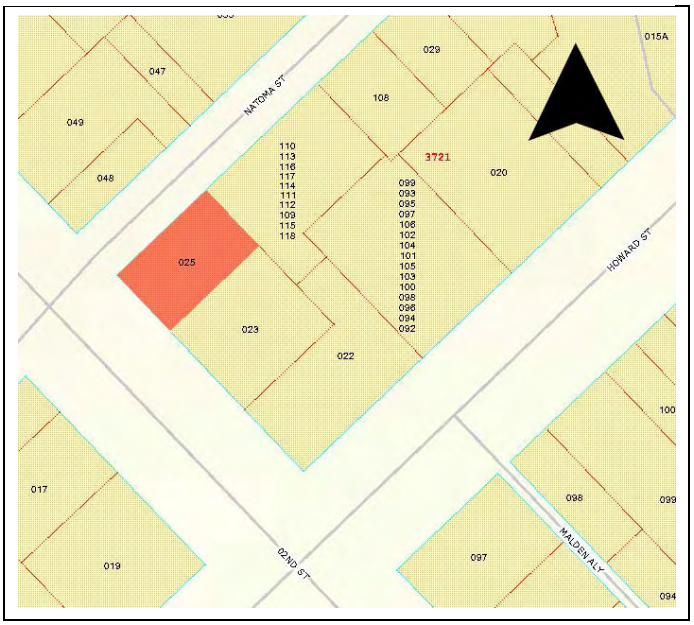
***B12. References:**

See continuation sheet.

B13. Remarks:

***B14. Evaluator:** Carey & Co., Inc.

***Date of Evaluation:** March 18, 2010



*Required information

Continuation of B10. Significance:

the area around Howard and Second Streets that replaced primarily residential structures with loft and commercial buildings, many of which housed construction supply companies and related services.

The Electrical Building was designed by prominent San Francisco and Los Angeles architect John Cotter Pelton, Jr. Born in San Francisco in 1856, Pelton worked as a draftsman in the offices of notable San Francisco architectural firm Wright & Saunders starting in 1875. In 1879 Pelton opened his own firm in partnership with Edward Hatherton. His primary work in San Francisco included some thirty residences designed in the early and mid-1880s. During this period Pelton also produced the architectural patterns and specifications for inexpensive workers' dwellings that became his *Cheap Dwellings* pattern book. By the late 1880s, Pelton moved to Los Angeles for several years and until the 1906 Earthquake and Fire most of his work was in Los Angeles or in Marin County. After the 1906, Pelton designed several building in San Francisco including the Electrical Building, 132 Second Street, and 140-42 Second Street. He died in 1913.

By 1920 the Century Electric Company of St Louis, which supplied alternating current electric motors and fans, occupied the building, and the owner was the General Trading Corporation. During the 1930s J. H. Hayes owned the building, which was used for offices and a store. Building permits show that windows were added on the east wall of the upper floors and were replaced in 1931, 1936, 1946, and 1956. In 1984, the building was seismically upgraded and the glazing on the first and second floors was replaced.

Evaluation

The Electrical Building is a contributor in the Second and Howard Streets National Register District, which is listed under Criterion C for containing a significant concentration of three- to seven-story, Commercial Style warehouse, light industrial, and commercial buildings constructed between 1906 and 1909. The buildings' scale and modest detailing differentiates them from the financial district north of Market Street and reflects their initial tenants, which were construction-related businesses. Constructed in 1908, the Electrical Building's brick construction and recessed double-hung windows contribute to the district's continuity of building type and style. The building is also a contributor to the proposed CRHR-eligible New Montgomery, Mission & Second Historic District (see Kelley and VerPlanck 2008).

However, Electrical Building does not appear to be eligible for individual listing in the NRHP or the CRHR. To be eligible under Criterion A/1, a building cannot merely be associated with historic events or trends but must have a specific association to be considered significant. While this building is associated with the general redevelopment of the area after the 1906 disaster, it was part of the general trend of redevelopment in the area already established by 1908 and did not make a significant contribution to the rebuilding of the city.

The building does not appear to be eligible under Criterion B/2 for its association with the lives of persons important to local, California or national history. The Electrical Building contributes to the architectural significance of the Second and Howard Streets National Register District and the proposed CRHR-eligible New Montgomery, Mission & Second Historic District, but does not appear to be eligible for individual listing under Criterion C/3. Although the six-story building exhibits common characteristics of Commercial Style buildings constructed in the area after the 1906 earthquake and fires, including its brick construction, deeply recessed windows, along with street level retail space, the loss of the cornice and remodeling of the ground and second floors has altered the original design, and the building does not appear to be a particularly significant example of this style or building typology. The building is associated with prominent San Francisco architect John Cotter Pelton but does not appear to be a significant example of his work. Pelton's primary contribution was the Pelton cottage popularized from his *Cheap Pattern* design book and his residential architectural designs.
The building retains a fair level of integrity of design, materials, and workmanship. The removal of the cornice and the replacement of the street-level and second-floor windows has substantially altered the design of this fairly simple building. Small-scale commercial and light industrial buildings still stand in its immediate environment, so it retains a good level of integrity of setting, association, and feeling.

Continuation of B10. Significance:

Previous Evaluations

The building is a contributing structure to the Second and Howard Streets National Register District. Therefore, it has been assigned California Historical Resource Status Code 1D, indicating that it a contributor to the district listed in the NRHP by the Keeper and that is listed in the CRHR. It received a rating of V in the City's Downtown Master Plan and received a rating of C in the 1977-1978 San Francisco Architectural Heritage Survey. It was also surveyed as part of the San Francisco Landmarks Board's 1990 Unreinforced Masonry Building Survey. In the 2008 Transit Center District Survey, Kelley & VerPlanck assigned the building California Historical Resource Status Codes 1D and 3CD, indicating that appears to be eligible for listing in the CRHR as a contributor to a CRHR-eligible district through a survey evaluation.

Continuation of B12. References:

____. "Novel Method of Steel Reinforcement for Concrete Construction," *Architect and Engineer* 19 (January 1910): 55-59.

____. "Westinghouse Building," *San Francisco Evening Bulletin,* July 13, 1907.

Bloomfield, Anne. "A History of the California Historical Society's New Mission Street Neighborhood." *California History* 74, no. 4 (Winter 1995): 372-393.

_____. "Second and Howard Streets District, San Francisco, National Register of Historic Places Nomination Form." October 3, 1998.

Building files, 171 Second Street. San Francisco Planning Department.

Building permit records, 163-171 Second Street. San Francisco Department of Building Inspection.

Kelly & VerPlanck. "Transit Center District Survey, San Francisco, California, Final." Prepared for the San Francisco Planning Department. July 22, 2008.

171 Second Street, vertical files. San Francisco Architectural Heritage.

Pelton, John Cotter, vertical files. San Francisco Architectural Heritage.

Sanborn Fire Insurance Maps, "San Francisco, California," (1913 & 1950), sheet 130.

San Francisco Landmarks Preservation Advisory Board. *A Context Statement and Architectural/Historical Survey of Unreinforced Masonry Building (UMB) Construction in San Francisco from 1850 to 1940.* San Francisco, Calif.: Landmarks Preservation Advisory Board, San Francisco Department of City Planning. November 1990.

San Francisco City Directories, 1908-1938.

VerPlanck, Christopher. "The Story of Dogpatch. Dogpatch Historical Context." Online document accessed, January 25, 2006: http://pier70sf.org/dogpatch/DogHistSig.htm#pelton

Primary #
HRI#

BUILDING, STRUCTURE, AND OBJECT RECORD

***NRHP Status Code** 1D, 3CD

*Resource Name or # : 191 Second Street

B1. Historic Name:
B2. Common Name: Downey Building
B3. Original Use: commercial
B4. Present Use: office, retail
***B5. Architectural Style:** American Commercial
***B6. Construction History:** Constructed in 1906.

***B7. Moved?** ☑No ☐Yes ☐Unknown **Date:** **Original Location:**
***B8. Related Features:** none

B9a. Architect: Ross & Burgren
b. Builder:
***B10. Significance: Theme:** urban reconstruction, architecture **Area:** South of Market district, San Francisco, CA
Period of Significance: 1906-1909 **Property Type:** building **Applicable Criteria:** 1, C/3

Summary Evaluation

The four-story commercial building at 191 Second Street is currently a contributing building to the Second and Howard Streets National Register Historic District. It does not appear to be eligible for individual listing in the National Register of Historic Places (NRHP) or the California Register of Historical Resources (CRHR). It also appears to be eligible as a contributor to a proposed CRHR district.

Historic Context

In 1906 Andrew Downey hired the San Francisco firm of Ross & Burgren to design the four-story brick commercial building at 191 Second Street (Block 3721, Lot 022) in the American commercial style with Renaissance Revival detailing. Downey, a real estate man living in Berkeley, owned several San Francisco buildings and started construction on this building within months after the earthquake and fires of 1906 leveled the South of Market neighborhood. Due to eleven fires that started in the area and the neighborhood's high concentration of wood-frame buildings, very few structures survived the disaster. While the city was

B11. Additional Resource Attributes:

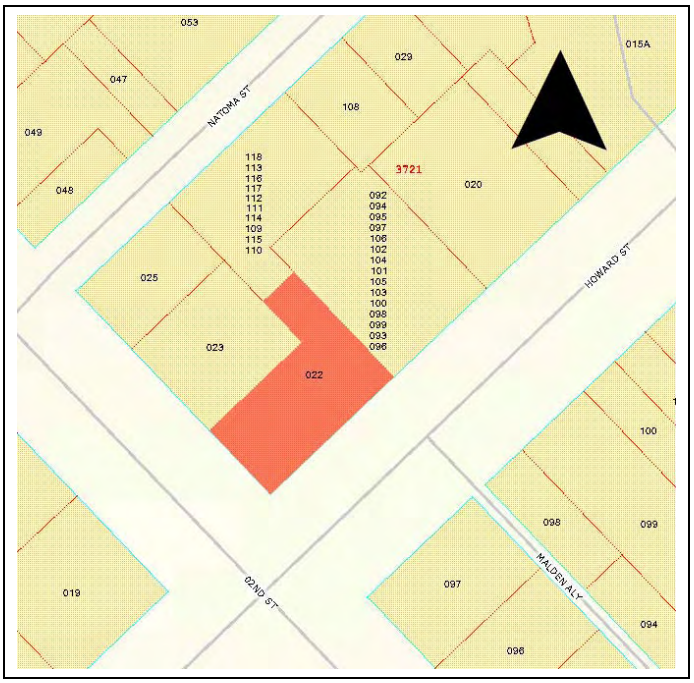
***B12. References:**

See continuation sheet.

B13. Remarks:

***B14. Evaluator:** Carey & Co., Inc.

***Date of Evaluation:** March 18, 2010



*Required information

Continuation of B10. Significance:

rebuilt unevenly, the South of Market district near Howard and Second Streets was reconstructed fairly quickly and was primarily a center of construction supply materials.

Downey contracted prominent Bay Area architect T. Paterson Ross and engineer A. W. Burgren to design this commercial brick building. Ross began working in San Francisco in the early 1890s and started working with Burgen in 1900. The firm was established just after the 1906 earthquake and fires, the firm actively participated in the reconstruction of San Francisco, and also designed 557 Howard Street (extant) and 683 Howard Street (demolished) in the South of Market district. *Architect & Engineer* featured their work in a May 1908 article that highlighted the breadth and diversity of their commissions, which included numerous apartment buildings, hotels, churches, and bungalows. They also designed the Sing Fat Building and the Sing Chong Building in Chinatown, which were billed as fantasies of the "Far East." The seven-story, steel-frame Clunie Building at the northeast corner of California and Montgomery Streets was noted as one of the finest fireproof office buildings in the City at the time of its construction. Born in Edinburgh, Scotland, T. Paterson Ross was also known for his residential work, particularly numerous apartment buildings on Russian Hill.

During the 1910s, the building at 191 Second Street housed a chemical supply company, wholesale liquors, and a confectioners manufacturing company. The 1950 Sanborn Map indicates the building housed a furniture factory, leather manufacturing, and a garment factory.

Evaluation

The Downey Building is a contributor in the Second and Howard Streets National Register District, which is listed under Criterion C for containing a significant concentration of three- to seven-story, Commercial Style warehouse, light industrial, and commercial buildings constructed between 1906 and 1909. The scale of the buildings in this district and their modest detailing differentiates them from the financial district north of Market Street. It also reflects their initial tenants, construction-related businesses. Constructed in 1906, the Downey Building's modest scale, brick construction, paired double-hung recessed windows, and corbelled cornice and string course contribute to the district's continuity of building type and style.

However, Downey Building does not appear to be eligible for individual listing in the NRHP or the CRHR. To be individually eligible under Criterion A/1, a building cannot merely be associated with historic events or trends but must have a specific association to be considered significant. While this building is associated with the general redevelopment of the area after the 1906 disaster, it was part of the general trend of redevelopment in the area and did not make a significant contribution to the rebuilding of the city. However, the building does qualify as a contributor to a proposed CRHR-district based on its association with the post-1906 reconstruction of this South of Market neighborhood.

The building does not appear to be eligible under Criterion B/2 for its association with the lives of persons important to local, California or national history. The Downey Building contributes to the architectural significance of the Second and Howard Streets National Register District but does not appear to be eligible for individual listing under Criterion C/3. The four-story building exhibits common characteristics of Commercial Style buildings constructed in the area after the 1906 earthquake and fires, including its brick construction, deeply recessed paired windows, and simple corbelled brick cornice and therefore is eligible as a district contributor. However, it does not appear to be a particularly significant example of this style or building typology and therefore is not individually eligible. Similarly, the building is one of many buildings that Ross & Burgren designed after the 1906 disaster and it does not appear to be a significant example of their work.

The building retains a good level of integrity of design, materials, and workmanship. The street level wood and glass storefronts are mainly intact and the windows appear to be original or at least compatible wood sash, double hung windows. Small-scale commercial and light industrial buildings still stand in its immediate environment, so it retains a good level of integrity of setting, association, and feeling.

Previous Evaluations

Continuation of B10. Significance:

The building is a contributing structure to the Second and Howard Streets National Register District. Therefore, it has been assigned California Historical Resource Status Code 1D, indicating that it a contributor to the district listed in the NRHP by the Keeper and that is listed in the CRHR. It received a rating of V in the City's Downtown Master Plan and received a rating of C in the 1977-1978 San Francisco Architectural Heritage Survey. It was also surveyed as part of the San Francisco Landmarks Board's 1990 Unreinforced Masonry Building Survey. In the 2008 Transit Center District Survey, Kelley & VerPlanck assigned the building California Historical Resource Status Codes 1D and 3CD, indicating that appears to be eligible for listing in the CRHR as a contributor to a CRHR-eligible district through a survey evaluation.

Continuation of B12. References:

Bloomfield, Anne. "A History of the California Historical Society's New Mission Street Neighborhood." *California History* 74, no. 4 (Winter 1995): 372-393.

_____. "Second and Howard Streets District, San Francisco, National Register of Historic Places Nomination Form." October 3, 1998.

Building files, 191 Second Street. San Francisco Planning Department.

Building permit records, 191 Second Street. San Francisco Department of Building Inspection.

Kelly & VerPlanck. "Transit Center District Survey, San Francisco, California, Final." Prepared for the San Francisco Planning Department. July 22, 2008.

Ross, T. Paterson and A. W. Burgren, vertical files. San Francisco Architectural Heritage.

Sanborn Fire Insurance Maps, "San Francisco, California," 1913, sheet 130; 1950, sheet 130.

San Francisco Landmarks Preservation Advisory Board. *A Context Statement and Architectural/Historical Survey of Unreinforced Masonry Building (UMB) Construction in San Francisco from 1850 to 1940.* San Francisco, Calif.: Landmarks Preservation Advisory Board, San Francisco Department of City Planning. November 1990.

San Francisco City Directories, 1906-1938.

"Some of the Recent Work of T. Paterson Ross, Architect, and A. W. Burgren, Engineer." *Architect & Engineer* 31, no. 1 (November 1912): 46-66.

"The Work of T. Paterson Ross and A. W. Burgren." *Architect & Engineer* 13, no. 1 (May 1908).

Primary #
HRI#

BUILDING, STRUCTURE, AND OBJECT RECORD

***NRHP Status Code** 6Z

*Resource Name or # : 205-215 2nd Street

B1. Historic Name: Bothin Building
B2. Common Name:
B3. Original Use: Commercial building
B4. Present Use: Commercial building
***B5. Architectural Style:** Renaissance Revival
***B6. Construction History:** Constructed in 1906.

***B7. Moved?** ☑No ☐Yes ☐Unknown **Date:** **Original Location:**
***B8. Related Features:**

B9a. Architect: Frank S. Van Trees
b. Builder: Cullen and Matthies
***B10. Significance: Theme:** Real estate development **Area:** South of Market district, San Francisco, CA
Period of Significance: N/A **Property Type:** Commercial **Applicable Criteria:** N/A

Summary of Findings
The brick commercial building at 205-215 2nd Street does not appear to be eligible for individual listing in the National Register of Historic Places (NRHP) or the California Register of Historical Resources (CRHR).

Historic Context
Henry E. Bothin filed a building permit to erect the three-story brick commercial building at 205-215 2nd Street (Block 3736, Lot 096) in July 1906, just months after the earthquake and fires leveled the South of Market neighborhood. Due to eleven fires that started in the area and the neighborhood's high concentration of wood-frame buildings, very few structures survived the disaster. Unlike other areas of the San Francisco that were rebuilt immediately after the disaster, such as North Beach and the financial district, South of Market developed unevenly. Some sections, like the area centered (See continuation sheet.)

B11. Additional Resource Attributes:

***B12. References:**

See continuation sheet.

B13. Remarks:

***B14. Evaluator:** Carey & Co., Inc.

***Date of Evaluation:** March 18, 2010

*Required information

Continuation of B10. Significance:

around New Montgomery, Second, and Mission Streets, were rebuilt immediately, while other portions were not developed for up to a decade. The Bothin Building stands in the former, which was mostly rebuilt by 1913 due to its importance as a southerly extension of the City's downtown north of Market Street.

Born around 1853 in Ohio, Henry Bothin moved in San Francisco in 1875 where he became an extremely wealthy and prominent businessman. His first marriage to Lottie Jennie Bothin ended in divorce in 1908. Shortly thereafter, he married Ellen Bothin. An early business that he ran with his brother Julien C. Bothin in the 1880s to 1890s, the Bothin Manufacturing Company, which manufactured baking powder, coffee, spices, and extracts, dissolved in bankruptcy in 1893, with each brother blaming the other for the financial failure. He went on to run the successful Bothin Realty Company and become the president of the Judson Manufacturing Company.

Caricature of Henry Bothin, 1912.
Men Who Made San Francisco, p. 3.

Henry Bothin was a major landowner in the Bay Area, with many properties in San Francisco, including the South of Market district. According to the 1909 San Francisco Block Book, Bothin owned at least twelve parcels on the blocks bounded by Howard, 1st, Folsom, and 2nd Streets, including the subject property. The 1906 earthquake and fires greatly impacted his landholdings, as he lost around 79 buildings due to the disaster. By 1912, he had rebuilt at least 42 of those properties, including 205-215 2nd Street.

Continuation of B10. Significance:

Prominent San Francisco architect Frank S. Van Trees designed 205-215 2nd Street, which was completed in 1906. Born in Indiana around 1867, Van Trees worked as chief draftsman for the prolific architect A. Page Brown. In addition to designing buildings in the Pacific Heights neighborhood, Brown most notably designed San Francisco's Ferry Building (opened in 1898) and Trinity Episcopal Church (1892). Following Brown's accidental death in 1896, Van Trees went on to design several homes in Pacific Heights, including a Classical Revival-style house for Baron Edward S. Rothschild at 1901 Jackson Street (1902) and the Koshland Mansion at 3800 Washington Street (1906). He also designed numerous apartment buildings, two- to three-story single-family residences, and commercial buildings throughout San Francisco as well as in San Bruno, Burlingame, San Mateo, and other cities on the peninsula. He and his wife Nell P. Van Trees had at least one daughter Nell D. Van Trees. He died in 1914.

The firm Cullen and Matthies constructed 205-215 2nd Street. Since reverse city directories of San Francisco do not begin until the mid-1950s, archival research did not reveal information on the building's early occupants.

Evaluation

The Bothin Building at 205-215 2nd Street does not appear to be eligible for the NRHP or the CRHR under Criterion A/1 for its association with events that have made a significant contribution to the broad patterns of local or regional history or the cultural heritage of California or the United States. To be eligible under this criterion, the building cannot merely be associated with historic events or trends but must have a specific association to be considered significant. While 205-215 2nd Street was constructed during a period of rapid reconstruction of the area centered around New Montgomery, Second, and Mission Streets within the South of Market neighborhood after it was leveled by the 1906 earthquake and fires, it does not appear to have a particularly specific or significant association with this event to be individually eligible. It was one of many small-scale commercial or light industrial buildings constructed on the block between 1906 and 1913, by which time the area had been largely built out.

The building does not appear to be eligible under Criterion B/2 for its association with the lives of persons important to local, California or national history. Although Henry E. Bothin was a prominent businessman and landowner in the Bay Area, the building at 205-215 2nd Street was only one of many buildings that he owned and leased. It does not appear to have played a significant role in his real estate career.

Additionally, it does not appear to be eligible under Criterion C/3 for being a significant example of a type, period, region, or method of construction; for being the work of a master; or for possessing high artistic values. Although the three-story commercial building exhibits common characteristics of commercial loft buildings constructed in the area, including its brick construction, stucco cladding and Renaissance Revival detailing like the engaged spiral colonnet mullions at the façade's windows and the sheet metal frieze and cornice, it does not appear to be a particularly significant example of this style or building typology. While Frank S. Van Trees is regarded as a master architect for his prolific career in San Francisco, his design for 205-215 2nd Street does not appear to be significant to understanding his oeuvre or career.

The Bothin Building appears to retain a fair level of integrity of design, materials, workmanship, location, and feeling. Alterations to the building have largely occurred at the façade's storefront and at the upper story windows. The structure's setting and feeling has been impacted by the construction of the Transbay Terminal Building completed in 1936 about a block to its north, the aboveground concrete viaduct associated with the terminal building that cuts through the block to its east, and new construction to its west. However, small-scale commercial and light industrial buildings still stand in its immediate environment, so it still retains a good level of integrity of setting.

Continuation of B10. Significance:

Previous Evaluations
According to San Francisco Planning Department records, 205-215 2nd Street received a rating of V in the City's Downtown Master Plan and a rating of C in the 1977-1978 San Francisco Architectural Heritage Survey. It was also surveyed as part of the San Francisco Landmarks Board's 1990 Unreinforced Masonry Building Survey. In the 2008 Transit Center District Survey, Kelley & VerPlanck assigned the building California Historical Resource Status Code 3CD, indicating that it appears to be eligible for listing in the CRHR as a contributor to a CRHR-eligible district through a survey evaluation.

Continuation of B12. References:

"The Bloomfield Legacy: Getting it on the National Register." *Heritage News.* 29, No. 3: 6-7.

Bloomfield, Anne. "A History of the California Historical Society's New Mission Street Neighborhood." *California History* 74, no. 4 (Winter 1995): 372-393.

_____. "Second and Howard Streets District, San Francisco, National Register of Historic Places Nomination Form." October 3, 1998.

"The Bothin Failure." *San Francisco Chronicle.* December 17, 1893, p. 10.

Building files, 205 2nd Street. San Francisco Planning Department.

Building permit records, 205 2nd Street. San Francisco Department of Building Inspection.

Ehatt, Carla. "Interview with Genevieve Bothin de Mimur, Oral History Project of the Marin County Free Library." http://www.co.marin.ca.us/depts/lb/main/crm/oralhistories/gbdelimurft.html (accessed January 29, 2010).

"Fremont Street Land is Sold." *San Francisco Chronicle.* May 20, 1910, p. 16.

"The Handsome Residence to be Built for Mrs. Frank J. Carolan at Burlingame." *San Francisco Chronicle.* January 5, 1897, p. 16.

"Henry A. Bothin Plans to Erect Building Downtown Immediately." *San Francisco Call.* July 10, 1906, p. 5.

"An Improvement on Mission Street." *San Francisco Chronicle.* January 11, 1911, p. 7.

Kelly & VerPlanck. "Transit Center District Survey, San Francisco, California, Final." Prepared for the San Francisco Planning Department. July 22, 2008.

"The Mahony Building (From the Designs of Frank S. Van Trees)." *San Francisco Chronicle,* p. 10.

"Market for City, Country, and Suburban Properties." *San Francisco Chronicle*. September 24, 1904, p.7.

"Market in Good Shape for Autumn Business." *San Francisco Chronicle.* August 20, 1904, p. 10.

Men who made San Francisco. San Francisco: Press of Brown & Power Stationery Co., 1912.

Continuation of B12. References:

"New Residence on Pacific Avenue." *San Francisco Chronicle*. September 17, 1899, p. 32.

"The New 'Uncle Tom's Cabin' Near San Bruno." *San Francisco Chronicle.* December 9, 1896, p. 10.

"Open Space Preserves." Land Trust for Santa Barbara County. http://www.sblandtrust.org/openspaces.html (accessed January 28, 2010).

"Operator Buys Site of Garage." *San Francisco Chronicle.* October 11, 1910, p. 15.

"Polk and Jackson Apartment House." *San Francisco Chronicle.* January 22, 1903, p. 5.

Sanborn Fire Insurance Maps, "San Francisco, California," 1913, sheet 131; 1950, sheet 131.

San Francisco Landmarks Preservation Advisory Board. *A Context Statement and Architectural/Historical Survey of Unreinforced Masonry Building (UMB) Construction in San Francisco from 1850 to 1940.* San Francisco, Calif.: Landmarks Preservation Advisory Board, San Francisco Department of City Planning. November 1990.

The San Francisco Original Handy Block Book. San Francisco: Hicks-Judd Co., 1909.

"Sanatorium will be one of the Best Equipped in the Country." *San Francisco Chronicle.* April 6, 1911, p. 14.

U. S. Federal Census, 1910. http://www.ancestry.com (accessed January 28, 2010).

Van Trees, Frank S., vertical file. San Francisco Architectural Heritage.

Primary #
HRI#

BUILDING, STRUCTURE, AND OBJECT RECORD

***NRHP Status Code** 3S

*Resource Name or # : 217 2nd Street

B1. Historic Name: McMillan Building
B2. Common Name:
B3. Original Use: Commercial building
B4. Present Use: Commercial building
***B5. Architectural Style:** Renaissance Revival
***B6. Construction History:** Constructed in 1912.

***B7. Moved?** ☑No ☐Yes ☐Unknown **Date:** **Original Location:**
***B8. Related Features:**

B9a. Architect: John Charles Flugger
b. Builder: Unknown
***B10. Significance: Theme:** Real estate development
Area: South of Market district, San Francisco, CA
Period of Significance: 1912
Property Type: Commercial
Applicable Criteria: C/3

Summary of Findings

The brick commercial building at 217 2nd Street appears to be eligible for individual listing in the National Register of Historic Places (NRHP) or the California Register of Historical Resources (CRHR) under Criterion C/3, as an excellent example of industrial loft architecture and in association with architect John Flugger. Its period of significance dates to 1912, its year of construction.

Historic Context

Robert McMillan erected the four-story, brick commercial building at 217 2nd Street (Block 3736, Lot 095) in 1912, several years after the fire and earthquake leveled the South of Market neighborhood. Due to eleven fires that started in the area and the neighborhood's high concentration of wood-frame buildings, very few structures survived the disaster. Unlike other areas of the San Francisco that were rebuilt immediately after the disaster, such as North Beach and the financial

B11. Additional Resource Attributes:

***B12. References:**

See continuation sheet.

B13. Remarks:

***B14. Evaluator:** Carey & Co., Inc.

***Date of Evaluation:** March 18, 2010

*Required information

*Recorded by: Carey & Co., Inc. *Date: March 18, 2010 ☑ Continuation ☐ Update

Continuation of B10. Significance:

district, South of Market developed unevenly. Some sections, like the area centered around New Montgomery, Second, and Mission Streets, were rebuilt immediately, while other portions were not developed for up to a decade. The McMillan Building stands in the former, which was mostly rebuilt by 1913 due to its importance as a southerly extension of the City's downtown north of Market Street.

Several prominent men named Robert McMillan resided in San Francisco around the time of the building's construction. However, Robert McMillan, who erected 217 2nd Street, was likely born around 1861 in California. He resided in San Francisco with his wife Christine F. McMillan and earned a living through real estate. According to newspaper articles, he leased a store at 3rd Street in 1911 and a boarding house at the northwest corner of Guerrero Street and Duboce Avenue in 1912, in addition to the subject property.

Robert McMillan contracted architect John Charles Flugger to design both 217 2nd Street and a 100-room lodging house for McMillan at Valencia and Market Streets in 1912. Flugger was born around 1870 in California and lived on Point Lobos Avenue (now Geary Boulevard) between Arguello Boulevard and 2nd Avenue in the Inner Richmond district. His father operated a dairy at Point Lobos and 10th Avenue. He and his wife Marion Flugger resided in San Francisco with their children, Olive, J. Cyril, and Albert. Flugger had a short but notable architectural career in San Francisco, practicing from 1903 until 1919. He designed numerous homes in San Francisco, particularly in the Richmond District, including San Francisco Landmark No. 196 at 126 – 27th Avenue. A 1912 *San Francisco Chronicle* article praised Flugger's design for the loft building at 217 2nd Street for allowing an abundance of light and ventilation to reach interior rooms and for fitting in with the general character of the commercial and light industrial district that formed in the area after the 1906 earthquake and fires.

Façade of 217 2nd Street, 1912. Courtesy of *San Francisco Chronicle*, "Progressive Movement is noted in City Real Estate Business," February 10, 1912, p. 8.

Continuation of B10. Significance:

In 1950, the building housed a garment factory.

Evaluation

The McMillan Building at 217 2nd Street does not appear to be eligible for the NRHP or the CRHR under Criterion A/1 for its association with events that have made a significant contribution to the broad patterns of local or regional history or the cultural heritage of California or the United States. To be eligible under this criterion, the building cannot merely be associated with historic events or trends but must have a specific association to be considered significant. While the McMillan Building was constructed during a period of rapid reconstruction of the area centered around New Montgomery, Second, and Mission Streets within the South of Market neighborhood after it was leveled by the 1906 earthquake and fires, it does not appear to have a particularly specific or significant association with this event to be individually eligible. It was one of many small-scale commercial or light industrial buildings constructed on the block between 1906 and 1913, by which time the area had been largely built out. The building also does not appear to be eligible under Criterion B/2 for its association with the lives of persons important to local, California or national history.

However, it does appear to be eligible under Criterion C/3 as a significant example of a type, period, region, or method of construction. This four-story commercial building stands as an excellent example of a commercial loft building constructed in the South of Market district after the 1906 earthquake and fires. Its brick construction and Renaissance Revival detailing like the patterned brick lintels at the façade's windows and the sheet metal frieze and cornice make this a particularly handsome example of this style and building typology. The building may also be eligible under this criterion for its association with architect John Flugger. Archival research revealed this to be the only known example of his commercial work; all other structures attributed to Flugger are residential buildings, mostly concentrated in the Richmond district.

The McMillan Building appears to retain a good level of integrity, including its integrity of design, materials, workmanship, location, and feeling. Alterations to the building have largely occurred at the façade's storefront. The structure's setting and feeling has been impacted by the construction of the Transbay Terminal Building completed in 1936 about a block to its north, the aboveground concrete viaduct associated with the terminal building that cuts through the block to its east, and new construction to its west. However, small-scale commercial and light industrial buildings still stand in its immediate environment, so it still retains a good level of integrity of setting.

Previous Evaluations

According to San Francisco Planning Department records, 217 2nd Street received a rating of V in the City's Downtown Master Plan, a rating of 0 in the San Francisco Planning Department's 1976 Citywide Architectural Survey, and a rating of C in the 1977-1978 San Francisco Architectural Heritage Survey. It was also surveyed as part of the San Francisco Landmarks Board's 1990 Unreinforced Masonry Building Survey. In the 2008 Transit Center District Survey, Kelley & VerPlanck assigned the building California Historical Resource Status Code 3CD, indicating that it appears to be eligible for listing in the CRHR as a contributor to a CRHR-eligible district through a survey evaluation.

Continuation of B12. References:

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Kelly & VerPlanck. "Transit Center District Survey, San Francisco, California, Final." Prepared for the San Francisco Planning Department. July 22, 2008.

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Woodbridge, Sally, John M. Woodbridge, and Chuck Byrne. *San Francisco Architecture.* Berkeley, Calif.: Ten Speed Press, 2005.

Summary Findings

240 2nd Street, commonly known as the Marine Firemen's Union, appears to be individually eligible for the National Register of Historic Places (NRHP) and California Register of Historical Resources (CRHR) under Criterion A/1, for its association with the San Francisco labor movement; Criterion B/2, for its association with artist Lucienne Bloch; and C/3, as an good example of mid-century, late moderne architecture with excellent integrity. Its period of significance dates to 1957, its year of construction.

Update of B10: Significance

Like most American cities, San Francisco engaged in major redevelopment or renewal programs during the post-World War II period. Often aimed to address urban blight and decay, redevelopment programs included the razing and redevelopment of neighborhoods, public housing programs, school and library building initiatives, and transportation programs, among other things. San Francisco targeted many areas, including the Western Addition, the Produce Market near the Embarcadero, the Mission District, and SOMA; branch libraries and schools; and the construction of the Central Freeway and the Embarcadero Freeway. This last project led to the demolition of the union building on Commercial Street for the Marine Firemen Oilers Watertenders & Wipers Association of the Pacific Coast – or the Marine Firemen's Union.

In 1956 the Marine Firemen's Union commissioned architect John Gloe to design a new headquarters building. It was located on 2nd Sreet, on the former site of the Walkup Drayage and Warehouse Company, and in the center of San Francisco's commercial warehouse and light industrial economy. This neighborhood had long been home to may unions. Little is known about Gloe, except that he was born in Nebraska in 1911 and was practicing architecture in San Francisco by 1948. He died in 1985. For the Marine Firemen's Union, Gloe designed a completely modern, two-story reinforced concrete building with marble cladding and steel-sash windows. Above the entrance hangs a mural depicting marines at work in the hull of a ship.

Lucienne Bloch and her husband Stephen Poe Dimitroff created the murals at the Marine Firemen's Union Building, with Bloch serving as principal artist. Bloch was born in Geneva, Switzerland, in 1909 to musicians Ernest Bloch and Margarethe Schneider. The family moved to the United States in 1917 and settled in Ohio, where Lucienne won a scholarship to study at the Cleveland School of Art. In 1925 she sailed to Paris, where she studied sculpture with Antoine Bourdelle and painting with André Lhote before entering the Ecole des Beaux-Arts. Dimitroff was a Bulgarian immigrant who worked at an automobile factory in Flint, Michigan, upon arriving in the United States in 1920. He joined the AFL-CIO and engaged in union activism.

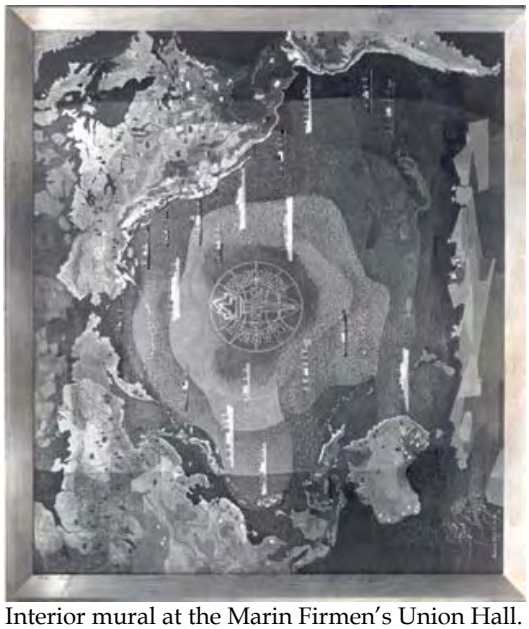
Upon returning to the United States in 1931, Bloch met Mexican artists and political radicals, Diego Rivera and Frieda Kahlo. She developed a particularly close relationship with Kahlo and worked with Rivera on multiple frescoes, including *Man at the Crossroads,* his infamous mural at Rockefeller Center that included a portrait of Soviet leader Vladimir Lenin. Nelson A. Rockefeller had the mural draped and destroyed immediately upon completion; while Rivera replicated the mural in Mexico, only the photographs taken by Lucienne Bloch provide visual documentation of the original. Bloch also met Dimitroff through Rivera, and the two married.

After working for the Works Project Administration painting murals at various location in New York, Bloch and Dimitroff, relocated to Michigan. They taught at the Flint Institute of Art and Dimitroff returned to union organizing. In 1948 they moved again, this time to California. They settled in Mill Valley, where Dimitroff opened a frame shop. Bloch remained an active artist; one of her more notable commissions is the Byzantine-style mosaic on the walls of the narthe, nave, and sanctuary of the Greek Orthodox Church of the Ascension in Oakland, California. Dimitroff and Bloch retired to Gualala, California, in 1965, where Bloch died in 1999.

The murals at the Marine Firemen's Union building at 240 2nd Street reveal the varied influences of Bloch and Dimitroff's careers. Bloch designed the interior mural in a contemporary abstract style, while the influence Diego Rivera and leftist politics is clear in the mural the graces the entrance to the building. Trained in sculpture and painting, the three-dimensional exterior mural appears to be the only mural of Bloch's that combines these two crafts.

*Recorded by: Carey & Co., Inc. *Date: March 16, 2010 ☐ Continuation ☑ Update

Update of B10: Significance



Interior mural at the Marin Firmen's Union Hall.

Evaluation

As noted previously, the Marine Firemen's Union Building appears to be eligible for the NRHP/CRHR under Criterion A/1 for its association with the San Francisco labor movement. The SOMA neighborhood was once a bastion of union activism with several union halls. The Marine Firemen's Union Building is one of the last vestiges of this significant past.

The Marine Firemen's Union Building also appears to be eligible under Criterion B/2, for its association with Lucienne Bloch. A noted muralist and artists in her own right, one of Bloch's greatest claims to fame is as the stealthy photographer of Diego Rivera's fated mural at Rockefeller Center, *Man at the Crossroads*. Nelson A. Bloch was trained as a painter and sculptor in the United States and Europe. Notably, she combined these two crafts in the three-dimensional mural that hangs above the entrance to the Marine Firemen's Union.

The building appears to be eligible for the NRHP/CRHR under Criterion C/3. While not enough is known about John Gloe to render the building as significant in relationship to him, the building stands as an excellent example of mid-century modern architecture in the SOMA neighborhood. A box with steel-sash windows and eight bays, the building achieves artistic merit through details like the marble cladding and murals.

240 Second Street retains excellent integrity. It has not been moved or altered, so it retains integrity of location, design, materials, workmanship, and association. While several tall buildings have been constructed nearby, the building's immediate neighbors are the one-to-four-story hotel and warehouses that stood nearby when it was first constructed; thus it retains its integrity of setting and feeling.

Previous Surveys

Kelley & VerPlanck assigned the building California Historical Resource Status Code 3CS, indicating it appears to be eligible for individual listing in the CRHR through a survey evaluation. Otherwise, the building has not been surveyed previously.

Update of B12. References:

Bloomfield, Anne. "A History of the California Historical Society's New Mission Street Neighborhood." *California History*, Vol. 74, no. 4 (Winter 1995/1996): 373-393.

Update of B12. References:

Bloomfield, Anne. "Second and Howard Streets District: National Historic District Nomination." October 3, 1998.

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Caistor, Nick. "Obituary: Lucienne Bloch." *The Independent*. April 3, 1999. http://www.independent.co.uk/arts-entertainment/obituary-lucienne-bloch-1084770.html (accessed January 27, 2010).

Kelley & VerPlanck. "Transit Center District Survey." Prepared for the San Francisco Planning Department. July 22, 2008.

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"Stephen Dimitroff, Muralist, Framer." *San Francisco Chronicle*. September 9, 1996, p. A26.

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Vishny, Michele. "Lucienne Bloch: The New York City Murals." *Woman's Art Journal* 13, no. 1 (Spring-Summer 1992): 23-28.

State of California — The Resources Agency
DEPARTMENT OF PARKS AND RECREATION

PRIMARY RECORD

Primary #
HRI #
Trinomial
NRHP Status Code 3S

Other Listings
Review Code Reviewer Date

 *Resource Name or #: (Assigned by recorder) 62

P1. Other Identifier: 17-29 Third Street

P2. Location: ☐ Not for Publication ☒ Unrestricted *a: County San Francisco

and (P2c,P2e, and P2b or P2d. Attach Location Map as necessary.)

*b. USGS 7.5' Quad San Francisco North Date 1956/PR1973 T 2S ; R 5W; ___¼ of ___¼ of Sec ; B.M.

c. Address 17-29 Third Street City San Francisco Zip 94105

d. UTM: (Give more than one for large and/or linear resources) Zone ____; _____ mE/ _____ mN

*e. Other Locational Data: (e.g., parcel #, directions to resource, elevation, etc., as appropriate) APN 3707/57

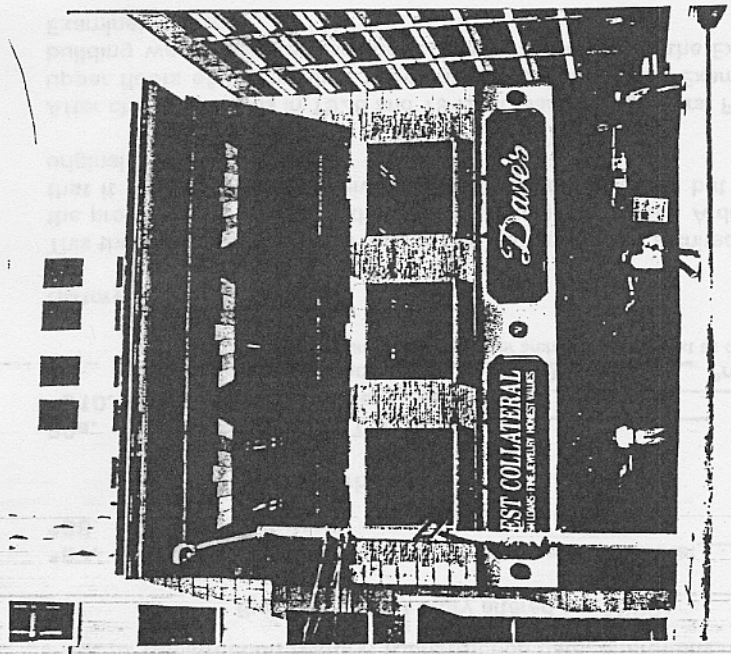
*P3a. Description: (Describe resource and its major elements. Include design, materials, condition, alterations, size, setting, and boundaries)

17-29 Third Street is a three-story, brick masonry building at the north corner of Third and Stevenson streets. It shares the same parcel with the adjacent twelve-story Examiner Building, which wraps around it on two sides. The ground floor facing Third Street has been altered with aluminum and glass storefronts, glazed brick tiles on the supporting piers, and a stucco mezzanine with recent signage. Above the mezzanine the front wall of the building is tan-colored brick masonry with bricks laid in common bond. There are three, evenly-spaced windows in each of the two upper stories. Each of these six windows consists of paired double-hung wood sashes. Each window opening is spanned by a flat arch of terra cotta voussoirs, and projecting brick sills stretch across the bottom of each window. At the top of the building is a molded sheet-metal cornice with a course of dentils just below it. Brick quoins can be found at the corners on Third and Stevenson streets. On the longer Stevenson Street facade, the treatment of the upper stories is identical, save that narrow double-hung windows without voussoirs alternate with the

see continuation sheet

*P3b Resource Attributes: (List attributes and codes) HP6

*P4. Resources Present: ☒ Building ☐ Structure ☐ Object ☐ Site ☐ District ☐ Element of District ☐ Other (isolates, etc.)



P5b. Description of Photo: (View, date, accession #) 17-29 Third view west; July 4, 1997; by D. Bradley; Roll C-15

*P6. Date Constructed/Age and Source: ☒ Historic ☐ Prehistoric ☐ Both
1907
Edwards Abstracts 10/25/07

*P7. Owner and Address:
The Hearst Corp.
17-19 Third St., SF,CA

*P8. Recorded by: (Name, affiliation, and address)
Michael Corbett, Dames & Moore
221 Main Street, Suite 600
San Francisco, CA 94105

*P9. Date Recorded: July 7, 1997

*P10. Survey Type: (Describe)
intensive

P11. Report Citation*: (Cite survey report and other sources, or enter "none".) HASR, Third Street Light Rail Project, San Francisco, CA

*Attachments: ☐ NONE ☒ Location Map ☐ Sketch Map ☒ Continuation Sheet ☒ Building, Structure and Object Record
☐ Archaeological Record ☐ District Record ☐ Linear Feature Record ☐ Milling Station Record ☐ Rock Art Record
☐ Artifact Record ☐ Photograph Record ☐ Other (List)

State of California — The Resources Agency
DEPARTMENT OF PARKS AND RECREATION

Primary #
HRI #

BUILDING, STRUCTURE, AND OBJECT RECORD

*NRHP Status Code 3S

*Resource Name or # (Assigned by recorder) 17-29 Third Street

B1. Historic Name: Herman Levy Building
B2. Common Name: none
B3. Original Use: restaurant B4. Present Use: office and retail
*B5. Architectural Style: Renaissance-Baroque
*B6. Construction History: (Construction date, alterations, and date of alterations)

Built 1907; first story altered ca. 1980s

*B7. Moved? ☒ No ☐ Yes ☐ Unknown Date: Original Location:
*B8. Related Features:

granite curbstone

B9a. Architect: Arthur T. Ehrenfort b. Builder: unknown
*B10. Significance: Theme newpaper bar Area San Francisco
Period of Significance 1907-1919; 1931-1975 Property Type office and retail Applicable Criteria C
(Discuss importance in terms of historical or architectural context as defined by theme, period, and geographic scope. Also address integrity.)

History

This three-story building was built in 1907 to designs by architect Arthur T. Ehrenpfort for owner Herman Levy, who had owned the property at the time of the 1906 earthquake and fire. A drawing of this building in *Modern San Francisco* (1907) shows that it was originally conceived as five stories, not three, but in its fenestration and ornaments, the execution matched the original design.

After changing hands in 1928 and 1942, it was sold to Hearst Publications, Inc. in 1947. At some time after this transfer, the upper floors of the building were linked internally to the Examiner Building; the original entrance to the upper floors of this building was eliminated, so that access was only from the Examiner Building; and the parcel was merged with that of the Examiner Building.

The first known businesses to occupy the ground floor of this building were a restaurant owned by Rudolph Rummel and Frank Schmitt, at 27 Third Street (here in 1909 and probably earlier); and a saloon called The News Cafe, owned by William de Curtin and Charles F. Dienger, at 29 Third Street (1910). The latter was named for the Examiner, Call and Chronicle newspapers,

see continuation sheet

B11. Additional Resource Attributes: (List attributes and codes)
*B12. References:

See continuation sheet.

(Sketch map with north arrow required)

B13. Remarks:

*B14. Evaluator: Michael Corbett
Date of Evaluation: October 31, 1997

(This space reserved for official comments)

Description (continued)

double-width windows. On both facades the cornice, voussoirs, and the quoins are cream colored to contrast with the tan brick walls. On the Stevenson Street side are a fire escape and an early or original door to the bar inside.

Inside, the upper office floors are linked to the Examiner Building at each floor and can be entered only from the Examiner Building. On the ground floor, the store at 17 Third Street has modern finishes and a suspended, acoustical tile ceiling. The space of the bar at 29 Third Street may be original, with its pitched ceiling, but the finishes appear to be newer, including plaster wall surface, paneled beams, and a long wooden bar and back bar built in the late 1960s. On the rear wall is a small brass plate inscribed: "It was here over martinis the San Francisco Shakespeare Festival was conceived in 1982."

History (continued)

located adjacent to or across the street from this building; it persisted until ca. 1917. Prohibition ended the use of this storefront as a bar for a decade. In the mid-1930s William and Jerome Hurley opened a restaurant, Hurley's Editorial Cafe, at 27 Third Street. They moved to the adjacent storefront, 29 Third Street, in the early 1940s. Little is known about the restaurant at this location, but in the 1950s, when it had moved across the street to 38 Third, Hurley's was also a bar and was popular with the newspapermen who worked in the immediate neighborhood. The current tenant (in 1997), Dave Supple, believes that bars under different names have occupied this space continuously since 1946.

After Hurley's moved, the storefront at 27-29 Third was occupied by the Magnet Cocktail Lounge. According to Malcolm Glover, who worked then, and now, as an Examiner reporter, the Magnet was patronized by some of the Examiner pressmen, but most newspaper reporters and other staff preferred to patronize Breen's, Jerry and Johnny's, and Hurley's. All four bars were located on the first block of Third Street, between Market and Mission. The Magnet was succeeded in this location by the Ticker Tape bar between 1975 and 1989. In 1989, the place was bought by Dave Supple and renamed Dave's, which it remains today. According to a plaque at the rear, the idea for the San Francisco Shakespeare Festival was originated here in 1982.

Evaluation

This building is located on the same parcel as the Hearst Building, is linked to it internally, and its upper floors are only entered through the Hearst Building. Because the Hearst Building has previously been evaluated as eligible to the NRHP, this building may also be eligible in association with it. However, because this building is smaller in size, different in appearance, and has a separate history until 1927, it is being evaluated separately here to avoid confusion over its status.

This building appears to be eligible for the NRHP under criterion C at the local level of significance for the period 1907 to 1919 and 1931 to 1975. This is the last building known to survive which housed a newspaper bar, a legendary type of establishment in San Francisco. The space in which the News Cafe and its successors operated has been remodeled but remains a bar.

References

Edwards Abstract from Records. Research by Gary Goss filed in building files at FSF Heritage. October 25, 1907

Glover, Malcolm. Telephone interview by William Kostura. November 4, 1997.

Modern San Francisco, 1907. San Francisco: Weston Press Association. 1907.

Polk's Crocker-Langley San Francisco Directory. San Francisco: R.L. Polk & Company. 1907-1918, 1937-1954.

San Francisco City Engineer. Block Books. 1930.

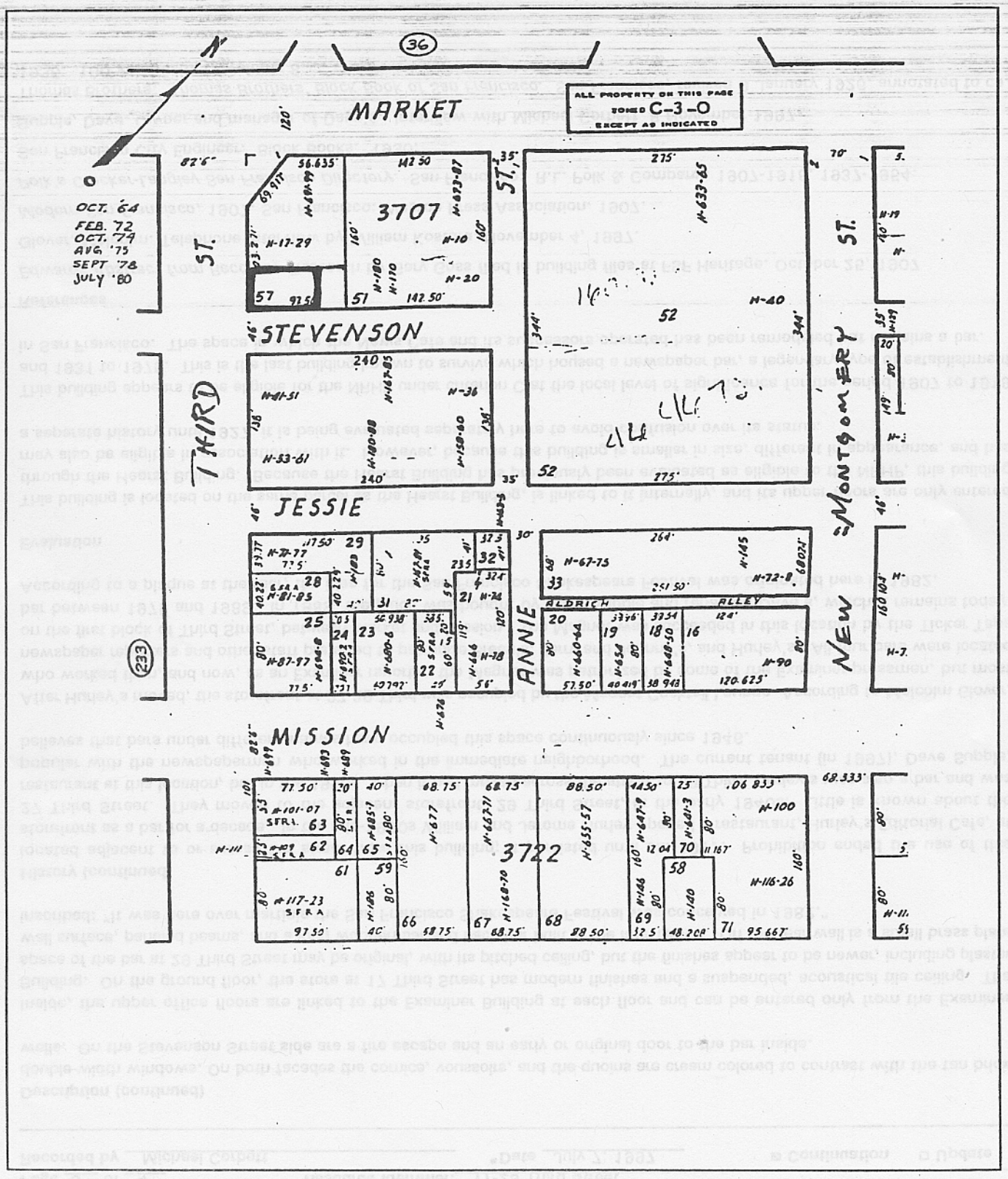
Supple, Dave. Owner and manager of Dave's. Interview with Michael Corbett, 8 November 1997.

Thomas Brothers. *Thomas Brothers' Block Book of San Francisco*. San Francisco, revised 9 January 1926, annotated to ca. 1935. 100 vara district: volume 8.

State of California — The Resources Agency
DEPARTMENT OF PARKS AND RECREATION
LOCATION MAP

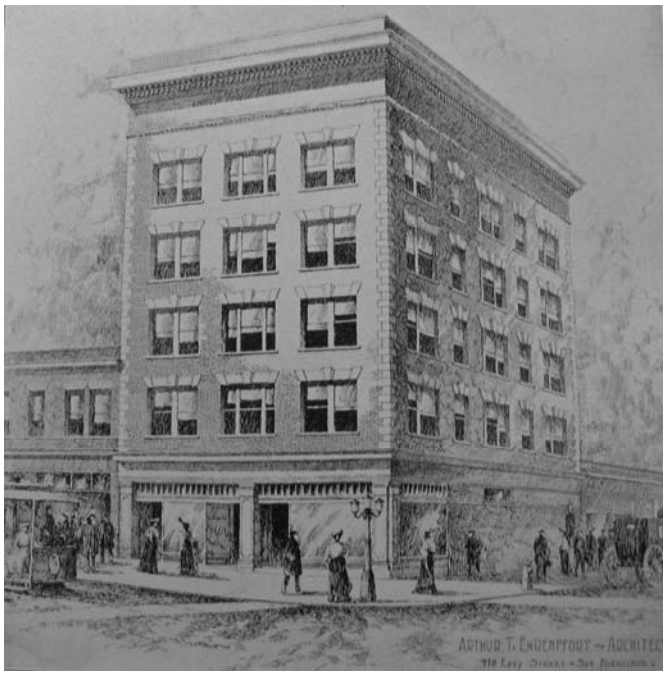
Primary #
HRI#
Trinomial

Page 4 of 4 *Resource Name or # (Assigned by recorder) 17-29 Third Street
*Map Name: Realdex: San Francisco County, CA *Scale: see dimensions *Date of Map: 1980



*Recorded by: Carey & Co., Inc. *Date: March 18, 2010 ☐ Continuation ☑ Update

The following is an update to the DPR 523A (Primary Record) and 523B (Building, Structure, & Object Record) forms prepared for the three-story brick building at 17 3rd Street (Block 3707, Lot 057) in 1997 for the "HASR, Third Street Light Rail Project, San Francisco, CA."



Drawing of 17 3rd Street, 1908. Courtesy of Western Press Association, *Modern San Francisco, 1907-1908*, n. p.

Update to B10. Significance

Carey & Co. does not concur that 17 3rd Street appears to be eligible for individual listing in the NRHP/CRHR, as outlined below. However, it does appear to be eligible as contributor to a proposed historic district. Therefore, it has been assigned a California Historical Resources Status Code 3CD.

17 3rd Street does not appear to be eligible for individual listing the National Register of Historic Places (NRHP) or the California Register of Historical Resources (CRHR) under Criterion A/1 for its association with events that have made a significant contribution to the broad patterns of local or regional history or the cultural heritage of California or the United States. To be eligible under this criterion, the building cannot merely be associated with historic events or trends but must have a specific association to be considered significant. While 17 3rd Street was constructed during a period of rapid reconstruction of the area centered around New Montgomery, Second, and Mission Streets within the South of Market neighborhood after it was leveled by the 1906 earthquake and fires, it does not appear to have a particularly specific or significant association with this event to be individually eligible. It was one of many small-scale commercial or light industrial buildings constructed on the block between 1906 and 1913, by which time the area had been largely built out.

The 1997 DPR forms state that building appears to be eligible for the NRHP under Criterion C for housing a newspaper bar, a "legendary type of establishment in San Francisco" (Corbett 1997). However, the building would qualify under Criterion A/1 if it were significant for this association. Further research would need to be conducted on the history and prevalence of newspaper bars in San Francisco in the early twentieth century to determine the building would be eligible for the NRHP/CRHR for housing a newspaper bar.

Update to B10. Significance

The building also does not appear to be eligible under Criterion B/2 for its association with the lives of persons important to local, California or national history.

Lastly, the brick commercial building at 17 3rd Street does not appear to be eligible for individual listing in the NRHP/CRHR under Criterion C/3 for being a significant example of a type, period, region, or method of construction; for being the work of a master; or for possessing high artistic values. Although the three-story commercial building exhibits common characteristics of commercial loft buildings constructed in the area, including its brick construction and Renaissance Revival detailing, such as the quoins, jack arched headers at the façade's windows, and sheet metal cornice, it does not appear to be a particularly significant example of this style or building typology. While Arthur T. Ehrenpfort is a noted San Francisco-based architect, the building does not appear to be eligible for its association with him.

The building appears to retain a good level of integrity, including its integrity of design, materials, workmanship, location, and feeling. Most significantly, the building was amalgamated with the Hearst Building (691-699 Market Street) to its north, and the original storefront has been completely replaced. The structure's setting and feeling has been impacted by the construction of the Transbay Terminal Building completed in 1936 about a block to its north, the aboveground concrete viaduct associated with the terminal building that cuts through the block to its east, and new construction to its west. However, small-scale commercial and light industrial buildings still stand in its immediate environment, so it still retains a good level of integrity of setting.

Previous Evaluations
According to San Francisco Planning Department records, the building has not been evaluated in previous local surveys. However, the building was found to be eligible for listing in the NRHP under Criterion C in 1997. In the 2008 Transit Center District Survey, Kelley & VerPlanck assigned the building California Historical Resource Status Code 3CD, indicating that it appears to be eligible for listing in the CRHR as a contributor to a CRHR-eligible district through a survey evaluation.

Update to B12. References

"The Bloomfield Legacy: Getting it on the National Register." *Heritage News.* 29, No. 3: 6-7.

Bloomfield, Anne. "A History of the California Historical Society's New Mission Street Neighborhood." *California History* 74, no. 4 (Winter 1995): 372-393.

_____. "Second and Howard Streets District, San Francisco, National Register of Historic Places Nomination Form." October 3, 1998.

Building files, 17 3rd Street. San Francisco Planning Department.

Building permit records, 17 3rd Street. San Francisco Department of Building Inspection.

Corbett Michael, and Dames & Moore. 17-29 Third Street Department of Parks and Recreation (DPR) Primary Record (523A) and Building, Structure, and Object Record (523B). "HASR, Third Street Light Rail Project, San Francisco, CA." July 7, 1997.

Detwiler, Justice B., ed. *Who's Who in California: a Biographical Directory, 1928-29*. San Francisco: Who's Who Publishing Co., 1929.

Ehrenpfort, Arthur T., vertical file. San Francisco Architectural Heritage.

*Recorded by: Carey & Co., Inc. *Date: March 18, 2010 ☐ Continuation ☑ Update

Update to B12. References

Kelly & VerPlanck. "Transit Center District Survey, San Francisco, California, Final." Prepared for the San Francisco Planning Department. July 22, 2008.

Sanborn Fire Insurance Maps, "San Francisco, California," (1913 & 1950), sheet 137.

"Store and Office Building." *Architect & Engineer* 86, no. 2 (August 1926): 118.

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*Recorded by: Carey & Co., Inc. *Date: March 16, 2010 ☐ Continuation ☑ Update

Summary of Findings

The building at 606 Folsom Street appears to be eligible for the National Register of Historic Places (NRHP) and the California Register of Historical Resources (CRHR) under Criteria A/1, for its association with major events in local history, and under Criterion C/3 as the work of master architects and as a rare example of a particular building type with good integrity. Specifically, the building was constructed in 1906, just after the earthquake and fires that devastated the city and was one of the first hotels constructed in the devastated area. It stands as a rare example of commercial and hotel architecture in the immediate South of Market district and was designed by the well-known architectural firm of Salfield & Kohlberg.

Historic Context

Early in the morning of April 18, 1906, a strong earthquake jolted San Franciscans out of their slumber. Catastrophic fires, assisted by a failed water system, rampaged through city over the next few days. When the smoke cleared, 497 blocks of San Francisco, including the South of Market district, was a decimated wasteland that had to be rebuilt from scratch. A flurry of construction followed. Within two years, the City of San Francisco issued over 14,000 building permits, 10,000 of which pertained to new buildings. In the SOMA district, modest warehouses and light industrial buildings replaced the densely packed working-class residences that previously dominated the area. As one *San Francisco Chronicle* writer wrote, "Mission street [*sic*] is being rapidly appropriated by the firms who were conspicuous in the old days. Howard street [*sic*] is beginning to receive attention from the dealers, and that portion of it included in the blocks between First and Third streets [*sic*] is destined to become, from its nearness to the banking section and the restored retail district of the city, a popular and convenient avenue for wholesale dealers who are crowded beyond Missions street [*sic*] (*Chronicle*, June 26, 1907).

Property developer Aaron Kahn commissioned architects Salfield & Kohlberg in 1906 to design a hotel at the northwest corner of Folsom and Second Streets. It replaced a five-story hotel that Salfield & Kohlberg had designed for Kahn in 1903 and which was destroyed during the earthquake and fires of 1906 (this first hotel replaced an orphanage that had stood on the site). Advertised as a hotel of respectable standing, with "200 elegantly furnished outside rooms; hot and cold water in every room; electric lighted… [and a] first class café," the new hotel catered to transient workers who populated the South of Market area.

The Planters Hotel, as the new building was named, featured two particularly distinctive traits: Unlike most buildings in the vicinity or downtown more generally, 606 Folsom Street has fenestration on all four elevations – a reminder of the wasteland that surrounded the building in the aftermath of the 1906 disaster. It is also a wood frame building. While many wood frame buildings were constructed quickly in the South of Market district after the earthquake and fires, the San Francisco Board of Supervisors ordained that all wood frame buildings within certain boundaries of the fire zone be demolished or relocated; thus, few wood frame buildings survive in the SOMA district. Even more uncommon is 606 Folsom Street's wood cladding.

The architectural firm of Salfield & Kohlberg designed the Planters Hotel. David Salfield was born in Illinois in 1861 and raised in Germany where he received his education and studied architecture at various schools. He returned to the United States and settled in San Francisco in 1880. After working as a draughtsman for four years, Salfield partnered with Emil John, a partnership that lasted for just one year. In 1886 Salfield joined forces with Herman Kohlberg, a German-born and educated immigrant who arrived in San Francisco in 1883, to form the prominent and highly respected firm of Salfield & Kohlberg. The firm was prolific, designing between three and four hundred buildings of all types and a variety of revival styles. They were particularly active through the 1890s. Among their most notable buildings were the Sperry Flour Building at California and Front Streets (1889-1906); the L. L. Dennery & Son Building on Pine Street (1892-1906); shipping magnate Robert Dollar's Marine Building at 150 California Street (ca. 1908, demolished); many houses in neighborhoods throughout the city; and the Veronica Building on Mission Street (1906). They also designed the San Joaquin County Jail (1889) and the Elks Building (1906) in Stockton. Salfield & Kohlberg dissolved in 1915 when Salfield relocated his family to Stockton where he developed the prestigious Eldorado Heights subdivision and ran a successful dairy farm.

Charles Montgomery leased the building, lending credence to the hotel's respectability. Born in Ireland in 1846, Montgomery immigrated to San Francisco in 1862. He quickly established himself as one of San Francisco's earliest owners and managers of fine hotels and amassed a fortune in that business. Among the most prestigious hotels he managed before the earthquake and fires of 1906 were the Brooklyn on Bush Street and the Montgomery on Second Street. Montgomery also served as president and charter member of the Hotel-Keepers' Association of San Francisco. A moral crusader, Charles Montgomery served on the California Prison Commission for nearly fifty years, beginning in 1865 when Governor F. F. Low established the commission to secure jobs and homes for discharged prisoners. Fifty of San Francisco's most prominent male citizens comprised the membership and were charged with overseeing the reformation and welfare of prisoners as well as the protection of former prisoners. The Prison Commission received no state funding; instead, Charles Montgomery almost single-handedly underwrote the organization for

years, giving it $50,000 of his own money. Montgomery also provided jobs in his hotels for many ex-convicts. Upon the death of Governor Low in 1894, Montgomery became president of the Prison Commission, a post he held until his own death in 1916.

Evaluation

The Planters Hotel at 606 Folsom Street appears to be eligible for the NRHP and the CRHR under Criterion A/1 for its association with the earthquake and fires of 1906. The once dense, working-class residential neighborhood in the South of Market district arose from the ashes of the natural disaster a landscape largely comprised of warehouses and light industry buildings. Single-family residences gave way to single resident occupancy hotels (SROs), which catered to the transient population of single, working-class men and laborers. Built within the first year of the earthquake and fires, the Planters Hotel led this shift in neighborhood character.

Charles Montgomery, one of San Francisco's most prominent hoteliers of the late nineteenth century, leased the Planters Hotel. More information would have to be completed, however, to determine if his association with 606 Folsom Street is significant enough to render the building eligible for the NRHP or the CRHR under Criterion B/2, for association with persons significant to our past. While Aaron Kahn commission the hotel that previously stood on this site, as well as 555 Howard Street, he does not appear to have been a major figure in San Francisco's real estate development history.

The Planters Hotel appears to be eligible for the NRHP and the CRHR under Criterion C/3. It stands as an unusual example of a once predominant commercial housing type in the SOMA district; post-World War II redevelopment projects in SOMA destroyed most SROs. In addition, city codes made wooden buildings verboten in much of the downtown and SOMA area, again rendering the Planters Hotel with its wood cladding an unusual building type in the neighborhood. Finally, prolific architects Salfield & Kohlberg designed the Planters Hotel.

The Planters Hotel retains a high level of integrity. Rehabilitation and repair was undertaken in the late 1980s. It included repairing and repainting the upper stories; replacing the wood double-hung windows with metal double-hung windows; and installing new ground floor storefronts. While these alterations affect the building's integrity of design, workmanship, and materials, the San Francisco Planning Department and Landmarks Board have determined that they were necessary because of severe deterioration or to accommodate a new use, and that they are compatible with the historic character of the building. Other character-defining features, including the building's volume, fenestration, two-part composition, wood siding, trim, window casings and window heads, ornament, and cornice remain intact and/or have been repaired to the original design. The building has not moved and thus retains integrity of location. Built in the immediate aftermath of the earthquake and fires of 1906, which decimated the South of Market area, the Planter Hotel's setting has changed continually since it was built; however, the adjacent buildings along Folsom and Second Streets all conform to the low-rise, relatively small-scale setting that has dominated this area for the past century, which supports the building's integrity of setting, association, and feeling. The building retains a sufficient integrity to express its historical significance.

Previous Surveys

City records indicate that 606 Folsom Street has been surveyed previously. In the 2008 Transit Center District Survey, Kelley & VerPlanck assigned the building California Historical Resource Status Code 3CS, indicating it appears to be eligible for listing in the CRHR individually through a survey evaluation.

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*Recorded by: Carey & Co., Inc. *Date: March 12, 2010 ☐ Continuation ☑ Update

Summary of Findings

The Pacific Telephone & Telegraph (PT&T) Building located at 666 Folsom Street, along with the PT&T Annex at 40 Hawthorne Street, appears to be eligible for the National Register of Historic Places (NRHP) and California Register of Historical Resources (CRHR) under Criterion A/1, for its association with historical trends in local history, and under Criterion C/3, as the work of a master architect. Specifically, when John Carl Warnecke & Associates designed the PT&T Building in 1962, it was touted as the first building associated with redevelopment projects in the South of Market District. The two buildings were constructed as one complex and are connected by a multi-level bridge with open walls along Hawthorne Street. The period of significance is 1962, the year of its construction.

Update of B10. Significance:

Historic Context

Postwar San Francisco, like so many other American cities, undertook many so-called urban renewal projects. They usually involved razing all or significant portions of perceived blighted neighborhoods, thereby displacing its residents, and constructing new housing – often including dense public housing projects – or, sometimes, establishing entirely new uses. One of the "largest, and probably the most controversial and litigation-plagued redevelopment schemes in the country" occurred in the South of Market District and culminated in the Yerba Buena Center (YBC) (Hartman, 30).

In 1954 real estate mogul, influential Democratic party member and philanthropist Benjamin Swig commissioned the architectural firm John Carl Warnecke & Associates to prepare the "San Francisco Prosperity Plan." According to Chester Hartman, "Swig's plan… covered six blocks in the city's South of Market area and called construction of a convention center, baseball/football stadium, highrise office buildings, a transportation terminal, a luxury hotel, an auditorium/theater, moving sidewalks, a shipping center complete with a network of malls and fountains a la Rockefeller Center, and parking for 16,000 cars" (Hartman 30). Swig's plan was slow to take off. He faced a mayor who was reluctant to engage in urban renewal programs, and his proposed redevelopment area did not meet the definition of blight that would secure federal underwriting. With the election of George Christopher to the Office of Mayor in 1956, followed by the arrival of Justin Herman to the Redevelopment Agency, and backed by corporate giants like Standard Oil, Transamerica, PG&E, Bechtel, and Pacific Telephone & Telegraph (PT&T), urban renewal plans for SOMA took off in 1959.

Executing the YBC plan, which passed in 1966, was a long and arduous process. The most contentious issue in the YBC plan involved the removal of 700 commercial establishments and 4,000 residents from the residential hotels that dominated the project site. Mostly older, white, low-income men affiliated with labor unions and veterans of historic labor battles opposed the redevelopment plans and sued the City. While litigation matters were being worked out, scores of buildings were demolished and streets disappeared. Building, however, could not move forward, so YBC consisted of little more than a large pit. Eventually, a compromise was worked out and slowly, but surely, the YBC plan was executed. By the time of this writing (January 2010), much of Swig's plans to extend the business and financial center of San Francisco to the SOMA district with high rises, a ball park, shopping, a theater, luxury hotels, parking garages, a convention center, and more have come to fruition.

As noted, PT&T, then the biggest employer on the Pacific Coast and undertaking a major expansion program totaling nearly $300 million in construction costs alone, strongly supported the urban renewal program for SOMA. Appropriately, in 1961 PT&T commissioned "the first major structure in the South of Market redevelopment program:" a $14-15 million, twelve-story headquarters building designed by John Carl Warnecke and Associates (*Chronicle*, December 20, 1961). It was to be located at the northwest corner of Folsom and Hawthorn Street, where a parking lot and two hotels then stood. Excavation of the site began in September 1962, and the building was ready for occupancy in 1964.

It should be noted that this building was a product of the Cold War or the Nuclear Age as well. Bay Area vice president and general manager of PT&T, George M. Dean, commented, "As far as I know… this will be the first office building in San Francisco with built-in radiological fallout protection safety devices" (*Chronicle*, September 13, 1962). With tensions between the United States and the Soviet Union rising, the threat of nuclear war and a Communist invasion still loomed over the American psyche. Indeed, the groundbreaking for the PT&T building nearly coincided with the Cuban Missile Crisis, which found the United States itself on the brink of nuclear war with the Soviet Union. In the case of nuclear war, the PT&T building promised its occupants protection.

John Carl Warnecke & Associates designed the PT&T Building and Annex. John Carl Warnecke was born in Oakland, California, in 1919 to Margaret K. and Carl I. Warnecke, an architect. His father, along with Chester H. Miller, opened an architectural firm in Oakland in 1911 and a second office in San Francisco in 1924. Little is known about their work, but the partnership lasted for forty years and produced residential structures and at least two women's club buildings in Oakland. Growing up in Oakland, John Carl

Update of B10. Significance:
Warnecke would have been surrounded by an eclectic mix of architecture, including Mediterranean-inspired villas, Storybook houses, Beaux-Arts style public buildings, and Art Deco movie palaces. The architecture of the neighborhood where John Carl Warnecke grew up and the few articles about his father's work that have been tracked down suggests that the elder Warnecke was schooled in the Beaux-Arts tradition and preferred the Mediterranean style. The Bay Area Tradition, however, dominated the landscape at this time. Importantly, William Wurster was adapting aspects of the emerging International Style to the Bay Area Tradition during John Carl Warnecke's childhood and adolescence.

John Carl Warnecke's architectural career began as World War II approached. He apprenticed in the office of San Francisco City Hall architect Arthur Brown, Jr., during the summer of 1939. After graduating from Stanford University in 1941, Warnecke studied under Modernist master Walter Gropius at Harvard's Graduate School of Design. He returned to California in 1942 and was first employed as assistant technical director of the housing authority in Richmond where, notably, huge tracts of public housing designed by William Wurster for the thousands of shipyard workers who poured into the area were being constructed. The elder Warnecke, meanwhile, was serving as Chairman of the Board of Architects of the Oakland Housing Authority, which oversaw the construction of three large public housing projects in Oakland during World War II.

After World War II, John Carl Warnecke opened his own small office, which he relocated to San Francisco in 1950. Schools dominated the work that this office received during the late 1940s and early 1950s and resulted in some of the firm's earliest awards. By 1954, Warnecke employed twenty-five people. That number grew to sixty over the next six years, as Warnecke's reputation gained international acclaim and his commissions grew to monumental proportions. Among the most notable masterpieces he completed during this period were the Mark Thomas Inn and Del Monte shopping center in Monterey; the American Embassy in Bangkok, Thailand; three, nine-story dormitory complexes at the University of California, Berkeley; the capitol building for the new state of Hawaii; and Oakland International Airport. In 1962 President John F. Kennedy commissioned Warnecke's office to renovate several buildings at Lafayette Square in Washington, D.C., and to design new government offices. That commission led to the design of private homes for Senators Edward and Robert Kennedy, as well as to John F. Kennedy's gravesite at Arlington National Cemetery. With the list of clients, commissions, and awards steadily growing, so did Warnecke's national and international reputation. His firm ultimately accrued more than one hundred national and regional awards for excellence. By 1970 John Warnecke and Associates counted 125 employees in four offices: two large ones in San Francisco and New York City, and two small ones in Washington, D.C., and Honolulu, Hawaii. It was one of the first mega-firms of the twentieth century, and Warnecke had established himself as one of the master architects of the postwar era.

Warnecke characterized his approach to architecture as "contextual." For his buildings from the late 1940s and 1950s, which were mostly modest in scale and located in the region wear he grew up, this meant fusing modernism and the international style with the Bay Area Tradition. With the introduction of projects in Thailand and Hawaii, Asian influences strongly entered his vocabulary. The dorms at Berkeley marked a transitional period. He juxtaposed the jarringly tall, international style modern structures in this neighborhood of mostly Bay Area Tradition and Craftsman homes with domestic scale dining halls that bore strong Asian influences. Industrial landscapes like Oakland International Airport released Warnecke from the natural materials of the Bay Tradition and allowed him to experiment with high modernism. Unadorned concrete, steel, and glass came to dominate Warnecke's signature style from the early-1960s onward.

The PT&T building was the first of three major telephone company buildings that John Carl Warnecke & Associates designed. The San Francisco building, with its repetitive design of precast concrete panels with exposed concrete and no other decorative ornamentation, was a completely modern building. The *San Francisco Chronicle* noted that the new PT&T building stood less than half the height of the company's old headquarters on New Montgomery Street, but contained one third more space. This building also strongly influenced the PT&T Equipment Building that Warnecke designed for Oakland in 1969 (demolished or heavily modified). Where the San Francisco building has windows, however, the Oakland building had more concrete. The *Architectural Record* described the Oakland building as "designed with imagination and skill," with "simple mass, [and] elegant expression" (*Architectural Record*, 123-124). Also in 1969, Warnecke & Associates designed the 450-foot tall New York Telephone building, a "windowless… twentieth-century fortress" in lower Manhattan. (*Architectural Record,* 126). Although the New York building is a skyscraper, it shares with the California buildings the use of precast concrete panels over a steel frame.

*Recorded by: Carey & Co., Inc. *Date: March 12, 2010 ☐ Continuation ☑ Update

Update of B10. Significance:

Evaluation
666 Folsom Street and 40 Hawthorne Street appear to be eligible for the NRHP and the CRHR under Criterion A/1 for its association with postwar redevelopment plans for the SOMA district. The Yerba Buena Center, or YBC as the project came to be known, was one of the lengthiest, most litigious, and most controversial renewal programs undertaken by the City San Francisco. Though not officiallypart of the YBC program as passed in 1966, the Pacific Telephone & Telegraph building, along with the PT&T Annex, was recognized as the first building to be constructed as part of SOMA's redevelopment.No persons of significance are known to be associated with the PT&T building. Therefore, it does not appear to be eligible for the NRHP and CRHR under Criterion B/2. The building is also unlikely to yield information significant to prehistory or history and, therefore, appears to be ineligible under Criterion D/4.

666 Folsom Street and 40 Hawthorne Street appear to be eligible for the NRHP and CRHR under Criterion C/3 as the work of a master architect, John Carl Warnecke & Associates. An internationally acclaimed, award-winning architect by the 1960s, he had built his reputation as a Bay Regionalist. Warnecke's aesthetic began to shift dramatically in the late 1950s and early 1960s as he secured larger commissions and worked outside of the Bay Area. With its concrete construction, repetitive fenestration, floating cornice, pure geometrical style, and total absence of applied decoration, the PT&T building reflects Warnecke's wholehearted embrace of modernism. It was the first of three buildings he designed for telephone companies in the San Francisco Bay Area and New York City. The building's monolithic scale, and pre-cast, unpainted concrete panels with exposed aggregate, set design and aesthetic precedents for Warnecke's phone buildings and were character-defining features of several Warnecke designs.

The PT&T Building at 666 Folsom Street and 40 Hawthorne Street retains excellent integrity. It has not been moved and, therefore, retains integrity of location. As a spearhead for redevelopment in the SOMA district, one would expect to find an altered setting and, indeed, some of the two-story warehouses that dominated the surrounding landscape have been replaced with larger and taller office and residential buildings. The mix of large and small-scale buildings captures the setting of a transitional landscape; thus, the PT&T Building retains good integrity of setting, feeling, and association to mid- to late-twentieth-century redevelopment projects in the SOMA district. Some windows have broken, but the PT&T Building and its Annex have undergone virtually no alterations, securing their integrity of design, materials, and workmanship.

Previous Surveys
Kelley and VerPlanck previously surveyed this building as part of their 2008 Transit Center District Survey and attributed it a status code of 3CS, indiciating that it appears to be individually eligible for the CRHR.

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*Recorded by: Carey & Co., Inc. *Date: March 12, 2010 ☐ Continuation ☑ Update

Update of B12. Reference:

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Primary #
HRI#

BUILDING, STRUCTURE, AND OBJECT RECORD

***NRHP Status Code** 6Z

*Resource Name or # : 530 Howard Street

B1. Historic Name:
B2. Common Name: Bothin Real Estate Company Building
B3. Original Use: lofts
B4. Present Use: office
***B5. Architectural Style:** American Commercial
***B6. Construction History:** Constructed in 1908. Two stories added in 1919 along with façade alteration. In 1952 ground floor reconfigured and all fenestration may have been replaced at this time. Ground floor altered again in 1981.

***B7. Moved?** ☑No ☐Yes ☐Unknown **Date:** **Original Location:**
***B8. Related Features:** none

B9a. Architect: 1908, unknown; 1919 Arthur S. Bugbee
b. Builder: unknown
***B10. Significance: Theme:** urban reconstruction
Area: South of Market district, San Francisco, CA
Period of Significance: N/A
Property Type: building
Applicable Criteria: N/A

Summary of Findings

The Bothin Real Estate Company Building at 530 Howard Street does not appear to be eligible for the National Register of Historic Places (NRHP) or the California Register of Historical Resources (CRHR).

Historic Context

The Bothin Real Estate Company Building at 530 Howard Street (Block 3712, Lot 14) was constructed in 1908, two years after the 1906 fires and earthquake leveled the South of Market neighborhood. Due to eleven fires that started in the area and the neighborhood's high concentration of wood-frame buildings, very few structures survived the disaster. After the disaster, the South of Market area developed unevenly but fairly rapid development occurred along this portion of Howard Street. Construction supply companies tended to settle in this area around Howard and Second Streets, and the

B11. Additional Resource Attributes:

***B12. References:**

See continuation sheet.

B13. Remarks:

***B14. Evaluator:** Carey & Co., Inc.

***Date of Evaluation:** March 18, 2010

*Required information

Continuation of B10. Significance:

Magnesia Asbestos Supplies Company, the first occupant of 530 Howard Street, was part of this trend.

The Bothin Real Estate Company was run by Henry E. Bothin of Ross, California. 530 Howard Street was one of the buildings the firm constructed in the South of Market area after the earthquake. Bothin was a prominent real estate owner in San Francisco, and most of his holding were in North Beach and north of Market Street. More elaborate buildings were constructed in 1910 on Fremont Street (*San Francisco Call* 1910). Bothin was also president of the Judson Manufacturing Company. City directory research indicates that neither company occupied the building. By the mid-1910s the building was occupied by Keasby & Mattison Co., a Magnesia pipe covering company.

The original building permit for this building was not found. Based on an August 1919 renovation permit, the building was substantially remodeled and two stories were added to this structural steel and reinforced concrete building. The architect for this addition was Arthur S. Bugbee, who is listed in the San Francisco Planning department files as the original architect for this building. The owner at this time was F. A. Quimby, who was not found in the city directories. The tenant at this time was using the building to warehouse rubber goods.

San Francisco architect Arthur S. Bugbee was born into a family of influential architects who worked in San Francisco by the 1860s. Arthur was a draftsman in the offices of Welsh & Carey in 1907 and started a partnership with another Bugbee by 1911. He designed prominent homes in Northern California and commercial buildings primarily in the South of Market neighborhood in 1920s. Unlike his relations, such as Sumner Bugbee who designed many prominent pre-earthquake buildings in the area, Arthur does not appear to be an influential San Francisco architect.

By the 1950s a leather goods manufacturing company owned the building. According to an 1952 permit application, the company changed the entry doors and added glass block and porcelain enamel to the front of building. The aluminum casement windows may have been installed at this time as well. In the early 1980s, the 530 Howard Street Association owned the building, which was used for offices and retail, and the ground floor store front was remodeled in April of 1981.

Evaluation

The Bothin Real Estate Company Building at 530 Howard Street does not appear to be individually eligible for the NRHP or the CRHR, it also does not appear to be eligible as a contributor to a district. The building is not eligible under Criterion A/1 for its association with events that have made a significant contribution to the broad patterns of local or regional history or the cultural heritage of California or the United States. Constructed in 1908 this building is associated with the general redevelopment of the area after the 1906 disaster but was following the general trends of redevelopment in the area and did not make a significant contribution to the rebuilding of the city. The building was also substantially altered in 1919 and no longer retains its historical integrity to express its association with the initial reconstruction of the South of Market neighborhood.

The building does not appear to be eligible under Criterion B/2 for its association with the lives of persons important to local, California or national history. Although Henry E. Bothin was a prominent San Francisco businessman, this building does not rise to the level of significance in his prolific portfolio of building related projects to be considered important to understanding the significance of his biography.

Additionally, it does not appear to be eligible under Criterion C/3 for being a significant example of a type, period, region, or method of construction; for being the work of a master; or for possessing high artistic values. The building does retain some details of the commercial loft buildings that were constructed in the area after the 1906 Earthquake, such as the stucco cladding and Renaissance Revival detailing like the sheet metal cornice with box modillions;

Continuation of B10. Significance:

however, it does not appear to be a particularly significant example of this style or building typology. The original architect was not identified. The 1919 renovation was designed by San Francisco-based architect Arthur S. Bugbee. While Bugbee descended from a line of influential San Francisco architects, Arthur S. Bugbee does not appear to be a significant architect in his own right. Therefore the building does not appear to be eligible for its association with him.

The Bothin Real Estate Company Building has undergone several rounds of alteration, starting with the addition of two-stories and remodeling of the exterior in 1919. The ground floor has been redone several times and all the fenestration has been replaced. The building no longer retains its original design, materials, workmanship, or association. The structure's setting and feeling has been impacted by the ongoing development of the area and the removal of several of early twentieth-century buildings on the block, particularly to the east.

Previous Evaluations
According to San Francisco Planning Department records, 530 Howard Street has been assigned California Historical Resource Status Code 6, indicating it is not eligible for listing or designation. In 1983 John Snyder of Caltrans found the building to ineligible. It received a rating of C in the 1977-1978 San Francisco Architectural Heritage Survey. In the 2008 Transit Center District Survey, Kelley & VerPlanck assigned the building California Historical Resource Status Code 3CD, indicating that it appears to be eligible for listing in the CRHR as a contributor to a CRHR-eligible district through a survey evaluation.

Continuation of B12. References:

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Primary #
HRI#

BUILDING, STRUCTURE, AND OBJECT RECORD

***NRHP Status Code** 6Z

*Resource Name or # : 547-549 Howard Street

B1. Historic Name: Greeley Building
B2. Common Name:
B3. Original Use: Commercial building
B4. Present Use: Commercial building
***B5. Architectural Style:** Renaissance Revival
***B6. Construction History:** Constructed in 1907.

***B7. Moved?** ☑No ☐Yes ☐Unknown **Date:** **Original Location:**
***B8. Related Features:**

B9a. Architect: Oliver Everett
b. Builder: Unknown
***B10. Significance: Theme:** Real estate development
Area: South of Market district, San Francisco, CA
Period of Significance: N/A
Property Type: Commercial building
Applicable Criteria: N/A

Summary of Findings
The Greeley Building at 547-549 Howard Street does not appear to be eligible for individual listing in the National Register of Historic Places (NRHP) or the California Register of Historical Resources (CRHR).

Historic Context
John J. Greeley filed a building permit to erect the two-story brick commercial building at 547-549 Howard Street (Block 3736, Lot 110) in February 1907, less than a year after the fires and earthquake leveled the South of Market neighborhood. Due to eleven fires that started in the area and the neighborhood's high concentration of wood-frame buildings, very few structures survived the disaster. Unlike other areas of the San Francisco that were rebuilt immediately after the disaster, such as North Beach and the financial district, South of Market developed unevenly. Some sections (See continuation sheet.)

B11. Additional Resource Attributes:

***B12. References:**

See continuation sheet.

B13. Remarks:

***B14. Evaluator:** Carey & Co., Inc.

***Date of Evaluation:** March 18, 2010

*Required information

Continuation of B10. Significance:

were rebuilt immediately, while other portions would not be developed for up to a decade. Due to its importance as a southerly extension of the City's downtown north of Market Street, the area centered around around New Montgomery, Second, and Mission Streets, which contains the Greeley Building, was largely rebuilt by 1913.

John J. Greeley inherited the parcel from his mother Honora Greeley, a long time resident of San Francisco, upon her death in 1902. She also owned a parcel on Tehama Street. Born in 1877, John J. Greeley was the eldest of her six children with husband John Greeley, an Irish laborer, and was a noted lawyer in San Francisco. He earned his bachelor's degree from St. Mary's College and passed the bar in 1898 after studying in the offices of R. H. Countryman. In 1900, he accepted a position as the assistant bond and warrant clerk in the City's District Attorney's office, and by 1903, he had been promoted as a prosecuting attorney by District Attorney L. F. Byington. He married Ruby J. Greeley around 1905.

Greeley contracted architect Oliver Everett to design this small-scale commercial building. Born in 1860 in Massachusetts, Everett arrived in San Francisco in 1874. In the late nineteenth century he Everett found employment in the offices of Prosper Huerne, who arrived in 1850 from France to become a pioneering architect in San Francisco. In 1893, Everett became the principal of the firm Huerne & Everett.

Since reverse city directories of San Francisco do not begin until the mid-1950s, archival research did not reveal information on the building's early occupants. San Francisco Architectural Heritage files note that the Pacific Rural Press occupied 547 Howard Street in 1923.

Evaluation

The Greeley Building at 547-549 Howard Street does not appear to be eligible for the NRHP or the CRHR under Criterion A/1 for its association with events that have made a significant contribution to the broad patterns of local or regional history or the cultural heritage of California or the United States. To be eligible under this criterion, the building cannot merely be associated with historic events or trends but must have a specific association to be considered significant. While the Greeley Building was constructed during a period of rapid reconstruction of the area centered around New Montgomery, Second, and Mission Streets within the South of Market neighborhood after it was leveled by the 1906 earthquake and fires, it does not appear to have a particularly specific or significant association with this event to be individually eligible. It was one of many small-scale commercial or light industrial buildings constructed on the block between 1906 and 1913, by which time the area had been largely built out.

The building does not appear to be eligible under Criterion B/2 for its association with the lives of persons important to local, California or national history. Additionally, it does not appear to be eligible under Criterion C/3 for being a significant example of a type, period, region, or method of construction; for being the work of a master; or for possessing high artistic values. Although the two-story commercial building exhibits common characteristics of commercial loft buildings constructed in the area, including its brick construction, stucco cladding, and Renaissance Revival detailing like the sheet metal cornice with box modillions and dentils, it does not appear to be a particularly significant example of this style or building typology. While Oliver Everett is a noted San Francisco-based architect, the building does not appear to be eligible for its association with him.

The Greeley Building appears to retain a good level of integrity, including its integrity of design, materials, workmanship, location, and association. Its storefront has had minor alterations, such as the replacement of the doors. The prism lite transom spanning above it may be original. It also retains its original fenestration at the second story, and it retains the prominent sheet metal cornice. The structure's setting and feeling has been impacted by the construction of the Transbay Terminal Building completed in 1936 about a block to its north and the aboveground concrete viaduct associated with the terminal building that cuts through the block to its west. However, small-scale

Continuation of B10. Significance:

commercial and light industrial buildings still stand in its immediate environment, so it still retains a good level of integrity of setting.

Previous Evaluations
According to San Francisco Planning Department records, 531-533 Howard Street has been assigned California Historical Resource Status Code 6, indicating it is not eligible for listing or designation. It received a rating of V in the City's Downtown Master Plan and received a rating of C in the 1977-1978 San Francisco Architectural Heritage Survey. It was also surveyed as part of the San Francisco Landmarks Board's 1990 Unreinforced Masonry Building Survey. In the 2008 Transit Center District Survey, Kelley & VerPlanck assigned the building California Historical Resource Status Code 3CD, indicating that it appears to be eligible for listing in the CRHR as a contributor to a CRHR-eligible district through a survey evaluation.

Continuation of B12. References:

"The Bloomfield Legacy: Getting it on the National Register." *Heritage News.* 29, No. 3: 6-7.

Bloomfield, Anne. "A History of the California Historical Society's New Mission Street Neighborhood." *California History* 74, no. 4 (Winter 1995): 372-393.

_____. "Second and Howard Streets District, San Francisco, National Register of Historic Places Nomination Form." October 3, 1998.

Building files, 547-549 Howard Street. San Francisco Planning Department.

Building permit records, 547-549 Howard Street. San Francisco Department of Building Inspection.

"Byinton Makes Two Promotions." *San Francisco Chronicle.* July 3, 1903, p. 10.

Everett, Oliver, vertical file. San Francisco Architectural Heritage.

Kelly & VerPlanck. "Transit Center District Survey, San Francisco, California, Final." Prepared for the San Francisco Planning Department. July 22, 2008.

"Mrs. Greeley's Will Filed." *San Francisco Call.* July 13, 1902.

"Oliver Everett." *California Architect and Building News*, vol. 2

Sanborn Fire Insurance Maps, "San Francisco, California," 1913, sheet 131; 1950, sheet 131.

San Francisco City Directories, 1923.

U. S. Federal Census, 1910. http://www.ancestry.com (accessed January 14, 2010).

San Francisco Landmarks Preservation Advisory Board. *A Context Statement and Architectural/Historical Survey of Unreinforced Masonry Building (UMB) Construction in San Francisco from 1850 to 1940.* San Francisco, Calif.: Landmarks Preservation Advisory Board, San Francisco Department of City Planning. November 1990.

Primary #
HRI#

BUILDING, STRUCTURE, AND OBJECT RECORD

***NRHP Status Code** 6Z

*Resource Name or # : 555 Howard Street

B1. Historic Name: Kahn Building
B2. Common Name:
B3. Original Use: Warehouse
B4. Present Use: Commercial/office building
***B5. Architectural Style:** Mission Revival
***B6. Construction History:** Constructed in 1911.

***B7. Moved?** ☑No ☐Yes ☐Unknown **Date:** **Original Location:**
***B8. Related Features:**

B9a. Architect: Edward G. Bolles and Albert Schroepfer
b. Builder: Unknown
***B10. Significance: Theme:** Real estate development **Area:** South of Market district, San Francisco, CA
Period of Significance: N/A **Property Type:** Warehouse **Applicable Criteria:** N/A

Summary of Findings
The Kahn Building at 555 Howard Street does not appear to be eligible for individual listing in the National Register of Historic Places (NRHP) or the California Register of Historical Resources (CRHR) due to its lack of integrity.

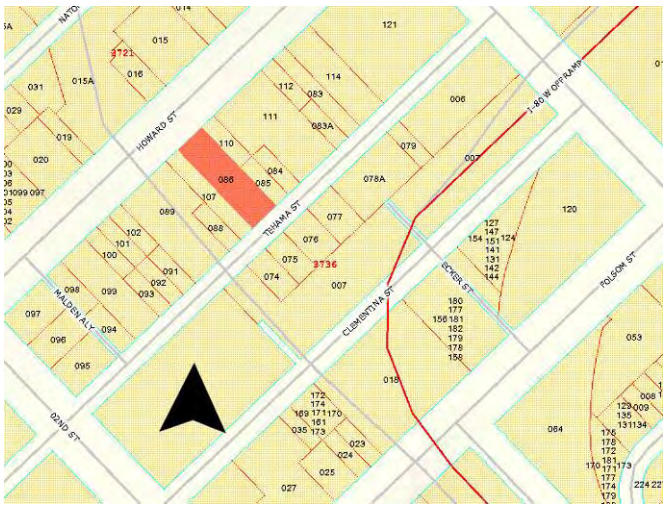
Historic Context
Aaron and Phina Kahn erected the three-story, reinforced concrete warehouse at 555 Howard Street (Block 3736, Lot 086) in 1911, several years after the fires and earthquake leveled the South of Market neighborhood. Due to eleven fires that started in the area and the neighborhood's high concentration of wood-frame buildings, very few structures survived the disaster. Unlike other areas of the San Francisco that were rebuilt immediately after the disaster, such as North Beach and the financial district, South of Market developed unevenly. Some sections, like the area centered around New
(See continuation sheet.)

B11. Additional Resource Attributes:

***B12. References:**

See continuation sheet.

B13. Remarks:



***B14. Evaluator:** Carey & Co., Inc.

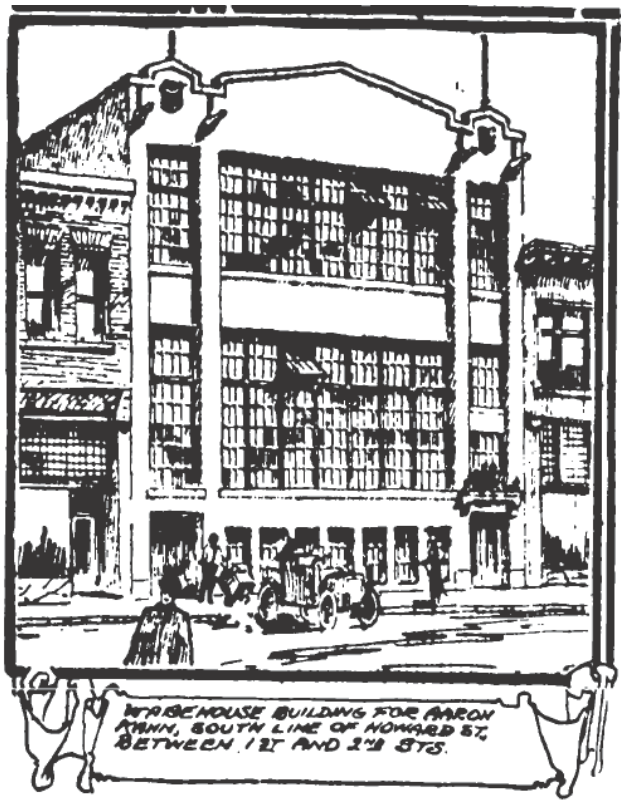
***Date of Evaluation:** March 18, 2010

*Required information

Continuation of B10. Significance:

Montgomery, Second, and Mission Streets, were rebuilt immediately, while other portions were not developed for up to a decade. The Kahn Building stands in the former, which was mostly rebuilt by 1913 due to its importance as a southerly extension of the City's downtown north of Market Street.

The Kahns, who owned the Kahn Real Estate Company, contracted noted Bay Area architects Edward G. Bolles and Albert Schroepfer to design this building. A *San Francisco Chronicle* article boasts that Bolles and Schroepfer's design allowed a maximum amount of light and ventilation at each story due to the large expanses of windows, and that the building was completely fireproof and equipped with modern firefighting equipment.



Façade of 555 Howard Street, 1911. Courtesy of *San Francisco Chronicle*, "Realty Market Dull in Vacation Season," July 8, 1911, p. 10.

Architect Edward G. Bolles was born around 1872 in Illinois. He was married to Ida S. Bolles, and they had four children, Grosvenor, Carol, Jack, and Elizabeth Bolles. Around 1910 he was living in Berkeley with his family, but he had remarried by 1920 to Suzanne Bolles; the couple resided in San Francisco. They had two sons, Lyman G. and John Savage Bolles, and one daughter, Mrs. Harry Richardson. Bolles died in 1939.

Continuation of B10. Significance:

In addition to various residences, hotels, and apartment buildings in San Francisco, Bolles designed at least one other warehouse buildings in the South of Market neighborhood on the east side of 2nd Street just south of Harrison Street, which was noted in *Architect & Engineer*. Constructed in 1918, the three-story brick structure was known as the Adams Building.

Albert Schroepfer was born around 1874 in New York City to Albert and Minna Schroepfer. Albert's father was also an architect. By 1910 he had married Florence Schroepfer. He designed numerous apartment buildings and hotels in San Francisco, especially on Bush, Sutter, Post, and Leavenworth Streets, a handful of which were noted in *Architect & Engineer.*

The Kahn Building first housed the warehouse and offices of the United Cigar Company, which occupied the building until the mid-1920s. The United Cigar Company, a New York-based business, was viewed as a powerful competitor in San Francisco's cigar wholesale market around the turn of the century. The Cigar and Tobacco Merchant's Association, a local trade group, fought the company's expansion plan in 1905 and even prevented the company from securing several leases in the City. Undaunted by these efforts to thwart its dominance in the cigar market and by the wide-scale destruction of San Francisco during the 1906 earthquake and fires, the United Cigar Company again made plans to open twenty new stores in the City, building on the twelve stores they operated before the disaster. Boasting of his company's success, President George J. Whalen stated in 1909, "I believe in San Francisco and her future. This is a remarkable city, and the spirit which has been shown here since the big fire has convinced me that money can be invested here safely" (*San Francisco Chronicle* 1909:12).

Reverse city directories in San Francisco do not begin until the mid-1950s, so archival research did not reveal the building's early tenants following the United Cigar Company's tenure. In 1932, Phina Kahn filed for a building permit to conduct interior renovations. From around the 1940s to the 1950s, the building housed a "paper converting works."

Evaluation

The Kahn Building at 555 Howard Street does not appear to be eligible for the NRHP or the CRHR under Criterion A/1 for its association with events that have made a significant contribution to the broad patterns of local or regional history or the cultural heritage of California or the United States. To be eligible under this criterion, the building cannot merely be associated with historic events or trends but must have a specific association to be considered significant. While the Kahn Building was constructed during a period of rapid reconstruction of the area centered around New Montgomery, Second, and Mission Streets within the South of Market neighborhood after it was leveled by the 1906 earthquake and fires, it does not appear to have a particularly specific or significant association with this event to be individually eligible. It was one of many small-scale commercial or light industrial buildings constructed on the block between 1906 and 1913, by which time the area had been largely built out.

The building does not appear to be eligible under Criterion B/2 for its association with the lives of persons important to local, California or national history. Although a major corporation that became a major player in San Francisco's wholesale cigar market, the building did not house their first warehouse for their initial expansion from New York City to the West Coast, nor did it play a singular role in their expansion plans following the 1906 earthquake and fires. It was one of over twenty buildings the cigar company occupied following the disaster. Additional research would need to be conducted to determine the extent of Aaron and Phina Kahn's real estate holdings. Although Aaron Kahn also erected the Planter's Hotel at 606 Folsom Street, around two blocks south of the subject property, it does not appear that the Kahns played a significant role in the reconstruction of the South of Market district.

The building appears to be eligible under Criterion C/3 as a representative example of a reinforced concrete warehouse constructed in the South of Market neighborhood following the 1906 earthquake and fires. The Kahn Building's prominent bands of multi-lite, industrial-sash windows; shaped parapet with decorative shields at the corners; and distinct daylight basement make this an excellent example of a small-scale warehouse building in the neighborhood. While Edward G. Bolles and Albert Schroepfer are noted San Francisco-based architects, the building does not appear to be eligible for its association with them.

Continuation of B10. Significance:

However, the Kahn Building does not appear to retain a suffiecient level of integrity for listing in the NRHP/CRHR. Although it retains its reinforced concrete construction, stucco cladding, shaped parapet with decorative crests in the outer bays, and original window and door openings, the original multi-lite, steel-sash windows, a key character-defining feature, have been replaced with metal-sash fixed windows with a band of operable windows and either a band of operable windows above or below them. This alteration greatly alters the façade's design and character of the building such that it does not retain a high level of integrity of design, materials, and workmanship. The Kahn Building retains its location, having never been moved, and its integrity of feeling as an early-twentieth-century commercial loft building in San Francisco's South of Market neighborhood. The structure's setting has been impacted by the construction of the Transbay Terminal Building completed in 1936 about a block to its north and the aboveground concrete viaduct associated with the terminal building that cuts through the block to its west. However, small-scale commercial and light industrial buildings still stand in its immediate environment, so it still retains its integrity of setting.

Therefore, the Kahn Building at 555 Folsom Street does not retain sufficient integrity for individual listing in the NRHP or the CRHR.

Previous Evaluations
According to data provided by the San Francisco Planning Department, the building has two California Historical Resource Status Codes: 6, indicating it is not eligible for listing or designation, and 4S2, which is no longer used in the California Historical Resources Information System. It also received a rating of C in the 1977-1978 San Francisco Architectural Heritage Survey. Kelley & VerPlanck assigned the building California Historical Resource Status Code 3CD, indicating it appears to be eligible for listing in the CRHR as a contributor to a CRHR-eligible district through a survey evaluation.

Continuation of B12. References:

555 Howard Street, vertical file. San Francisco Architectural Heritage.

"The Bloomfield Legacy: Getting it on the National Register." *Heritage News.* 29, No. 3: 6-7.

Bloomfield, Anne. "A History of the California Historical Society's New Mission Street Neighborhood." *California History* 74, no. 4 (Winter 1995): 372-393.

_____. "Second and Howard Streets District, San Francisco, National Register of Historic Places Nomination Form." October 3, 1998.

Bolles, Edward, vertical file. San Francisco Architectural Heritage.

Building files, 555 Howard Street. San Francisco Planning Department.

Building permit records, 555 Howard Street. San Francisco Department of Building Inspection.

California Voter Registrations, 1900-1968. http://www.ancestry.com (accessed January 5, 2010).

"Cigar Dealers Combat Trust." *San Francisco Chronicle.* February 3, 1905, p. 9.

"Class C Warehouse." *Architect & Engineer* 53, no. 2 (May 1918): 109.

"Costly Residence for the Heights." *San Francisco Chronicle.* May 23, 1914, p. 8.

Continuation of B12. References:

"Costly Structures Soon to be Erected." *San Francisco Chronicle.* February 4, 1911, p. 10.

"Fifty Millions for Construction Work in San Francisco This Year." *Architect & Engineer* 31, no. 3 (January 1913): 61-65.

"Heavy Cut in Prices of Cigars." *San Francisco Chronicle.* February 27, 1903, p. 2.

Kelly & VerPlanck. "Transit Center District Survey, San Francisco, California, Final." Prepared for the San Francisco Planning Department. July 22, 2008.

Mitchell, W. Garden. "The 1915 San Francisco Architectural Club Exhibit." *Architect & Engineer* 41, no. 3 (June 1915): 51-67.

Obituary for Edward Bolles. *San Francisco Chronicle*, August 9, 1939.

"Realty Market Dull in Vacation Season." *San Francisco Chronicle.* July 8, 1911, p. 10.

Sanborn Fire Insurance Maps, "San Francisco, California," 1913, sheet 131; 1950, sheet 131.

San Francisco Chronicle. March 25, 1911, p. 11.

San Francisco Chronicle. November 25, 1911, p. 8.

Schroepfer, Albert, vertical file. San Francisco Architectural Heritage.

"Tobacco Trust Reaching out for Drug Store Trade." *San Francisco Chronicle.* February 23, 1906, p. 16.

U. S. Federal Census, 1880, 1910, 1920. http://www.ancestry.com (accessed January 14, 2010).

"Will Open Many Stores in City." *San Francisco Chronicle.* March 14, 1909, p. 32.

World War I Draft Registration Cards, 1917-1918. http://www.ancestry.com (accessed January 5, 2010).

Primary #
HRI#

BUILDING, STRUCTURE, AND OBJECT RECORD

***NRHP Status Code** 6Z

*Resource Name or # : 571 Howard Street

B1. Historic Name:
B2. Common Name:
B3. Original Use: Light industrial building
B4. Present Use: Commercial/office building
***B5. Architectural Style:** Renaissance Revival
***B6. Construction History:** Constructed in 1924.

***B7. Moved?** ☑No ☐Yes ☐Unknown **Date:** **Original Location:**
***B8. Related Features:**

B9a. Architect: F. Farnkoff
b. Builder: George Wagner
***B10. Significance: Theme:** Real estate development **Area:** South of Market district, San Francisco, CA
Period of Significance: N/A **Property Type:** Light industrial building **Applicable Criteria:** N/A

Summary of Findings
The reinforced-concrete commercial building at 571 Howard Street does not appear to be eligible for individual listing in the National Register of Historic Places (NRHP) or the California Register of Historical Resources (CRHR).

Historic Context
According to the 1913 Sanborn Fire Insurance Map, the parcel contained a building housing a sheet metal works that was demolished in order to construct the extant building at 571 Howard Street in the 1924. The former building was erected during the initial phase of reconstruction following the 1906 earthquake and fires, which decimated the South of Market neighborhood. Due to its importance as a southerly extension of the City's downtown north of Market Street, the area centered around New Montgomery, Second, and Mission Streets was largely rebuilt by 1913. (See continuation sheet.)

B11. Additional Resource Attributes:

***B12. References:**

See continuation sheet.

B13. Remarks:

***B14. Evaluator:** Carey & Co., Inc.

***Date of Evaluation:** March 18, 2010

*Required information

Continuation of B10. Significance:

Buildings continued to be erected in the area following World War I, including several major office buildings and hotels, and again during a mid-1920s building boom. The extant building on the parcel was constructed during this later building phase, which completes the build out of the area by 1930 and its transformation from a dense, working-class residential neighborhood to a predominantly light industry and warehouse district.

Walter H. Sullivan erected the building at 571 Howard Street. Born in California in 1884, he married Genevieve J. Sullivan and had two children, Walter and Thomas. Walter Sullivan earned a living through real estate and operated his company W. H. S. Real Estate in the Alexander Building in San Francisco.

He hired retained architect F. Farnkoff to design the building and George Wagner to construct it. The architect may be Frank Farnkoff, who is listed in the 1920 U. S. Federal Census as residing in San Anselmo with his parents Vincent and Rosa Farnkoff. Born in Oregon around 1886, he is listed as an architect. The following year, Farnkoff designed five brick piers, which were installed under the building's west wall. Archival research did not reveal additional information on Farnkoff.

According to San Francisco Architectural Heritage files on 571 Howard Street, the Marion Steam Shovel Company, which made steam shovels, draglines, clamshells, dredges, cranes, and trench shovels, first occupied the building upon its completion. However, the E. J. Brooks & Co., a purveyor of freight cards, cigars, packaging and meter seals according to the 1923 San Francisco city directory, gave the building its namesake.

Evaluation

The commercial building at 571 Howard Street does not appear to be eligible for individual listing in the National Register of Historic Places (NRHP) or the California Register of Historical Resources (CRHR) under Criterion A/1 for its association with events that have made a significant contribution to the broad patterns of California's history and cultural heritage. Constructed in 1924, it contributed to a later phase of reconstruction of the neighborhood, which was completely built out by 1930. To be eligible under this criterion, the building cannot merely be associated with historic events or trends but must have a specific association to be considered significant. 571Howard Street does not appear to have a particularly specific or significant association with the area's reconstruction. It was one of many small-scale commercial or light industrial buildings constructed on the block by 1930.

571 Howard Street does not appear to be eligible under Criterion B/2 for its association with the lives of persons important to local, California or national history. Additionally, the building does not appear to be eligible under Criterion C/3 for being a significant example of a type, period, region, or method of construction; for being the work of a master; or for possessing high artistic value. Although the two-story commercial building exhibits common characteristics of commercial loft buildings constructed in the area, including its reinforced-concrete construction, simple sheet-metal cornice, and shaped parapet, it does not appear to be a particularly significant example of this style or building typology. Additionally, Frank Farnkoff does not appear to be a master architect.

The building appears to retain a fair level of integrity of design, materials, workmanship, location, and association. It retains its reinforced concrete construction; flat roof with a simple shaped parapet and simple sheet-metal cornice. Most significantly, its second-story windows have been replaced with contemporary metal-sash slider windows surmounted by a transom window. The structure's setting has been impacted by the construction of the Transbay Terminal Building completed in 1936 about a block to its north and the aboveground concrete viaduct associated with the terminal building that cuts through the block immediately to its east. However, small-scale commercial and light industrial buildings still stand in its immediate environment, so it retains a good level of integrity of setting.

*Recorded by: Carey & Co., Inc. *Date: March 18, 2010 ☑ Continuation ☐ Update

Continuation of B10. Significance:

Previous Evaluations
According to San Francisco Planning Department records, the building has not been evaluated in previous local surveys. In the 2008 Transit Center District Survey, Kelley & VerPlanck assigned the building California Historical Resource Status Code 3CD, indicating it appears to be eligible for listing in the CRHR as a contributor to a CRHR-eligible district through a survey evaluation.

Continuation of B12. References:

571 Howard Street, vertical file. San Francisco Architectural Heritage.

"The Bloomfield Legacy: Getting it on the National Register." *Heritage News.* 29, No. 3: 6-7.

Bloomfield, Anne. "A History of the California Historical Society's New Mission Street Neighborhood." *California History* 74, no. 4 (Winter 1995): 372-393.

_____. "Second and Howard Streets District, San Francisco, National Register of Historic Places Nomination Form." October 3, 1998.

Building permit records, 571 Howard Street. Department of Building Inspection.

Kelly & VerPlanck. "Transit Center District Survey, San Francisco, California, Final." Prepared for the San Francisco Planning Department. July 22, 2008.

Sanborn Fire Insurance Maps, "San Francisco, California," 1913, sheet 131; 1950, sheet 131.

U. S. Federal Census, 1920, 1930. http://www.ancestry.com (accessed January 18, 2010).

World War I Draft Registration Cards, 1917-1918. http://www.ancestry.com (accessed January 18, 2010).

Primary #
HRI#

BUILDING, STRUCTURE, AND OBJECT RECORD

***NRHP Status Code** 1D, 3S, 3CB

*Resource Name or # :580 Howard Street

B1. Historic Name: Kinney Building
B2. Common Name: Dahl-Beck Electric Building
B3. Original Use: warehouse
B4. Present Use: live-work lofts
***B5. Architectural Style:** Commercial Style
***B6. Construction History:** Constructed in 1906. Renovated in 1996 following Secretary of the Interior's Standards to accommodate live-work lofts.

***B7. Moved?** ☑No ☐Yes ☐Unknown **Date:** **Original Location:**
***B8. Related Features:** none

B9a. Architect: A. W. Smith
b. Builder: unknown
***B10. Significance: Theme:** urban development, reconstruction
Area: South of Market district, San Francisco, CA
Period of Significance: 1906-1913
Property Type: Building
Applicable Criteria: A/1, C/3

Summary of Findings

The Dahl-Beck Electric Building (originally known as the Kinney Building) at 580 Howard Street appears to be eligible for individual listing in the National Register of Historic Places (NRHP) and the California Register of Historical Resources (CRHR) under Criterion A/1 for its role in the rapid reconstruction of the South of Market neighborhood after it was leveled by the 1906 earthquake and fires as well as for its influence in establishing the vicinity of Second and Howard Street as a center of construction services. The building also appears to be eligible under Criterion C/3 as the work of prolific architect A. W. Smith and as a representative example of a Commercial Style masonry loft building with limited Renaissance-Baroque detailing in the South of Market neighborhood. It retains a high level of integrity, and its period of significance spans from 1906 to 1913, its date of construction to the conclusion of the first wave of post-earthquake development in the area. 580 Howard Street is also a contributing building to the National Register Second and Howard Street District.

B11. Additional Resource Attributes:

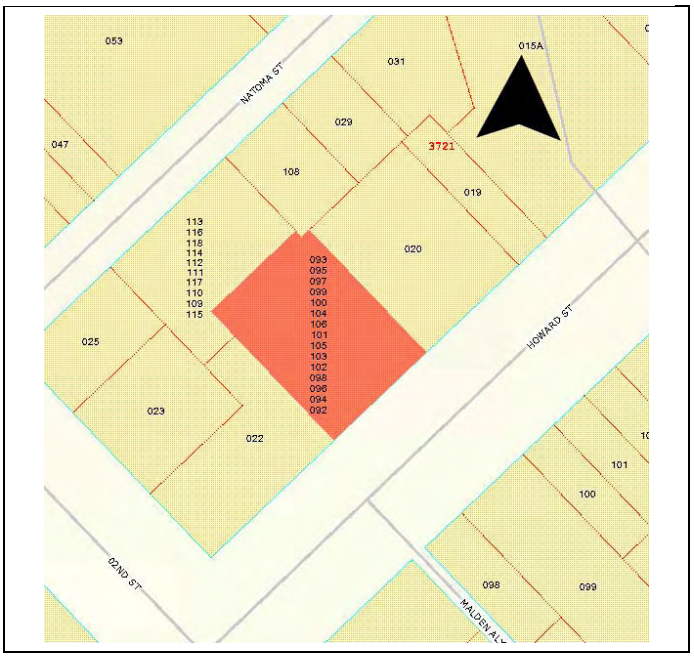
***B12. References:**

See continuation sheet.

B13. Remarks:

***B14. Evaluator:** Carey & Co., Inc.

***Date of Evaluation:** March 18, 2010



*Required information

Continuation of B10. Significance:

Historic Context

The permit issued on July 5, 1906, to R. W. Kinney for his plumbing supply warehouse at 580 Howard Street (Block 3721, Lot 092) was the first permit issued after the 1906 Earthquake and Fire. Due to eleven fires that started in the area and the neighborhood's high concentration of wood-frame buildings, very few structures survived the disaster. Unlike other areas of the San Francisco that were rebuilt immediately after the disaster, such as North Beach and the financial district, South of Market developed unevenly. Some sections, like this area on Howard between First and Second Streets, was rebuilt immediately, while other portions were not developed for up to a decade. The immediate construction of the Kinney Building, quickly followed by similar buildings housing construction services, transformed this area from a primarily residential neighborhood, as shown on the 1899 Sanborn Map (Vol. 2, Sheet 129), to a commercial and light industrial area. This transformation was part of the changing character of the South of Market neighborhood as commercial buildings and warehouses replaced the burnt out remains of apartments and houses.

The building's original owner Ralph W. Kinney was born in 1866 in Wisconsin. Based on the 1900 U. S. Federal Census, Kinney, along with his wife Jenny and several servants, lived in Berkeley. Kinney lists his occupation as a merchant. The 1904 City Directory lists the Barker & Kinney Plumbing Supply firm on Second Street. By 1906, Kinney was the president of the R. W. Kinney Company and the plumbing supply company continued to operate at 580 Howard Street into the mid-1920s, when the company moved down the street. Another occupant of the building during the early twentieth century was the Western Press printing company. The building continued to be used for office and warehouse space until the early 1950s. The Dahl-Beck Electrical Company, an electrical repair company focusing on marine motors and generators, moved into the building in 1952 and continued to occupy it for almost 40 years. In 1998 the Martin Building Company turned the building into 14 live-work lofts and a penthouse suite.

Bay Area architect Alfred William Smith designed the commercial loft building in 1906. Born in 1864 in Louisiana, Smith grew up in Oakland. Smith started working as a contractor in the 1880s and was listed as an architect by the early 1890s, but was never formally educated as an architect. Smith designed more than 400 buildings during his forty-year career. Working primarily in the East Bay, he focused on houses and small to medium-sized commercial and industrial buildings, as well churches and institutional buildings (Alameda Architectural Preservation Society 2006). Smith's most notable work appears to be his bungalow designs, which were featured several times in *Architect & Engineer*. Other notable work was the Polytechnic Business College in Oakland, the Ebell Club, Gibson Engineering School, and sorority and fraternity houses in Berkeley (*Architect & Engineer* 1933: 53). He died in 1933.

Significance and Evaluation

The building at 580 Howard Street appears to be eligible for the National Register of Historic Places (NRHP)/California Register of Historical Resources (CRHR) under Criterion A/1 for its role in the rapid reconstruction of the area centered on Second and Howard Streets within the South of Market neighborhood after it was leveled by the 1906 earthquake and fires. Constructed in 1906, the Kinney Building was among the first to be erected on Howard Street and defined the character of the surrounding area. Historian Anne Bloomfield states that the construction of the Kinney building as a plumbing supply company "may have triggered the whole District's specialization in construction services" (Bloomfield 1998:7). The materials provided by Kinney and the other construction supply companies that quickly opened in the area would have provided much needed supplies for the city's initial reconstruction period. The success of these businesses in turn transformed Howard Street and the surrounding streets to the west and south into a light industrial and commercial area, a trend away from the nineteenth-century residential neighborhood pattern, and a trend that continued for most of the twentieth century.

The building does not appear to be significant under Criterion B/2. The original owner R. W. Kinney was a successful

Continuation of B10. Significance:

wholesale merchant but he does not appear to be a significant figure in the local, state, or national history. No other significant person appears to be associated with the building.

The building appears to be eligible under Criterion C/3 as a representative example of a Commercial Style masonry building with limited Renaissance-Baroque detailing in the South of Market neighborhood. The building's masonry construction; grid of original paired wood-sash, double-hung, windows; and prominent sheet metal cornice with modillion blocks make this an excellent example of a Commercial Style building in the neighborhood. The building is also significant for is association with architect A. W. Smith.

The building appears to retain a high level of integrity, including its integrity of location, design, materials, workmanship, association, and feeling. The building was renovated in 1998 following the Secretary of the Interior's Standards. Alterations to the façade consist of modifications to the ground floor windows and entrances to allow for separate entrances for two live-work units. The main entrance was modified too. The ground floor pilasters appear to be original, and the building's façade retains major character-defining features, including the fenestration, brick construction, metal fire escape, transom band, and the cornice. While modifications have occurred to the surrounding neighborhood over the last hundred years, many small-scale commercial and light industrial buildings for the early twentieth century still stand in its immediate environment, so it still retains a good level of integrity of setting.

Previous Evaluations
580 Howard Street is a contributing building to the National Register Second and Howard Street District. According to San Francisco Planning Department records, 580 Howard Street has been assigned California Historical Resource Status Code 1D. In the 2008 Transit Center District Survey, Kelley & VerPlanck also assigned the building California Historical Resource Status Codes 3CD indicating that the building it appears to be eligible for listing in the CRHR as a contributor to a CRHR-eligible district through a survey evaluation.

Continuation of B12. References:

_____. "A. W. Smith…Architect Extraordinaire." *Alameda Architectural Preservation Society*, January 2006:1.

_____. "A. W. Smith." *Architect and Engineer* (February 1933): 53.

_____. "The Bloomfield Legacy: Getting it on the National Register." *Heritage News* 29, no. 3: 6-7.

Bloomfield, Anne. "A History of the California Historical Society's New Mission Street Neighborhood." *California History* 74, no. 4 (Winter 1995): 372-393.

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Building Files, 580 Howard Street. San Francisco Planning Department.

Building permit records, 580-588 Howard Street. San Francisco Department of Building Inspection.

Kelly & VerPlanck. "Transit Center District Survey, San Francisco, California, Final." Prepared for the San Francisco Planning Department. July 22, 2008.

Sanborn Fire Insurance Maps, "San Francisco, California," 1913, Vol. 2, sheet 129.

U.S. Federal Census, 1900-1910. http://www.ancestry.com (accessed January 13, 2010).

San Francisco Landmarks Preservation Advisory Board. "A Context Statement and Architectural/Historical Survey of Unreinforced Masonry Building (UMB) Construction in San Francisco from 1850 to 1940." San Francisco, Calif.: Landmarks Preservation Advisory Board, San Francisco Department of City Planning. November 1990.

Smith, A. W., vertical file. San Francisco Architectural Heritage.

Smith, A. W. "The Real California Bungalow." *Architect & Engineer* 6, no. 1 (August 1906): 31-33.

_____. "An Attractive Oakland Bungalow." *Architect & Engineer* 14, no. 1 (August 1908): 45-47.

Shurell, Robert. "580 Howard Street—100 Years Young." *SF Apartment Magazine*, April 2006: 16-17.

Primary #
HRI#

BUILDING, STRUCTURE, AND OBJECT RECORD

***NRHP Status Code** 6Z

*Resource Name or # : 633 Howard Street

B1. Historic Name: Naber, Alfs, & Brune
B2. Common Name:
B3. Original Use: commercial warehouse and retail B4. Present Use: commercial
***B5. Architectural Style:** Commercial
***B6. Construction History:** Constructed in 1911. Storefront doors replaced, 2000. Second-story windows replace, 2001.

***B7. Moved?** ☑No ☐Yes ☐Unknown **Date:** **Original Location:**
***B8. Related Features:** None

B9a. Architect: Edmund/Edward Kollofrath b. Builder: unknown
***B10. Significance: Theme:** real estate development **Area:** South of Market district, San Francisco, CA
Period of Significance: N/A **Property Type:** commercial **Applicable Criteria:** N/A

633 Howard Street does not appear to be eligible for the National Register of Historic Places (NRHP) or California Register of Historical Resources (CRHR).

See Continuation Sheet.

B11. Additional Resource Attributes:

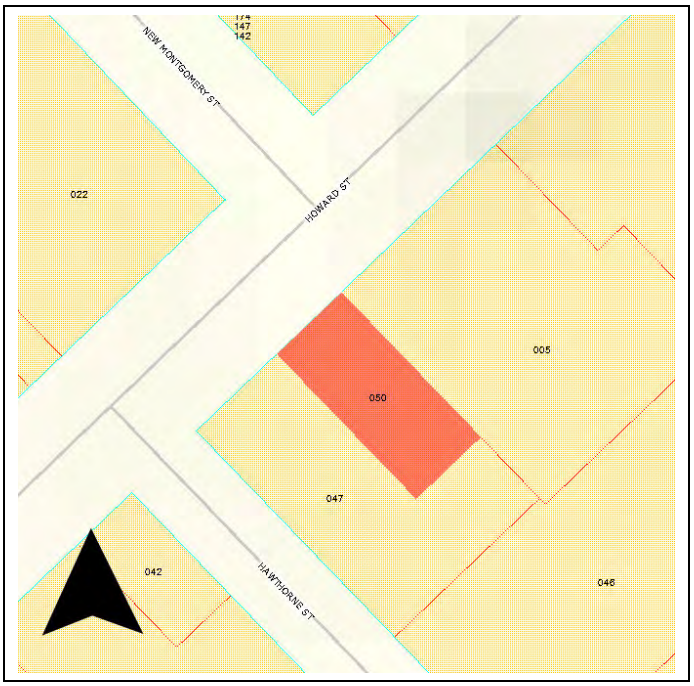
***B12. References:**

See continuation sheet.

B13. Remarks:

***B14. Evaluator:** Carey & Co., Inc.

***Date of Evaluation:** March 16, 2010.



*Required information

Continuation of B10. Significance:

Historic Context

Early in the morning of April 18, 1906, a strong earthquake jolted San Franciscans out of their slumber. Catastrophic fires, assisted by a failed water system, rampaged through city over the next few days. When the smoke cleared, 497 blocks of San Francisco, including the South of Market district, was a decimated wasteland that had to be rebuilt from scratch. A flurry of construction followed. Within two years, the City of San Francisco issued over 14,000 building permits, 10,000 of which pertained to new buildings. In the SOMA district, modest warehouses and light industrial buildings replaced the densely packed working-class residences that previously dominated the area. The building at 658 Howard Street dates to this initial period of rebuilding. As one *San Francisco Chronicle* writer wrote, "Mission street [*sic*] is being rapidly appropriated by the firms who were conspicuous in the old days. Howard street [*sic*] is beginning to receive attention from the dealers, and that portion of it included in the blocks between First and Third streets [*sic*] is destined to become, from its nearness to the banking section and the restored retail district of the city, a popular and convenient avenue for wholesale dealers who are crowded beyond Missions street [*sic*] (*Chronicle*, June 26, 1907).

In 1911 William and Carl Alfs commission Edmund or Edward Kollofrath (he was listed in various publications under either name) to design a two-story warehouse on at 633 Howard Street, from which the brothers ran their wholesale liquor business. Naber Alfs & Brune, as the business was called, began as Ehlers & Brand in 1871. After a series of partnership changes, the company finally organized as Naber, Alfs, & Brune in 1880 and became one of the major alcohol retailers in the West. Among the company's most popuar brands were Phoenix Bourbon and Damiana Bitters.

The earthquake and fires destroyed Naber Alfs & Brune's commercial space on Market Street, but it soon reopened on Front Street, "thus setting an example and demonstrating their confidence in the downtown district" (*Call*, July 29, 1906). William and Carl Alfs later submitted a building permit for a new space on Howard Street on June 29, 1911. Just five days later, on July 4, 1911, a would-be burglar dynamited Naber Alfs & Brune's store on Front Street and caused significant damage. Naber Alfs & Brune occupied the new space on Howard Street until 1919, when passage of the National Prohibition Act, or 18th amendment, drove this liquor distribution company out of business.

Edmund or Edward Kollofrath was the architect for 633 Howard Street. Born in 1853 in Germany, he immigrated to the United States in 1881 and became a naturalized citizen. He first appears in San Francisco directories in 1885, employed as a draughtsman in the architectural firm of Wright and Sanders. By 1889 he formed a partnership with Charles Kenitzer. Two years later he appears to have been practicing architecture alone. Kollofrath's big break came in 1893 when he won the competition to design the Administration Building for the Midwinter Fair held in Golden Gate Park in 1894. Otherwise, he appears to have designed several apartment buildings and flats; his design in 1897 for the Pabst Café at Powell and Ellis Streets was called "an artistic achievement" (*Chronicle*, March 3, 1897). He appears to have been a noteworthy architect, often engaging in high-profile events with the region's other elite architects.

Evaluation

633 Howard Street does not appear to be eligible for the NRHP/CRHR under Criterion A/1, for its association to events or broad patterns in local, state, or national history. While it was built during the initial period of rebuilding of the South of Market district that followed the earthquake and fires of 1906, it does not have a specific association with that event. It followed an established pattern by 1911 that resulted in the transformation of the area from a dense, working-class residential neighborhood to a light industrial and warehouse district.

No persons of significance are known to be associated with 633 Howard Street. While its original owner and occupant, Naber Alfs & Brune, was a long-established and leading liquor distributor in the city, the company is not known to have otherwise contributed to the development of San Francisco. Thus, the building does not appear to be eligible for the NRHP/CRHR under Criterion B/2.

Continuation of B10. Significance:

An ordinary concrete box with stucco cladding, the building is not representative of a particular type or period of architecture and does not have high artistic value. While its architect, Edmund or Edward Kollofrath was a well known and respected architect, this building does not appear to be a significant or representative part of his oeuvre. 633 Howard Street does not eligible under Criterion C/3.

633 Howard Street does not appear to retain a high level of integrity. It has not been moved and is largely surrounded by small-scale warehouses and industrial lofts, so it retains its integrity of location and setting. The building underwent a major alteration in 2001; namely, all of the second-story windows were replaced. This alteration transformed the previously ordinary warehouse in to a Late Moderne style building that bears no resemblance to its 1911 origins. They adversely compromise the building's integrity of design, materials, workmanship, feeling, and association.

Previous Surveys

According to San Francisco Planning Department records, 633 Howard Street has not been assigned California Historical Resource Status Code. It received a rating of V in the City's Downtown Master Plan and received a rating of C in the 1977-1978 San Francisco Architectural Heritage Survey. It was also surveyed as part of the San Francisco Landmarks Board's 1990 Unreinforced Masonry Building Survey. In the 2008 Transit Center District Survey, Kelley & VerPlanck assigned the building California Historical Resource Status Code 6Z, indicating it appears to be ineligible for listing on the NRHP, CRHR, or as a local landmark through a survey evaluation.

Continuation of B12. References:

"An Artistic Achievement." *San Francisco Chronicle*. March 3, 1897, p. 8.

Bloomfield, Anne. "A History of the California Historical Society's New Mission Street Neighborhood." *California History*, Vol. 74, no. 4 (Winter 1995/1996): 373-393.

Bloomfield, Anne. "Second and Howard Streets District: National Historic District Nomination." October 3, 1998.

"Blow Open a Big Safe and Wreck a Store." *San Francisco Chronicle*. July 5, 1911, p. 1.

Building Permits for 657 Howard Street. City and County of San Francisco Department of Building and Inspection.

"City Real Estate & Buildings." *San Francisco Chronicle*. July 31, 1896, p. 11.

"Confidence Shown in Future." *San Francisco Call*. July 29, 1906.

Kelley & VerPlanck. "Transit Center District Survey." Prepared for the San Francisco Planning Department. July 22, 2008.

"Moving Rapidly." *San Francisco Chronicle*. August 31, 1893, p. 10.

"Real Estate Market & Building Notes." *San Francisco Chronicle*. May 7, 1897, p. 11.

San Francisco City Directories.

San Francisco Landmarks Preservation Advisory Board. A Context Statement and Architectural/Historical Survey of Unreinforced Masonry Building (UMB) Construction in San Francisco from 1850 to 1940. San Francisco, Calif.: Landmarks Preservation Advisory Board, San Francisco Department of City Planning. November 1990.

*Recorded by: Carey & Co., Inc. *Date: March 16, 2010 ☑ Continuation ☐ Update

Continuation of B12. References:

United States Federal Census, 1860-1930, www.ancestry.com, accessed January 14, 2010.

"Verein Entracht." *San Francisco Chronicle*. May 16, 1893, p. 8.

Primary #
HRI#

BUILDING, STRUCTURE, AND OBJECT RECORD

***NRHP Status Code** 6Z

*Resource Name or # :648 Howard Street

B1. Historic Name:
B2. Common Name:
B3. Original Use: Commercial
B4. Present Use: Night club
***B5. Architectural Style:** Commercial
***B6. Construction History:** Constructed in 1922. New cladding, entrances reconfigured 1984.

***B7. Moved?** ☑No ☐Yes ☐Unknown **Date:** **Original Location:**
***B8. Related Features:** None

B9a. Architect: Andrew H. Knoll
b. Builder: unknown
***B10. Significance: Theme:** None
Area: South of Market district, San Francisco, CA
Period of Significance: N/A
Property Type: Commercial
Applicable Criteria: N/A

Summary of Findings
The building at 642-650 Howard Street does not appear to be individually eligible for the National Register of Historic Places (NRHP) or the California Register of Historical Resources (CRHR). An undistinguished former wholesale warehouse, the building has undergone too many alterations for it to convey whatever historical significance it once had.

See Continuation Sheet

B11. Additional Resource Attributes:

***B12. References:**

See continuation sheet

B13. Remarks:

***B14. Evaluator:** Carey & Co., Inc.

***Date of Evaluation:** March 16, 2010

*Required information

Continuation of B10. Significance:

Historic Context

Early in the morning of April 18, 1906, a strong earthquake jolted San Franciscans out of their slumber. Catastrophic fires, assisted by a failed water system, rampaged through city over the next few days. When the smoke cleared, 497 blocks of San Francisco, including the South of Market district, was a decimated wasteland that had to be rebuilt from scratch. A flurry of construction followed. Within two years, the City of San Francisco issued over 14,000 building permits, 10,000 of which pertained to new buildings. In the SOMA district, modest warehouses and light industrial buildings replaced the densely packed working-class residences that previously dominated the area. As one *San Francisco Chronicle* writer wrote, "Mission street [*sic*] is being rapidly appropriated by the firms who were conspicuous in the old days. Howard street [*sic*] is beginning to receive attention from the dealers, and that portion of it included in the blocks between First and Third streets [*sic*] is destined to become, from its nearness to the banking section and the restored retail district of the city, a popular and convenient avenue for wholesale dealers who are crowded beyond Missions street [*sic*] (*Chronicle*, June 26, 1907).

According to Kelley & VerPlanck's 2008 context statement for the Transbay Survey area, redevelopment of SOMA was uneven. The initial flurry of construction slowed down in 1913, then picked up again around the First World War. Following the recession of 1919, construction picked up again and remained generally steady throughout the 1920s. The Great Depression of the 1930s, followed by World War II virtually stopped construction in SOMA. These later periods of construction were marked by larger, more architecturally significant buildings. Concrete construction for warehouses gained favor over brick because of concrete's durability, its ability to withstand earthquakes and fires, and its ability to provide for large open spaces. Constructed in 1922, the concrete building at 642-650 Howard Street fit this pattern of later building types. The Happy Homes Furniture Co. first occupied the building, but the Coast Radio Supply Co., a wholesale distributor, soon moved in. Subsequent occupants remain unknown.

Andrew H. Knoll was the architect for 642-650 Howard Street. Born in Germany in 1882, he immigrated to the United States in 1901 and became a naturalized citizen in 1912. It was around this time that Knoll partnered with Walter Falch. Falch & Knoll specialized in large, often luxurious, modern apartment buildings. They also designed some single-family homes west of Twin Peaks and a parking garage (demolished) on Post Street. The firm's most prominent public building was the Emanuel church of the Evangelical Association (1915), located at 19th and Capp Streets in the Mission District (extant). In 1919 Falch & Knoll dissolved their partnership.

Early in his independent practice, Knoll appears to have specialized in more working-class oriented commissions. The first known independent commission he completed was a group of 90 one-story, six-room cottages in East Oakland. Three light industrial projects followed, including an auto accessories building at Catham Place and Bush Street (demolished), alterations to a three-story brick loft building at Folsom and Essex Streets (demolished), and a three-story loft building on Market Street between 2nd and New Montgomery (demolished). The Eisenbach Company, a real estate development firm, commissioned Knoll for the last of these three projects as well as for 642-650 Howard Street.

Evaluation

The building at 642-650 Howard Street does not appear to be individually eligible for the CRHR or NRHP. While it was constructed during a general building boom of the 1920s, it is an ordinary building that alone does not capture the significance of this historical trend and, therefore, does not appear to be significant under Criterions A/1. No known persons of significance are associated with the building; thus it does not appear to be eligible for the CRHR or NRHP under Criterion B/1. The building is not likely to yield information significant to history or prehistory and, therefore, does not appear eligible under Criterion D/4.

Lastly, 642-650 Howard Street does not appear to be eligible under Criterion C/3. Although A. H. Knoll, a locally known architect, designed several apartment buildings in San Francisco during his partnership with Walter Falch, more research would have to be conducted to confirm that he should be considered a master architect in his own right. Despite the fact that the single-story massing and plain box form of the building links it to the small-scale industrial lofts and warehouses that dominated the SOMA district for most of the twentieth century, it does not appear to be a significant example of this style or building typology.

648 Howard Street retains poor integrity. It has not been moved and stands amidst similarly scaled one-to-three story buildings, so it retains its integrity of location, setting, and association. However, the façade has been altered beyond recognition, with new cladding and altered entrances. These changes adversely impact the building's integrity of design, material, workmanship, and feeling so that it no longer expresses its historical character.

Continuation of B10. Significance:

Previous Evaluations
According to San Francisco Planning Department records, the building at 642-650 Howard Street has not been assigned a California Historical Resource Status Code. It has not received a rating in the City's Downtown Master Plan and was not surveyed as part of the 1976 Citywide Survey or the 1977-1978 San Francisco Architectural Heritage Survey. In the 2008 Transit Center District Survey, Kelley & VerPlanck assigned the building California Historical Resource Status Code 6Z, indicating it appears to be ineligible for listing in the CRHR through a survey evaluation.

Continuation of B12. References:

Advertisement. *Oakland Tribune.* November 14, 1925, p. 6-B.

Advertisement. *Oakland Tribune.* July 14, 1924, p. 4.

"Apartment Building has Latest Features." *San Francisco Chronicle*. July 29, 1916, p. 9.

"Architect Draws Plans for Three Apartments." *San Francisco Chronicle*. June 28, 1919, p. 19.

Architect Knoll Busy." *Architect Engineer*, Vol. LX (January 1920): 114.

"Art in New Home and Park Treatment Makes Potent Appeal." *San Francisco Chronicle*. July 13, 1918, p. 9.

Bloomfield, Anne. "A History of the California Historical Society's New Mission Street Neighborhood." *California History*, Vol. 74, no. 4 (Winter 1995/1996): 373-393.

Bloomfield, Anne. "Second and Howard Streets District: National Historic District Nomination." October 3, 1998.

Building Permits for 642-650 Howard Street. City and County of San Francisco Department of Building and Inspection.

"City Real Estate Deals Closed During Week Rank among Most Important Transactions in Investment Holdings of the Year." "Heavy Investment in Apartments." *San Francisco Chronicle*. July 8, 1916, p. 9.

"City Realty Market is Stirred by Important Transactions." *San Francisco Chronicle*. May 17, 1913, p. 11.

"Emanuel Church of Evangelical Association." *Architect & Engineer*, Vol. XLIII (October 1915): 87-89.

"Grading Site for Erection of Apartments." *San Francisco Chronicle*. May 5, 1917, p. 12.

"Growth of City Population Proved by the Demand for Dwellings." *San Francisco Chronicle*. June 1, 1912, p. 10.

"Heavy Investment in Apartments." *San Francisco Chronicle*. January 31, 1914, p. 4.

Kelley & VerPlanck. "Transit Center District Survey." Prepared for the San Francisco Planning Department. July 22, 2008.

"Large Acreage for Home Park." *San Francisco Chronicle*. July 24, 1913, p. 8.

"Many Sales and Trades Made in Investment Realty Holdings." *San Francisco Chronicle*. February 17, 1917, p. 9.

"New Parish School Will be Dedicated." *San Francisco Chronicle*. July 29, 1916, p. 9.

"Outside Capital Seeks Investment in City Realty." *San Francisco Chronicle*. January 18, 1913, p. 8.

"Real Estate Men Expect Revival of Business." *San Francisco Chronicle*. June 20, 1914, p. 4.

Continuation of B12. References:

"Realty Agents Anticipate Revival of Activities." *San Francisco Chronicle*. November 16, 1912, p. 10.

San Francisco City Directories.

San Francisco Landmarks Preservation Advisory Board. A Context Statement and Architectural/Historical Survey of Unreinforced Masonry Building (UMB) Construction in San Francisco from 1850 to 1940. San Francisco, Calif.: Landmarks Preservation Advisory Board, San Francisco Department of City Planning. November 1990.

"To Alter Building." *San Francisco Chronicle*. October 16, 1920, p. 6.

"To Build Ninety Cottages." *Architect & Engineer*, Vol. LIX. November 1919, p. 120.

United States Federal Census, 1860-1930, www.ancestry.com, accessed January 14, 2010.

"With the Architects." *Architect & Engineer*, Vol. XLII. August 1915, p. 108.

"With the Architects." *Architect & Engineer*, Vol. LIV (August 1918): 109.

Primary #
HRI#

BUILDING, STRUCTURE, AND OBJECT RECORD

***NRHP Status Code** 3S, 3CB

*Resource Name or # : 657 Howard Street

B1. Historic Name: San Francisco News Company
B2. Common Name:
B3. Original Use: warehouse
B4. Present Use: commercial
***B5. Architectural Style:** Renaissance Revival
***B6. Construction History:** Constructed in 1922. Ground floor windows replaced or installed in previously open spaces.

***B7. Moved?** ☑No ☐Yes ☐Unknown **Date:** **Original Location:**
***B8. Related Features:** None.

B9a. Architect: Norman Sexton
b. Builder: unknown
***B10. Significance: Theme:** real estate development
Area: South of Market district, San Francisco, CA
Period of Significance: 1922
Property Type: commercial
Applicable Criteria: C

The San Francisco News Company Building at 657 Howard Street appears to be individually eligible for the National Register of Historic Places (NRHP) and California Register of Historical Resources (CRHR) under Criterion C/3, as an excellent example of commercial architecture in the SOMA district. Constructed in 1922, it is also a late masonry warehouse. Its period of Significance is 1922, the date of its construction. The building also appears eligible as a contributor to the proposed New Montgomery, 2nd Street, and Mission Street Conservation District for its architecture.

See continuation sheet.

B11. Additional Resource Attributes:

***B12. References:**

See continuation sheet.

B13. Remarks:

***B14. Evaluator:** Carey & Co., Inc.

***Date of Evaluation:** March 11, 2010

*Required information

Continuation of B10. Significance:

Historic Context

Early in the morning of April 18, 1906, a strong earthquake jolted San Franciscans out of their slumber. Catastrophic fires, assisted by a failed water system, rampaged through city over the next few days. When the smoke cleared, 497 blocks of San Francisco, including the South of Market district, was a decimated wasteland that had to be rebuilt from scratch. A flurry of construction followed. Within two years, the City of San Francisco issued over 14,000 building permits, 10,000 of which pertained to new buildings. In the SOMA district, modest warehouses and light industrial buildings replaced the densely packed working-class residences that previously dominated the area. As one *San Francisco Chronicle* writer wrote, "Mission street [*sic*] is being rapidly appropriated by the firms who were conspicuous in the old days. Howard street [*sic*] is beginning to receive attention from the dealers, and that portion of it included in the blocks between First and Third streets [*sic*] is destined to become, from its nearness to the banking section and the restored retail district of the city, a popular and convenient avenue for wholesale dealers who are crowded beyond Missions street [*sic*] (*Chronicle*, June 26, 1907).

According to Kelley & VerPlanck's 2008 context statement for the Transbay Survey area, redevelopment of SOMA was uneven. The initial flurry of construction slowed down in 1913, then picked up again around the First World War. Following the recession of 1919, construction picked up again and remained generally steady throughout the 1920s. The Great Depression of the 1930s, followed by World War II virtually stopped construction in SOMA. These later periods of construction were marked by larger, more architecturally significant buildings. Concrete construction for warehouses gained favor over brick because of concrete's durability, its ability to withstand earthquakes and fires, and its ability to provide for large open spaces. Constructed in 1922, the concrete building at 57 Howard Street fit this pattern of later building types.

The lots where 657 Howard Street stands appear to have remained undeveloped until 1921. That year, the San Francisco News Company hired architect Norman W. Sexton to design a two-story and basement mill construction warehouse. Robert White, a Scotsman who arrived in San Francisco during the Gold Rush, and Emil Bauer, a Frenchman who arrived in San Francisco in 1850, founded White & Bauer in 1865. The new company specialized in the distribution of magazines, newspapers, cheap publications, and stationery; it appears to have established itself as the local industry leader within its first decade of existence. In 1875 the American News Company of New York, which engaged in the same business, bought White & Bauer and incorporated it as the San Francisco News Company. In addition to distributing popular illustrated and literary magazines and newspapers, the San Francisco News Company published books and pamphlets of largely local interest. The San Francisco New Company folded sometime between 1949 and 1970.

As noted, Norman Wilfred Sexton was the architect for the San Francisco New Company building. Born in Waterloo, England, in 1878, Sexton emigrated to the United States in 1888. By 1900 he was employed as a draughtsman in San Francisco, and by 1909 he was working independently as an architect. He worked as a ship draughtsman during World War I, but returned to private practice afterwards. His appears to have specialized in residential hotels and apartment buildings designed in a variety of historic revival styles. For the San Francisco New Company, Sexton designed a Romanesque building with brick marble, bronze, and cast stone details. It is notable for its L-shaped plan, combination of rounded and segmental arches, a corbelled cornice, second-story cast stone pilasters with decorative detailing, and the bronze detailing of the main entrance.

*Recorded by: Carey & Co., Inc. *Date: March 11, 2010 ☑ Continuation ☐ Update

Continuation of B10. Significance

657 Howard Street in 1926. Courtesy of the History Center, San Francisco Public Library.

657 Howard Street in 1926. Courtesy of the History Center, San Francisco Public Library.

Continuation of B10. Significance:

Evaluation

The San Francisco News Co. Building at 657 Howard Street does not appear to be eligible for the NRHP/CRHR under Criterion A/1, for association with events or broad patters in local, state, or national history. By the time the San Francisco News Company commissions its building on Howard Street in 1922, SOMA had long been transformed from its nineteenth-century working-class residential neighborhood into a commercial warehouse and light industrial district. The 1920s marked the final phase of SOMA's build-out following the earthquake and fires of 1906, and although the San Francisco News Company building was constructed during this phase of development, it does not intrinsically embody that process and does not appear to have received any attention at the time for spearheading that process.

No persons of significance can be associated with this building; therefore, it does not appear to be eligible for the NRHP/CRHR under Criterion B/2. The San Francisco News Company was an important newspaper, periodical, and cheap book distributor, but this building is not associated with a particularly significant period in the company's history. This building is unlikely to yield information that is significant to prehistory or history. Therefore, it does not appear eligible for the NRHP/CRHR under criterion 4.

More research would have to be completed to determine how important an architect Norman W. Sexton was to San Francisco and beyond as well as how this building fits into his oeuvre, but the building may be eligible for the NRHP/CRHR for its association with a master architect. Regardless, it appears to be individually eligible for the NRHP/CRHR as a particularly good example of a light industrial warehouse architecture that dominated the SOMA district following the earthquake and fires of 1906 and continuing through much of the twentieth century. Architectural details like the segmental and rounded arches on the primary and secondary facades, the corbelled cornice, the cast stone pilasters on the primary façade, and the bronze elements of the entrance make this building stand out as unique and of high artistic value for a light industrial building. The San Francisco News Building is also a late example of unreinforced brick masonry construction for industrial buildings. Although such construction dominated industrial design throughout the nineteenth century until about World War I, reinforced concrete began to displace it in the twentieth century, particularly after World War I. For these reasons, the San Francisco Newspaper Company building appears to be eligible for the NRHP/CRHR under Criterion C/3. The building also appears eligible under this Criterion as a contributor to the proposed New Montgomery, 2nd Street, and Mission Street Conservation District.

The San Francisco News Company Building appears to retain good to excellent integrity. The building underwent seismic retrofitting in 1990, including the installation of steel brace frames and parapet reinforcement. The most notable alterations, however, occur at the ground floor windows. Historic photographs are somewhat difficult to discern, but the three segmental arch bays appear to have had no windows – perhaps roll-up doors for loading and unloading purposes instead – or the windows were set back. The marble base and copper entrance, however, are conceivably original. In addition, some relatively recent brick work has been completed at the base of the façade, but it is in keeping with the historic character of the building. These alterations are minor and do not detract from the building's overall integrity of design, workmanship, or materials. The building has not been moved and it stands surrounded by similarly scaled warehouses and light industrial buildings. Thus, the building retains its integrity of location, setting, feeling, and association.

Previous Surveys

According to San Francisco Planning Department records, 657 Howard Street has not been assigned California Historical Resource Status Code. It received a rating of III in the City's Downtown Master Plan, received a 3 in the 1976 citywide survey, and received a rating of B in the 1977-1978 San Francisco Architectural Heritage Survey. It was also surveyed as part of the San Francisco Landmarks Board's 1990 Unreinforced Masonry Building Survey. In the 2008 Transit Center District Survey, Kelley & VerPlanck assigned the building California Historical Resource Status Code 3CB, indicating it appears to be eligible for listing in the CRHR both individually and as a contributor to a CRHR-eligible district through a survey evaluation.

Continuation of B12. References:

Bibliography

"Architects in New Offices." *Architect & Engineer*, vol. LXIV (January 1921): 115.

Bloomfield, Anne. "A History of the California Historical Society's New Mission Street Neighborhood." *California History*, Vol. 74, no. 4 (Winter 1995/1996): 373-393.

Bloomfield, Anne. "Second and Howard Streets District: National Historic District Nomination." October 3, 1998.

"Building New School Houses." *San Francisco Chronicle*. October 7, 1917, p. N5.

Building Permits for 657 Howard Street. City and County of San Francisco Department of Building and Inspection.

"Contracts Let on 4 Big Structures." *San Francisco Call*. April 9, 1910, p. 15.

"Death Claims a Well-Known Pioneer." *San Francisco Chronicle*. July 16, 1904, p. 4.

File for 657 Howard Street. San Francisco Architectural Heritage.

"A Good Demand Exists for Attractive City Realty Offerings." *San Francisco Chronicle*. March 9, 1912.

"Hotel to be Built for Luxury Lovers." *San Francisco Chronicle*. June 12, 1910, p. 74.

Kelley & VerPlanck. "Transit Center District Survey." Prepared for the San Francisco Planning Department. July 22, 2008.

"New Hotel District Finest in West." *San Francisco Call*. November 19, 1910, p. 9.

"Regents to Building a $395,000 Hotel." *San Francisco Call*. March 26, 1910, p. 15.

Sanborn Fire Insurance Co. "San Francisco." (1915 and 1950), sheet 139.

San Francisco City Directories.

San Francisco Landmarks Preservation Advisory Board. *A Context Statement and Architectural/Historical Survey of Unreinforced Masonry Building (UMB) Construction in San Francisco from 1850 to 1940.* San Francisco, Calif.: Landmarks Preservation Advisory Board, San Francisco Department of City Planning. November 1990.

United States Federal Census, 1860-1900, www.ancestry.com, accessed January 14, 2010.

World War I Draft Registration Card, www.ancestry.com, accessed January 14, 2010.

Primary #
HRI#

BUILDING, STRUCTURE, AND OBJECT RECORD

***NRHP Status Code** 6Z

*Resource Name or # :658 Howard Street

B1. Historic Name: Boston Rubber Co.
B2. Common Name:
B3. Original Use: warehouse and store
B4. Present Use: commercial
***B5. Architectural Style:** Commercial
***B6. Construction History:** Constructed in 1907. Storefront altered. Fourth story at front of building, parapet, and cornice removed ca. 1984. Windows replaced.

***B7. Moved?** ☑No ☐Yes ☐Unknown **Date:** **Original Location:**
***B8. Related Features:** None.

B9a. Architect: Clifford B. Rushmer
b. Builder: unknown
***B10. Significance: Theme:** Real Estate Development
Area: South of Market district, San Francisco, CA
Period of Significance: N/A
Property Type: commercial warehouse
Applicable Criteria: N/A

Summary of Findings
658 Howard Street, also known as the Boston Rubber Co. Building, does not appear to be eligible for the National Register of Historic Places (NRHP) or California Register of Historical Resources (CRHR) either individually or as a contributor to a historic district. While it was constructed in 1907, immediately after the previous year's earthquake and fires, and it stands as an example of the small-scale, light industry warehouses that came to dominate the once working-class residential district located south of Market Street, the building lacks sufficient integrity to convey such meaning.

See Continuation Sheet.

B11. Additional Resource Attributes:

***B12. References:**

See continuation sheet.

B13. Remarks:

***B14. Evaluator:** Carey & Co., Inc.

***Date of Evaluation:** March 16, 2010

*Required information

Continuation of B10. Significance:

HISTORIC CONTEXT

Early in the morning of April 18, 1906, a strong earthquake jolted San Franciscans out of their slumber. Catastrophic fires, assisted by a failed water system, rampaged through city over the next few days. When the smoke cleared, 497 blocks of San Francisco, including the South of Market district, was a decimated wasteland that had to be rebuilt from scratch. A flurry of construction followed. Within two years, the City of San Francisco issued over 14,000 building permits, 10,000 of which pertained to new buildings. In the SOMA district, modest warehouses and light industrial buildings replaced the densely packed working-class residences that previously dominated the area. The building at 658 Howard Street dates to this initial period of rebuilding. As one *San Francisco Chronicle* writer wrote, "Mission street [*sic*] is being rapidly appropriated by the firms who were conspicuous in the old days. Howard street [*sic*] is beginning to receive attention from the dealers, and that portion of it included in the blocks between First and Third streets [*sic*] is destined to become, from its nearness to the banking section and the restored retail district of the city, a popular and convenient avenue for wholesale dealers who are crowded beyond Missions street [*sic*] (*Chronicle*, June 26, 1907).

On May 4, 1907, Cyrus S. Wright, a funeral director by profession, filed a building permit for the construction of a $30,179 , a four-story wholesale warehouse building to be constructed on his property at 658 Howard Street. The "roomy" building was designed for the Boston Rubber Company and occupied by August 1, 1907. A mostly functional brick building, 658 Howard Street featured four bays of double-hung, wood-sash windows with the two exterior bays featuring a three-over-three configuration and the two central bays featuring a one-over-one configuration. Two sidewalk entrances provided access to the building, with one presumably leading to the upper stories and the second leading to a ground-floor store. Transoms surmounted the entrances and spanned the storefront windows. A pier and spandrel cornice added architectural interest to the building.

Clifford B. Rushmer was the architect. Born in 1876 in Connecticut to Thomas Rushmer, a carpenter, and his wife Phoebe, Clifford Rushmer grew up in San Francisco and Calavaras County. Little is known about him, except that he worked for the San Francisco Board of Public Works during the years immediately before the earthquake and fires. By 1917, he was living in Oakland and was working as an engineer for the Southern Pacific Railroad. Clifford Barnes Rushmer died in Sacramento in 1968.

EVALUATION

The Boston Rubber Co. Building at 658 Howard Street appears to be eligible for the NRHP/CRHR under Criterion A/1 and as a contributor to the New Montgomery-2nd Street conservation district. It was constructed in the immediate aftermath of the earthquake and fires of 1906 and contributed to the transformation of SOMA from a dense, working-class residential neighborhood to a predominantly light industry and warehouse district filled with single- to five-story loft type buildings.

No persons of significance are known to be associated with the Boston Rubber Co. Building. Therefore, it does not appear to be eligible for the NRHP/CRHR under Criterion B/2. The Boston Rubber Co.

Clifford Barnes Rushmer designed the Boston Rubber Co. Building at 658 Howard Street. As little is known about him or any other architectural work that he completed, he does not appear to meet the definition of master architect. However, the Boston Rubber Co. Building appears to be eligible for the NRHP/CRHR under Criterion C/3 as a contributor to the New Montgomery-2nd Street conservation district. Built as a four-story warehouse to accommodate a light industry company, the simple masonry warehouse fits the building type and scale that came to dominate SOMA during the immediate aftermath of the earthquake and fires of 1906.

The building is unlikely to yield information that is important to history or prehistory. Therefore, it does not appear to be eligible for the NRHP/CRHR under Criterion D/4.

Integrity

Once significance has been established, integrity must be assessed to determine if a resource still conveys its historic significance. The Boston Rubber Co. Building at 658 Howard Street has not been moved and is surrounding by warehouse type buildings of a similar scale on both sides of Howard Street. Therefore, the building retains its integrity of location, setting, and association. Work was undertaken to reinforce the parapet in 1984. This parapet work actually resulted in the removal of the parapet, cornice, and fourth floor of the building on the Howard Street. The windows of the outer two bays are not original and the storefront has been completely modified, including the transformation of one entrance into a window. These alterations significantly and adversely

impact the building's integrity of design, workmanship, materials, and feeling to the extent that it no longer conveys its historic significance.

Thus, the building does not appear retain sufficient integrity to be eligible for the NRHP/CRHR.

Previous Surveys
According to San Francisco Planning Department records, 658 Howard Street has not been assigned a California Historical Resource Status Code. It received a rating of V in the City's Downtown Master Plan and received a rating of C in the 1977-1978 San Francisco Architectural Heritage Survey. It was also surveyed as part of the San Francisco Landmarks Board's 1990 Unreinforced Masonry Building Survey. In the 2008 Transit Center District Survey, Kelley & VerPlanck assigned the building California Historical Resource Status Code 3CD, indicating it appears to be eligible for listing in the CRHR as a contributor to a CRHR-eligible district through a survey evaluation.

Bibliography

Bloomfield, Anne. "A History of the California Historical Society's New Mission Street Neighborhood." *California History*, Vol. 74, no. 4 (Winter 1995/1996): 373-393.

Bloomfield, Anne. "Second and Howard Streets District: National Historic District Nomination." October 3, 1998.

Building Permits for 657 Howard Street. City and County of San Francisco Department of Building and Inspection.

California Death Index, www.ancestry.com, accessed January 18, 2010.

"Costly Buildings for Various Streets." *San Francisco Call*. May 4, 1907, p. 15.

File folder for 658 Howard Street. San Francisco Architectural Heritage.

Kelley & VerPlanck. "Transit Center District Survey." Prepared for the San Francisco Planning Department. July 22, 2008.

Reports of the Board of Public Works of the City and County of San Francisco. San Francisco: Commercial Publishing Co., 1903.

"Roomy Building on Howard Street Site." *San Francisco Chronicle*. June 26, 1907. File folder for 658 Howard Street. San Francisco Architectural Heritage.

San Francisco City Directories.

United States Federal Census, 1860-1930, www.ancestry.com, accessed January 14, 2010.

World War I Draft Registration, www.ancestry.com, accessed January 18, 2010.

Primary #
HRI#

BUILDING, STRUCTURE, AND OBJECT RECORD

***NRHP Status Code** 6Z

*Resource Name or # : 660 Howard Street

B1. Historic Name:
B2. Common Name:
B3. Original Use: Commercial
B4. Present Use: Commercial
***B5. Architectural Style:** Commercial
***B6. Construction History:** Constructed in 1906. New cladding 2007.

***B7. Moved?** ☑No ☐Yes ☐Unknown **Date:** **Original Location:**
***B8. Related Features:** None

B9a. Architect: Unknown
b. Builder: Unknown
***B10. Significance: Theme:** Reconstruction
Area: South of Market district, San Francisco, CA
Period of Significance: n/a
Property Type: commercial
Applicable Criteria: n/a

Summary Findings

660 Howard Street does not appear to be eligible for the National Register of Historic Places (NRHP) or California Register of Historic Resources (CRHR).

See Continuation Sheet

B11. Additional Resource Attributes:

***B12. References:**

See continuation sheet.

B13. Remarks:

***B14. Evaluator:** Carey & Co., Inc.

***Date of Evaluation:** March 11, 2010

*Required information

Continuation of B10. Significance:

Early in the morning of April 18, 1906, a strong earthquake jolted San Franciscans out of their slumber. Catastrophic fires, assisted by a failed water system, rampaged through city over the next few days. When the smoke cleared, 497 blocks of San Francisco, including the South of Market district, was a decimated wasteland that had to be rebuilt from scratch. A flurry of construction followed. Within two years, the City of San Francisco issued over 14,000 building permits, 10,000 of which pertained to new buildings. In the SOMA district, modest warehouses and light industrial buildings replaced the densely packed working-class residences that previously dominated the area. As one *San Francisco Chronicle* writer wrote, "Mission street [*sic*] is being rapidly appropriated by the firms who were conspicuous in the old days. Howard street [*sic*] is beginning to receive attention from the dealers, and that portion of it included in the blocks between First and Third streets [*sic*] is destined to become, from its nearness to the banking section and the restored retail district of the city, a popular and convenient avenue for wholesale dealers who are crowded beyond Missions street [*sic*] (*Chronicle*, June 26, 1907). Constructed in 1906, 660 Howard Street fits into this first wave of reconstruction.

The architect and builder for 660 Howard Street remain unknown.

Wholesale shoe retailers first occupied 660 Howard Street. The Bean & Son Co., a bicycle supply store, later occupied the space from 1913 through 1919. Subsequent occupants and uses of the building remain unknown until the 1980s, by which time the building served as headquarters for the Industrial Ladies' Garment Workers Union.

Evaluation

The building at 660 Howard Street does not appear to be eligible for the NRHP/CRHR under Criterion A/1. Although it was constructed in 1906, during the first period of SOMA's reconstruction and marked the area's transformation from a dense, working-class residential neighborhood to a district of commercial warehouses and light industry, it is one of many such buildings that contributed to these trends and does not stand out for a specific association with the trend.

The building is not known to be associated with persons of significance and, therefore, does not appear to be eligible under Criterion B/2. The building shares the scale, materials, and design of brick warehouses that were built in large numbers in the SOMA district following the earthquake and fires of 1906. Already a fairly ordinary example of such a building type, alterations the building has recently undergone render it ineligible as an example of a particular type of building or construction technology from a particular period in history. The building is not known to be associated with a master architect and does exhibit high artistic value. Thus, the building does not appear to be eligible for the NRHP/CRHR under Criterion C/3.

The building appears to retain a poor level of integrity. It has not been moved and is still surrounded by similarly scaled brick commercial or warehouse buildings from the early twentieth century. Therefore, the building retains integrity of location, setting, and association. The building retains its massing, three bays across the façade, and original fenestration, but the façade has undergone significant alterations, including partial brick cladding and decorative panels in the bays. The storefronts have been altered too. These changes render the building nearly unrecognizable and adversely impact the building's integrity of design, materials, workmanship, and feeling.

Previous Surveys

According to San Francisco Planning Department records, 660 Howard Street has not been assigned a California Historical Resource Status Code. It received a rating of V in the City's Downtown Master Plan, and San Francisco Architectural Heritage gave the building a rating of B as part of its 1977 survey. The building was also surveyed as part of the San Francisco Landmarks Board's 1990 Unreinforced Masonry Building Survey. In the 2008 Transit Center District Survey, Kelley & VerPlanck assigned the building California Historical Resource Status Code 6Z, indicating it appears to be ineligible for listing in the NRHP and CRHR through a survey evaluation.

Continuation of B12. References:

Bloomfield, Anne. "A History of the California Historical Society's New Mission Street Neighborhood." *California History*, Vol. 74, no. 4 (Winter 1995/1996): 373-393.

Bloomfield, Anne. "Second and Howard Streets District: National Historic District Nomination." October 3, 1998.

Building File for 660 Howard Street. City and County of San Francisco Planning Department.

Building Permits for 660 Howard Street. City and County of San Francisco Department of Building and Inspection.

Kelley & VerPlanck. "Transit Center District Survey." Prepared for the San Francisco Planning Department. July 22, 2008.

"Ready Reference Guide for Financial, Wholesale, and Retail Firms of San Francisco." *San Francisco Call*. February 18, 1907, p. 26.

San Francisco City Directories.

San Francisco Landmarks Preservation Advisory Board. A Context Statement and Architectural/Historical Survey of Unreinforced

Primary #
HRI#

BUILDING, STRUCTURE, AND OBJECT RECORD

***NRHP Status Code** 6Z

*Resource Name or # : 663 Howard Street

B1. Historic Name:
B2. Common Name:
B3. Original Use: Commercial
B4. Present Use: Commercial
***B5. Architectural Style:** Commercial
***B6. Construction History:** Constructed in 1907. New cladding 2007.

***B7. Moved?** ☑No ☐Yes ☐Unknown **Date:** **Original Location:**
***B8. Related Features:** None

B9a. Architect: Unknown
b. Builder: Unknown
***B10. Significance: Theme:** Reconstruction
Area: South of Market district, San Francisco, CA
Period of Significance: n/a
Property Type: commercial
Applicable Criteria: n/a

Summary Findings

663 Howard Street does not appear to be individually eligible for the National Register of Historic Places (NRHP) or the California Register of Historic Resources (CRHR).

See Continuation Sheet

B11. Additional Resource Attributes:

***B12. References:**

See continuation sheet.

B13. Remarks:

***B14. Evaluator:** Carey & Co., Inc.

***Date of Evaluation:** March 12, 2010

*Required information

Continuation of B10. Significance:

Early in the morning of April 18, 1906, a strong earthquake jolted San Franciscans out of their slumber. Catastrophic fires, assisted by a failed water system, rampaged through city over the next few days. When the smoke cleared, 497 blocks of San Francisco, including the South of Market district, was a decimated wasteland that had to be rebuilt from scratch. A flurry of construction followed. Within two years, the City of San Francisco issued over 14,000 building permits, 10,000 of which pertained to new buildings. In the SOMA district, modest warehouses and light industrial buildings replaced the densely packed working-class residences that previously dominated the area. As one *San Francisco Chronicle* writer wrote, "Mission street [*sic*] is being rapidly appropriated by the firms who were conspicuous in the old days. Howard street [*sic*] is beginning to receive attention from the dealers, and that portion of it included in the blocks between First and Third streets [*sic*] is destined to become, from its nearness to the banking section and the restored retail district of the city, a popular and convenient avenue for wholesale dealers who are crowded beyond Missions street [*sic*] (*Chronicle*, June 26, 1907).

663 Howard Street in 1966. Courtesy of the History Center, San Francisco Public Library.

In 1907 prominent businessman H. E. Bothin commissioned architect John A. Ettler to design a two-story brick warehouse for the site at 663 Howard Street. While remnants of the rear of this building remain, little else does. In 1972 , a nondescript, two-story reinforced concrete building with three bays and tripartite steel sash windows was constructed on the property. This façade underwent dramatic alterations during the 1990s. Large signage panels cover two of the three second-story window bays. One bay of the ground story has been covered as well. These 1990s alterations appear to be reversible.

Evaluation

The building at 663 Howard Street does not appear to be eligible for the NRHP or CRHR. Constructed in 1972, it has not yet reached fifty years of age, the age at which a building becomes for the NRHP/CRHR, and is not exceptional in any way to be considered eligible under Criterion G.

Continuation of B10. Significance:

Insufficient time has passed to objectively evaluate whether or not the building can be associated with any significant events or trends in local, state, or national history; if it can be associated with persons of significance; or if it conveys significant architectural merit. At this date, however, it does not appear to be eligible for the NRHP/CRHR under Criteria A/1, B/2, or C/3.

The building appears to retain a poor level of integrity. It has not been moved so it appears to retain its integrity of location and setting, but major alterations to the façade, particularly the large panels that obscure the windows, adversely impact the building's integrity of design, materials, workmanship, feeling, and association.

Previous Surveys

According to San Francisco Planning Department records, 663 Howard Street has not been assigned a California Historical Resource Status Code. It received a rating of V in the City's Downtown Master Plan and was surveyed as part of the San Francisco Landmarks Board's 1990 Unreinforced Masonry Building Survey. In the 2008 Transit Center District Survey, Kelley & VerPlanck assigned the building California Historical Resource Status Code 6Z, indicating it appears to be ineligible for listing in the NRHP and CRHR through a survey evaluation.

Continuation of B12. References:

Bloomfield, Anne. "A History of the California Historical Society's New Mission Street Neighborhood." *California History*, Vol. 74, no. 4 (Winter 1995/1996): 373-393.

Bloomfield, Anne. "Second and Howard Streets District: National Historic District Nomination." October 3, 1998.

Building File for 663 Howard Street. City and County of San Francisco Planning Department.

Building Permits for 663 Howard Street. City and County of San Francisco Department of Building and Inspection.

Kelley & VerPlanck. "Transit Center District Survey." Prepared for the San Francisco Planning Department. July 22, 2008.

San Francisco Landmarks Preservation Advisory Board. A Context Statement and Architectural/Historical Survey of Unreinforced Masonry Building (UMB) Construction in San Francisco from 1850 to 1940. San Francisco, Calif.: Landmarks Preservation Advisory Board, San Francisco Department of City Planning. November 1990.

Primary #
HRI#

BUILDING, STRUCTURE, AND OBJECT RECORD

***NRHP Status Code** 3S

*Resource Name or # : 667 Howard Street

B1. Historic Name:
B2. Common Name:
B3. Original Use: Commercial
B4. Present Use: Commercial
***B5. Architectural Style:** Commercial
***B6. Construction History:** Constructed in 1907. Storefront windows alters (n.d.)

***B7. Moved?** ☑No ☐Yes ☐Unknown **Date:** **Original Location:**
***B8. Related Features:** None

B9a. Architect: Unknown
b. Builder: Unknown
***B10. Significance: Theme:** Post-earthquake reconstruction **Area:** South of Market district, San Francisco, CA
Period of Significance: 1907 **Property Type:** commercial **Applicable Criteria:** C

Summary Findings

667 Howard Street appears to be individually eligible for the National Register of Historic Places (NRHP) and the California Register of Historic Resources (CRHR) under Criterion C/3, for its association with the New York-based architectural firm of Trowbridge & Livingston. Its period of significance dates to 1907.

Early in the morning of April 18, 1906, a strong earthquake jolted San Franciscans out of their slumber. Catastrophic fires, assisted by a failed water system, rampaged through city over the next few days. When the smoke cleared, 497 blocks of San Francisco, including the South of Market district, was a decimated wasteland that had to be rebuilt from scratch. A flurry of construction followed. Within two years, the City of San Francisco issued over 14,000 building permits, 10,000 of which pertained to new buildings. In the SOMA district, modest warehouses and light industrial buildings replaced the densely packed working-class residences that previously dominated the area. (See Continuation Sheet)

B11. Additional Resource Attributes:

***B12. References:**

See continuation sheet.

B13. Remarks:

***B14. Evaluator:** Carey & Co., Inc.

***Date of Evaluation:** February 2, 2010

*Required information

Continuation of B10. Significance:

As one *San Francisco Chronicle* writer wrote, "Mission street [*sic*] is being rapidly appropriated by the firms who were conspicuous in the old days. Howard street [*sic*] is beginning to receive attention from the dealers, and that portion of it included in the blocks between First and Third streets [*sic*] is destined to become, from its nearness to the banking section and the restored retail district of the city, a popular and convenient avenue for wholesale dealers who are crowded beyond Missions street [*sic*] (*Chronicle*, June 26, 1907). 667 Mission Street was constructed during this initial period of reconstruction, in 1907.

667 Howard Street in 1966. Courtesy of the History Center, San Francisco Public Library.

The Sharon Estate Company owned the property and commissioned the construction of this $14,500 building. It hired the New York-based architectural firm of Trowbridge & Livingston to execute the project. Trowbridge & Livingston, founded by Samuel Beck Parkman Trowbridge and Goodhue Livingston in 1894, was responsible for many prominent buildings in New York. They include the St. Regis Hotel (1904), the Bankers Trust Company Building (1912), and the J. P. Morgan Building (1913). Trowbridge arrived in San Francisco by the fall of 1906 to commence plans for the new Palace Hotel and related buildings, including a temporary hostelry. He appears to have secured the commission for the building at 667 Howard Street during this initial visit to San Francisco, which may be the first Trowbridge & Livingston building constructed in San Francisco. Trowbridge & Livingston established an office in the Crocker Building in San Francisco in 1907, then vacated the city in 1910 or 1911 – after the completion of the Palace Hotel in 1909.

Dewey Publishing Company first occupied the building. The most significant publication to emerge from this company was *Journeys of Observation* (1907), about mining in Mexico, by Thomas A. Rickart, a prolific author of mining-related topics. Dewey relocated by 1911, and subsequent occupants remain unknown.

Evaluation

667 Howard Street does not appear to be individually eligible for the NRHP/CRHR under Criterion A/1. Although it was constructed during the first phase of post-earthquake and fires reconstruction of SOMA, and although it represents the transformation of this area from a working-class residential neighborhood to a commercial, warehouse, and light industrial

Continuation of B10. Significance

landscape, the building did not play a specific role in this development trend. It is one of many examples of two-story brick commercials buildings that were constructed in the area. The building does not appear to be eligible under Criterion B/2 either, as no persons significant to our past are known to be associated with the building.

667 Howard Street may be eligible for the NRHP/CRHR under Criterion C/3 as the work of master architects Trowbridge & Livingston. While the building is not representative of the large-scale, high-profile projects like the Palace Hotel in San Francisco or the Bankers Trust Building in New York City, it is a rare example of the firm's work in San Francisco, provides an excellent contrast in scale and building type to the firm's most prominent work in San Francisco – the Palace Hotel, located just two blocks away – and may be the first building that the firm designed and constructed in San Francisco during its five-year tenure in the city.

667 Howard Street retains good to excellent integrity. It has not been moved and still stands predominantly amidst two-to-five-story brick warehouse buildings. Thus, it retains its integrity of location, setting, and association. The building has undergone few alterations; it retains its enframed window wall, including second-story windows and ground florr transom, as well as its embellished cornice and parapet. The store-front windows have changed in the past forty-five years, but the entrance has not, suggesting that it, too, is original. With these character-defining features intact, the building retains its integrity of design, materials, workmanship, and feeling.

Previous Surveys

According to San Francisco Planning Department records, 667 Howard Street has not been assigned a California Historical Resource Status Code. It received a rating of III in the City's Downtown Master Plan, a rating of 3 in the 1976 Citywide survey, and a rating of B in the 1977-1978 San Francisco Architectural Heritage Survey. It was also surveyed as part of the San Francisco Landmarks Board's 1990 Unreinforced Masonry Building Survey. In the 2008 Transit Center District Survey, Kelley & VerPlanck assigned the building California Historical Resource Status Code 3CD, indicating it appears to be eligible for listing in the CRHR as a contributor to a CRHR-eligible district through a survey evaluation

Continuation of B12. References

"Big Building for Market Street." *San Francisco Call*. December 8, 1906.

Bloomfield, Anne. "A History of the California Historical Society's New Mission Street Neighborhood." *California History*, Vol. 74, no. 4 (Winter 1995/1996): 373-393.

Bloomfield, Anne. "Second and Howard Streets District: National Historic District Nomination." October 3, 1998.

Building Permits for 667 Howard Street. City and County of San Francisco Department of Building and Inspection.

Kelley & VerPlanck. "Transit Center District Survey." Prepared for the San Francisco Planning Department. July 22, 2008.

"New Palace Hotel." *Architect & Engineer* 7 (December 1906).

"Owners of Palace Hotel Will Erect Temporary Hostelry." *San Francisco Call*. June 7, 1906.

"Portola Festival Realty Stimulus." *San Francisco Call*. October 23, 1909, p. 19.

San Francisco City Directories.

San Francisco Landmarks Preservation Advisory Board. A Context Statement and Architectural/Historical Survey of Unreinforced Masonry Building (UMB) Construction in San Francisco from 1850 to 1940. San Francisco, Calif.: Landmarks Preservation Advisory Board, San Francisco Department of City Planning. November 1990.

"Sharon Estate to Erect Many New Buildings." *San Francisco Call*. October 18, 1909.

United States Federal Census, 1860-1930, www.ancestry.com, accessed January 14, 2010.

Primary #
HRI#

BUILDING, STRUCTURE, AND OBJECT RECORD

***NRHP Status Code** 3S, 3CB

*Resource Name or # : 651 Howard

B1. Historic Name: Smith-Emery Co. Building
B2. Common Name:
B3. Original Use: Commercial
B4. Present Use: Commercial
***B5. Architectural Style:** Renaissance Revival
***B6. Construction History:** Constructed in 1907.

***B7. Moved?** ☑No ☐Yes ☐Unknown **Date:** **Original Location:**
***B8. Related Features:** None

B9a. Architect: unknown
b. Builder: Unknown
***B10. Significance Theme:** Post earthquake reconstruction
Area: South of Market district, San Francisco, CA
Period of Significance: 1906-1948
Property Type: Commercial
Applicable Criteria: A, C

Summary of Findings

651 Howard Street, also known as the Smith Emery Building, appears to be individually eligible for the National Register of Historic Places (NRHP) and California Register of Historical Resources (CRHR) under Criterion A/1, for its association to the reconstruction of the South of Market district following the earthquake and fires of 1906, as well as under Criterion C/3, as an excellent example of post-earthquake brick commercial architecture in this district. The period of significance dates from 1906 to 1948, when Smith-Emery vacated the building. The building also appears to be eligible as a contributor to a historic district.

See Continuation Sheet

B11. Additional Resource Attributes:

***B12. References:**

See continuation sheet.

B13. Remarks:

***B14. Evaluator:** Carey & Co., Inc.

***Date of Evaluation:** March 16, 2010

*Required information

Continuation of B10. Significance:

Historic Context

Early in the morning of April 18, 1906, a strong earthquake jolted San Franciscans out of their slumber. Catastrophic fires, assisted by a failed water system, rampaged through city over the next few days. When the smoke cleared, 497 blocks of San Francisco, including the South of Market district with its densely packed inventory of wood-frame buildings, was a decimated wasteland that had to be rebuilt from scratch. A flurry of construction followed. Within two years, the City of San Francisco issued over 14,000 building permits, 10,000 of which pertained to new buildings. In the SOMA district, modest warehouses and light industrial buildings replaced the densely packed working-class residences that previously dominated the area. As one *San Francisco Chronicle* writer wrote, "Mission street [*sic*] is being rapidly appropriated by the firms who were conspicuous in the old days. Howard street [*sic*] is beginning to receive attention from the dealers, and that portion of it included in the blocks between First and Third streets [*sic*] is destined to become, from its nearness to the banking section and the restored retail district of the city, a popular and convenient avenue for wholesale dealers who are crowded beyond Missions street [*sic*] (*Chronicle*, June 26, 1907).

The original building permit is not available, thus the architect remains unknown. However, *Edward's Daily Abstracts* listed Shea & Shea as the architects for a two-story brick building at the southwest corner of Hawthorne and Howard in 1901. It is possible that this prominent architectural firm, best known for such buildings as the San Francisco City Hall building that was destroyed in 1906, St. Brigid's Church, and the post-earthquake Bank of Italy (future Bank of America) Building also designed the new building in 1907. Some details of the simple Italianate building do suggest the hand of a master architect, particularly the detailing in the corbelled cornice.

Smith Emery Company was the first tenant. Established by Emery E. Smith and Arthur L. Emery in 1904 as an agricultural and chemical engineering experts, the company shifted its focus to inspection testing and chemical engineers following the natural disaster of 1906. To this day, Smith-Emery Company "conducts visual and nondestructive examination of concrete, masonry, soil, structural steel, welding, fireproofing," and more at construction sites. Significantly for a company that specialized in structural inspections, Smith-Emery Company occupied a brick building – or fire proof building – after the earthquake and fires. Indeed, the Smith Emery Building was one of the first of several brick buildings constructed along this block of Howard Street – between Second and Third Streets – by 1909. This concentration of brick buildings marked a notable departure from the scores of temporary wooden buildings that were constructed quickly in the South of Market area after the earthquake and fires, then later torn down by mandate and replaced with brick or concrete buildings.

Evaluation

651 Howard Street appears to be eligible for the NRHP/CRHR under Criterion A/1, for its association with the reconstruction of the South of Market district following the earthquake and fires of 1906. A small commercial building, it represents the shift from a densely-packed working-class residential neighborhood to a district of commercial warehouses and light industry. More importantly, its first occupant, Smith Emery Company, specialized in building inspection expertise and technologies that gained vital significance in the aftermath of the natural disaster. This expertise directly influenced the reconstruction of San Francisco as whole, but especially the downtown financial, retail, and industrial centers.

The building does not appear to be eligible for the NRHP or CRHR under Criterion B/2. While Smith Emery Company has been operating in San Francisco for well over one hundred years, and while the company occupied 651 Howard Street at an important moment in its history – when it shifted to building inspections and related technologies – the current historical record does not reveal enough information to support an argument for the company's significance to the city, region, state, or nation. Further research might result in a different conclusion.

Continuation of B10. Significance:
651 Howard Street appears to be eligible for the NRHP/CRHR under Criterion C/3. A small-scale commercial brick building with excellent integrity and built within a year of the earthquake and fires of 1906, it helped shape the post-earthquake landscape of the South of Market district. Two- to five-story masonry or concrete commercial warehouses and light industrial buildings characterized the area by 1913, when the first period of reconstruction ended. Not enough evidence exists to associate the building with a master architect, but features like the corbelled cornice suggest such a master may have been involved in the design of the building and lend it artistic significance.

651 Howard Street appears to retain a high level of integrity. It has not been moved and is surrounded by one-to-two-story commercial warehouse buildings; thus it retains its integrity of location, setting, and association. Alterations appear to be limited to storefront windows, leaving the building with excellent integrity of design, workmanship, materials, and feeling.

Previous Surveys
According to San Francisco Planning Department records, 651 Howard Street has not been assigned a California Historical Resource Status Code. It received a rating of V in the City's Downtown Master Plan and a rating of B in the 1977-1978 San Francisco Architectural Heritage Survey. It was also surveyed as part of the San Francisco Landmarks Board's 1990 Unreinforced Masonry Building Survey. In the 2008 Transit Center District Survey, Kelley & VerPlanck assigned the building California Historical Resource Status Code 3CD, indicating it appears to be eligible for listing in the CRHR as a contributor to a CRHR-eligible district through a survey evaluation.

Continuation of B12. References:
Advertisement. *San Francisco Call*. July 14, 1907, p. 43.

Bloomfield, Anne. "A History of the California Historical Society's New Mission Street Neighborhood." *California History*, Vol. 74, no. 4 (Winter 1995/1996): 373-393.

Bloomfield, Anne. "Second and Howard Streets District: National Historic District Nomination." October 3, 1998.

Building Permits for 651 Howard Street. City and County of San Francisco Department of Building and Inspection.

File for 651 Howard Street. San Francisco Planning Department.

Kelley & VerPlanck. "Transit Center District Survey." Prepared for the San Francisco Planning Department. July 22, 2008.

"Many Buildings Being Finished." *San Francisco Call*. October 10, 1908, p. 13.

Page & Turnbull. "Market and Octavia Area Plan Historic Resources Survey." Prepared for the San Francisco Planning Department, December 20, 2007.

Sanborn Fire Insurance Co. "San Francisco." (1915 and 1950), sheet 139.

San Francisco City Directories.

San Francisco Landmarks Preservation Advisory Board. *A Context Statement and Architectural/Historical Survey of Unreinforced Masonry Building (UMB) Construction in San Francisco from 1850 to 1940.* San Francisco, Calif.: Landmarks Preservation Advisory Board, San Francisco Department of City Planning. November 1990.

Continuation of B12. References:

Smith-Emery Company, http://www.smithemery.com/timeline.htm, accessed November 23, 2009.

"Three Great Business Streets Hold Bulk of the Trade." *San Francisco Call*. November 6, 1909, p. 17.

"What the Bank of Italy Did for San Francisco in a Time of Need." *San Francisco Call*. July 12, 1908, p. 6.

Primary #
HRI#

BUILDING, STRUCTURE, AND OBJECT RECORD

***NRHP Status Code** 6Z

*Resource Name or # : 15 Hunt Street

B1. Historic Name: Garlock Packing Co.
B2. Common Name:
B3. Original Use: warehouse
B4. Present Use: Commercial
***B5. Architectural Style:** Commercial warehouse
***B6. Construction History:** Constructed in 1907. Penthouse addition, new windows, major storefront alterations, 1982.

***B7. Moved?** ☑No ☐Yes ☐Unknown **Date:** **Original Location:**
***B8. Related Features:** None

B9a. Architect: McDougall Brothers
b. Builder: E. T. Leiter
***B10. Significance: Theme:** Post-earthquake reconstruction
Area: South of Market district, San Francisco, CA
Period of Significance: N/A
Property Type: commercial
Applicable Criteria: N/A

Summary Findings
15 Hunt Street (670 Howard Street) does not appear to be individually eligible for the National Register of Historic Places (NRHP) or the California Register of Historic Resources (CRHR).

See Continuation Sheet

B11. Additional Resource Attributes:

***B12. References:**

See continuation sheet.

B13. Remarks:

***B14. Evaluator:** Carey & Co., Inc.

***Date of Evaluation:** March 16, 2010

*Required information

Continuation of B10. Significance:

Early in the morning of April 18, 1906, a strong earthquake jolted San Franciscans out of their slumber. Catastrophic fires, assisted by a failed water system, rampaged through city over the next few days. When the smoke cleared, 497 blocks of San Francisco, including the South of Market district, was a decimated wasteland that had to be rebuilt from scratch. A flurry of construction followed. Within two years, the City of San Francisco issued over 14,000 building permits, 10,000 of which pertained to new buildings. In the SOMA district, modest warehouses and light industrial buildings replaced the densely packed working-class residences that previously dominated the area. As one *San Francisco Chronicle* writer wrote, "Mission street [*sic*] is being rapidly appropriated by the firms who were conspicuous in the old days. Howard street [*sic*] is beginning to receive attention from the dealers, and that portion of it included in the blocks between First and Third streets [*sic*] is destined to become, from its nearness to the banking section and the restored retail district of the city, a popular and convenient avenue for wholesale dealers who are crowded beyond Missions street [*sic*] (*Chronicle*, June 26, 1907). Constructed in 1906, 15 Hunt Street fits into this first wave of reconstruction.

Reverend John Hempill filed a permit to construct a three-story and basement brick warehouse on three parcels that now make up 15 Hunt Street and 670 Howard Street in September 1906. He commissioned the McDougall Brothers to design the building; E. T. Leiter was the builder. A variety of tenants have occupied the building over the years. Garlock Packing Company, which specialized in metal packing, was the first occupant. The company was still there in 1915, and the building housed cheap lodgings. By 1923, the Cobbledick-Kibbe Glass Co., which was run by the descendant of a prominent Oakland family, occupied the building. Subsequent tenants included drapery importers, office supply and furniture stores, architectural firms, a technology firm, and Heald College. San Francisco Museum of Modern Art currently uses the building for storage.

The McDougall Brothers was one of the more prominent architectural firms involved in the reconstruction of San Francisco following the earthquake and fires of 1906. Charles, George, and Benjamin McDougall followed in the footsteps of their father, Barnett McDougall, who arrived in San Francisco in 1856 and became a pioneer architect/engineer with offices in San Francisco and San Diego. During the 1890s, the McDougall brothers maintained offices in San Francisco and Bakersfield, and later Fresno. After the 1906 earthquake and fires, however, they closed the firm. Benjamin opened his own practice, while Charles and George continued to work together as the McDougall Brothers. Their largest post-earthquake commission was the YMCA building at Golden Gate and Leavenworth, and the McDougall Brothers designed the majority of the branch libraries in the city, many of which are Carnegie libraries. The *San Francisco Call* described the McDougall Brothers' post-disaster work as "some of the largest and most impressive buildings in the metropolis" (*Call*, February 20, 1910). George McDougall also served as State Architect from 1913 to 1938.

Evaluation

The building at 15 Hunt Street does not appear to be eligible for the NRHP/CRHR under Criterion A/1. Although it was constructed in 1906, during the first period of SOMA's reconstruction and marked the area's transformation from a dense, working-class residential neighborhood to a district of commercial warehouses and light industry, it is one of many such buildings that contributed to these trends and does not stand out for a specific association with the trend.

The building is not known to be associated with persons of significance and, therefore, does not appear to be eligible under Criterion B/2. The building shares the scale, materials, and design of brick warehouses that were built in large numbers in the SOMA district following the earthquake and fires of 1906. It is larger in scale than most warehouses that surround it, and the corbelled cornice suggests that it may have been one of the finer warehouse buildings. However, the building has undergone significant alterations that significantly affect its integrity and render it a poor example of the work of the McDougall Brothers. Therefore, 15 Hunt Street does not appear eligible for the NRHP/CRHR under Criterion C/3.

The building appears to retain a poor level of integrity. It has not been moved and is still surrounded by similarly scaled brick commercial or warehouse buildings from the early twentieth century. Therefore, the building retains integrity of location, setting, and association. The building retains its massing, three bay-wide façade, and window openings, but it has otherwise undergone significant alterations. All of the windows have been replaced, a penthouse addition was added, and, most significantly, the ground level has been dramatically altered. The storefronts were once square and flush with the exterior of the building. In 1982, a façade characterized by piers, arches, and recessed entries was created. While compatible with buildings of this vintage and type, the 1982 alterations create a false historicism. Combined, the alterations impact the building's integrity of design, materials, workmanship, and feeling.

*Recorded by: Carey & Co., Inc. *Date: March 16, 2010 ☑ Continuation ☐ Update

Continuation of B10. Significance:

Previous Surveys
According to San Francisco Planning Department records, 15 Hunt Street has not been assigned a California Historical Resource Status Code. It received a rating of V in the City's Downtown Master Plan, and San Francisco Architectural Heritage gave the building a rating of C as part of its 1977 survey. The building was also surveyed as part of the San Francisco Landmarks Board's 1990 Unreinforced Masonry Building Survey. In the 2008 Transit Center District Survey, Kelley & VerPlanck assigned the building California Historical Resource Status Code 3CD, indicating it appears to be eligible as a contributor to a CR eligible district through a survey evaluation. Page & Turnbull also completed an evaluation of the building in 2009 and concluded that the building does not retain sufficient integrity to be individually eligible for the NRHP/CRHR, but that it does possess sufficient integrity to be eligible as part of the historic district proposed in Kelley & VerPlanck's Transbay survey of 2008.

Continuation of B12. References:

Bloomfield, Anne. "A History of the California Historical Society's New Mission Street Neighborhood." *California History*, Vol. 74, no. 4 (Winter 1995/1996): 373-393.

Bloomfield, Anne. "Second and Howard Streets District: National Historic District Nomination." October 3, 1998.

Building File for 660 Howard Street. City and County of San Francisco Planning Department.

Kelley & VerPlanck. "Transit Center District Survey." Prepared for the San Francisco Planning Department. July 22, 2008.

"Magnificent Sacred Edifice Just Completed Adorns San Francisco." *San Francisco Call*. September 3, 1902, p. 5.

"McDougall Bros., Architects, Have Worked for Greater City." *San Francisco Call*. February 20, 1910.

Page & Turnbull. "Historic Resource Study: 15 Hunt Street (670 Howard Street), San Francisco California." Revised Draft. Prepared for the San Francisco Museum of Modern Art. July 24, 2009.

Powell, John Edward. "McDougall Bros." http://historicfresno.org/bio/mcdougal.htm (accessed November 30, 2009).

"Ready Reference Guide for Financial, Wholesale, and Retail Firms of San Francisco." *San Francisco Call*. February 18, 1907, p. 26.

San Francisco City Directories.

San Francisco Landmarks Preservation Advisory Board. A Context Statement and Architectural/Historical Survey of Unreinforced Masonry Building (UMB) Construction in San Francisco from 1850 to 1940. San Francisco, Calif.: Landmarks Preservation Advisory Board, San Francisco Department of City Planning. November 1990.

Primary #
HRI#

BUILDING, STRUCTURE, AND OBJECT RECORD

***NRHP Status Code** 3S, 3CB

*Resource Name or # :163-165 Jessie Street

B1. Historic Name: California Demokrat Building, Hess Building
B2. Common Name:
B3. Original Use: newspaper offices
B4. Present Use: offices
***B5. Architectural Style:** American Commercial
***B6. Construction History:** Constructed in 1912. Removal of ground floor detailing and replacement of some ground floor windows.

***B7. Moved?** ☑No ☐Yes ☐Unknown **Date:** **Original Location:**
***B8. Related Features:** none

B9a. Architect: C. A. Meussdorffer
b. Builder: William Bros & Hunderson
***B10. Significance: Theme:** architecture
Area: South of Market district, San Francisco, CA
Period of Significance: 1912
Property Type: Building
Applicable Criteria: A/1, C/3

Summary of Significance

The five-story steel and concrete commercial building at 163-165 Jessie Street (Block 3707, Lot 018) appears to be eligible for the National Register of Historic Places (NRHP) and the California Register of Historical Resources (CRHR) under Criterion C/3, for its association with San Francisco architect C. A. Meussdorffer and as a good example of an American Commercial style building with high integrity in the South of Market neighborhood. The period of significance is 1912, the date of the building's construction. The building also appears to be eligible as a contributor to a proposed historic district.

Historic Context

Constructed in 1912, this corner building at Jessie and Anne, was designed in the American Commercial style with Renaissance Revival detailing to house the German-language newspaper the *California Demokrat*. The building was constructed at the end of the first wave of reconstruction in the South of Market neighborhood around Mission and New

B11. Additional Resource Attributes:

***B12. References:**

See continuation sheet.

B13. Remarks:

***B14. Evaluator:** Carey & Co., Inc.

***Date of Evaluation:** March 18, 2010

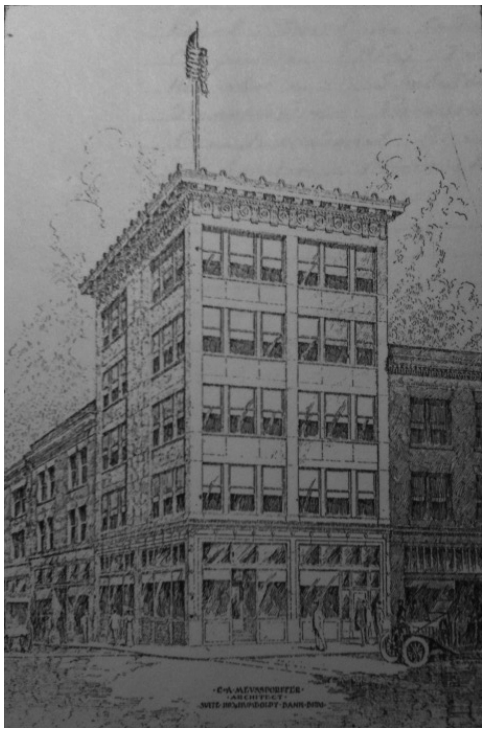
*Required information

Continuation of B10. Significance:

Montgomery Streets after the 1906 earthquake and fires. The building was one of several newspaper and print related businesses to move to the area after the earthquake.

For over fifty years Frederick Hess was the editor of the *California Demokrat*, the West Coast's first and primary German newspaper during nineteenth and early twentieth centuries. The newspaper was established in 1852 in San Francisco, the same year that Hess immigrated to United States from Germany. Hess started out selling papers on the street but in less than ten years he started the *Alameda Encinal*, which he sold before joining the staff of the *Demokrat*. In 1865 Hess bought the paper and continued as its editor into the twentieth century, transforming it into "one of the most powerful and influential German publications in the country" (*SF Call* 1906). In 1912, Hess commissioned the building at 163-165 Jessie Street for the *Demokrat*. The paper's main office occupied the ground floor, while the pressroom was in the basement and offices were on second and third floors; the upper floors were occupied by the *Daily Journal of Commerce*. However, the paper was headquartered in the building until 1920, when it moved it operation to Pine Street. *California Demokrat* continued its publication into the 1960s.

Hess hired prominent San Francisco architect C. A. Meussdorffer to design the building. Conrad Alfred Meussdorffer, born in 1875 in California to German parents, was a prolific San Francisco architect. Meussdorffer was a draftsman and later architect for Salfield & Kohlberg. He opened his own business in 1897 and mainly designed apartment towers, primarily in Pacific Heights and Nob Hill, and private residences, including many in the town of Ross. His non-residential buildings included One UN Plaza, the Southern Club on Nob Hill, and the Family Club Building on Powell. He died in 1945.



The Hess family sold the building to R. E. Warfield in 1930. By the 1950s the Sanborn Maps indicate the building was occupied by a store.

Evaluation

Continuation of B10. Significance:

The California Demokrat Building at 163-165 Jessie Street does not appear to be individually eligible for the NRHP or the CRHR under Criterion A/1 for its association with events that have made a significant contribution to the broad patterns of local or regional history or the cultural heritage of California or the United States. To be eligible under this criterion, the building cannot merely be associated with historic events or trends but must have a specific association to be considered significant. The building was constructed at the end of a period of rapid reconstruction of the area centered around New Montgomery and Mission Streets within the South of Market neighborhood after it was leveled by the 1906 earthquake and fires, but it does not appear to have a particularly specific or significant association with this event to be individually eligible. It was one of many small-scale commercial or light industrial buildings constructed on the block between 1906 and 1913, by which time the area had been largely built out. Also, the building does not appear to be significant due to its connection with the *California Demokrat*, a leading German-language newspaper, as the paper was only housed in the building for eight of its hundred years of publication.

The building does not appear to be eligible under Criterion B/2 for its association with the lives of persons important to local, California, or national history. While the building was constructed by Frederick Hess, long-time editor of the influential *California Demokrat,* the building was bought at the end of his long career and only housed the newspaper for eight years.

The *California Demokrat* Building at 163-165 Jessie Street does appear to be eligible under Criterion C/3 for as a significant example of the American Commercial style and in association with the work of master architect C. A. Meussdorffer. The five-story commercial building exhibits common characteristics of American Commercial style, including a prominent cornice featuring Renaissance Revival detailing, grids of windows, stucco cladding, and separate ground floor spaces. The building has undergone few modifications and is a distinguished example of the American Commercial style common during the twentieth century in the South of Market area. C. A. Meussdorffer is a noted San Francisco architect whose main contribution to San Francisco architecture were his tall apartment buildings and hotels. This building is a rare example of his commercial architecture and is significant for displaying the breadth and importance of Meussdorffer's work in San Francisco.

Integrity
The *California Demokrat* Building has undergone few modifications. Some of the ground floor doors and windows have been replaced but they retain the original design, including the transom band. Upper story fenestration appears to be original or was replaced in-kind. While the ornamentation was stripped on ground floor, the building retains its original modillion cornice and egg and dart molding. The building retains its integrity of design, materials, workmanship, feeling, and association. It has not been moved and retains its integrity of location. Ongoing development has transformed the area over the last hundred years but several of the surrounding buildings remain and in general the building retains its integrity of setting.

Previous Evaluations
According to San Francisco Planning Department records, 163-165 Jessie Street was not rated in City's Downtown Master Plan, the San Francisco Planning Department's 1976 Citywide Architectural Survey, and the 1977-1978 San Francisco Architectural Heritage Survey. In the 2008 Transit Center District Survey, Kelley & VerPlanck assigned the building California Historical Resource Status Code 3CD, indicating that it appears to be eligible for listing in the CRHR as a contributor to a CRHR-eligible district through a survey evaluation.

Continuation of B12. References:

_____. "Apartment Houses – Some Recent San Francisco Examples." *Architect & Engineer* 70, no. 3 (September 1922): 47-66.

_____. "A Southern Colonial Style Clubhouse." *Architect & Engineer* 27, no. 2 (December 1911).

_____. "Some Recent Work of C. A. Meussdorfer." *Architect & Engineer* 28, no. 2 (June 1912).

_____. "To Support Cleveland." *New York Times.* July 29, 1888.

_____. "New Newspaper Building." *San Francisco Chronicle.* May 11, 1912.

_____. "Hess will Celebrate Today his Fiftieth Year as Publisher." *The San Francisco Call.* September 14, 1906.

"The Bloomfield Legacy: Getting it on the National Register." *Heritage News.* 29, No. 3: 6-7.

Bloomfield, Anne. "A History of the California Historical Society's New Mission Street Neighborhood." *California History* 74, no. 4 (Winter 1995): 372-393.

_____. "Second and Howard Streets District, San Francisco, National Register of Historic Places Nomination Form." October 3, 1998.

Building files, 163-165 Jessie Street. San Francisco Planning Department.

C. A. Meussdorffer, vertical file. San Francisco Architectural Heritage.

Kelly & VerPlanck. "Transit Center District Survey, San Francisco, California, Final." Prepared for the San Francisco Planning Department. July 22, 2008.

Sanborn Fire Insurance Maps, "San Francisco, California," (1913 & 1950), sheet 137.

San Francisco City Assessor Records, Sales Ledgers.

San Francisco City Directories.

Primary #
HRI#

BUILDING, STRUCTURE, AND OBJECT RECORD

***NRHP Status Code** 6Z

*Resource Name or # :83 Minna Street

B1. Historic Name: John G. Rapp Building
B2. Common Name:
B3. Original Use: industrial
B4. Present Use: restaurant
***B5. Architectural Style:** American Commercial
***B6. Construction History:** Constructed in 1911. Window and door bricked-in after 1982. Converted to house a restaurant in 2008.

***B7. Moved?** ☑No ☐Yes ☐Unknown **Date:** **Original Location:**
***B8. Related Features:** none

B9a. Architect: unknown
b. Builder: unknown
***B10. Significance: Theme:** post-earthquake urban redevelopment, architecture
Area: South of Market district, San Francisco, CA
Period of Significance: 1911 **Property Type:** building **Applicable Criteria:** 1, 3

Summary Evaluation
83-85 Minna Street does not appear to be eligible for the National Register of Historic Places (NRHP) or California Register of Historical Resources (CRHR).

Historic Context
John G. Rapp commissioned this one-story masonry industrial building at 83-85 Minna Street in 1911. The original permit for this building was not found and the architect and builder were not identified. This Commercial style building was part of the flurry of construction that followed the 1906 earthquake and fire. In the South of Market neighborhood, modest warehouses and light industrial buildings replaced the densely packed working-class residences that previously dominated the area. The 1913 Sanborn maps reveals that the side streets and alleyways in the area were dominated

B11. Additional Resource Attributes:

***B12. References:**

See continuation sheet.

B13. Remarks:

***B14. Evaluator:** Carey & Co., Inc.

***Date of Evaluation:** March 18, 2010

*Required information

Continuation of B10. Significance:

primarily by industrial concerns often in one- to three-story buildings, similar to 83-85 Minna Street.

Rapp is listed in the 1910 city directory as the president and general manager of John Rapp & Son, Rainier Beer distributor. In 1907 he commissioned the Reid Brothers to design a seven-story commercial building at 121-131 Second Street, which is a contributor to the Second and Howard Street National Register District. He resided at 1461 Page Street. The building's original tenants appear to be the Pacific Copper Works and the 1913 Sanborn map identifies the building as a copper works. In the 1930s L. Wagner & Sons, coppersmiths, occupied the building. By the 1950s the building housed a gas engine repair shop and was used as a warehouse. The building was later used for an artist workshop. In 2008 the Anchor & Hope restaurant opened in the building.

Evaluation

83-85 Minna Street does not appear to be individually eligible for the NRHP/CRHR under Criterion A/1, for its association with events or broad trends in history. Constructed in 1911, during the first phase of the South of Market district's post-earthquake redevelopment, the building fit pre-existing patterns of development that saw the transformation of the area from a dense, working-class neighborhood to a landscape of commercial warehouses and light industrial buildings on the main streets and industrial buildings on the side streets.

The building also does not appear to be eligible for the NRHP/CRHR under Criterion B/2, as it is not known to be associated with persons of historical significance. John G. Rapp does not appear to be a significant figure. An ordinary masonry industrial building with an unadorned stepped parapet as its only defining feature, this building is not a good example of a building type or method of construction, cannot be called the work of a master architect, and does not achieve artistic qualities. Thus, 83-85 Minna Street does not appear individually eligible under Criterion C/3.

Integrity

83-85 Minna Street appears to retain a fair level of integrity. It has not been moved and retains its integrity of location. The building retains its shaped parapet and original scale, but the bricked-in original door and window openings obscure their segmented arches and the removal of the vehicular door to accommodate a recessed entrance and fenestration for the restaurant detracts from the original design, materials, and workmanship of this unadorned and simple building. Ongoing development has removed the surrounding modest-scale commercial warehouse and light industrial architecture and has impacted this building's integrity of setting, feeling, and association. Thus, it retains its integrity of location, setting, feeling, and association.

Previous Surveys

According to San Francisco Planning Department records, 83-85 Minna Street received a rating of V in the City's Downtown Master Plan, a C rating from the 1977-1978 San Francisco Architectural Heritage Survey, and was part of the San Francisco Landmarks Board's 1990 Unreinforced Masonry Building Survey. In the 2008 Transit Center District Survey, Kelley & VerPlanck assigned the building California Historical Resource Status Code 3CD, indicating it appears to be eligible for listing in the CRHR as a contributor to a CRHR-eligible district through a survey evaluation.

Continuation of B12. References:

Bloomfield, Anne. "A History of the California Historical Society's New Mission Street Neighborhood." *California History*, Vol. 74, no. 4 (Winter 1995/1996): 373-393.

Bloomfield, Anne. "Second and Howard Streets District: National Historic District Nomination." October 3, 1998.

Building Permits for 83-85 Minna Street. City and County of San Francisco Department of Building and Inspection.

83-85 Minna Street, vertical files. San Francisco Architectural Heritage.

Kelley & VerPlanck. "Transit Center District Survey." Prepared for the San Francisco Planning Department. July 22, 2008.

Sanborn Fire Insurance Co. "San Francisco," (1913 & 1950), sheet 130.

San Francisco City Directories.

San Francisco Landmarks Preservation Advisory Board. A Context Statement and Architectural/Historical Survey of Unreinforced Masonry Building (UMB) Construction in San Francisco from 1850 to 1940. San Francisco, Calif.: Landmarks Preservation Advisory Board, San Francisco Department of City Planning. November 1990.

United States Federal Census, 1860-1930, www.ancestry.com, accessed January 14, 2010.

Primary #
HRI#

BUILDING, STRUCTURE, AND OBJECT RECORD

***NRHP Status Code** 6Z

*Resource Name or # :142 Minna Street

B1. Historic Name: South Side Light & Power
B2. Common Name:
B3. Original Use: electricity plant
B4. Present Use: commercial
***B5. Architectural Style:** Light Industrial
***B6. Construction History:** Constructed in 1910. Some window replacements.

***B7. Moved?** ☑No ☐Yes ☐Unknown **Date:** **Original Location:**
***B8. Related Features:** None

B9a. Architect: MacDonald & Kahn
b. Builder: Hunt, Mirk, & co.
***B10. Significance: Theme:** SOMA reconstruction
Area: South of Market district, San Francisco, CA
Period of Significance: N/A
Property Type: industrial
Applicable Criteria: N/A

Summary of Findings
142 Minna Street does not appear to be individually eligible for the National Register of Historic Places (NRHP) or California Register of Historical Resources (CRHR).

See Continuation Sheet

B11. Additional Resource Attributes:

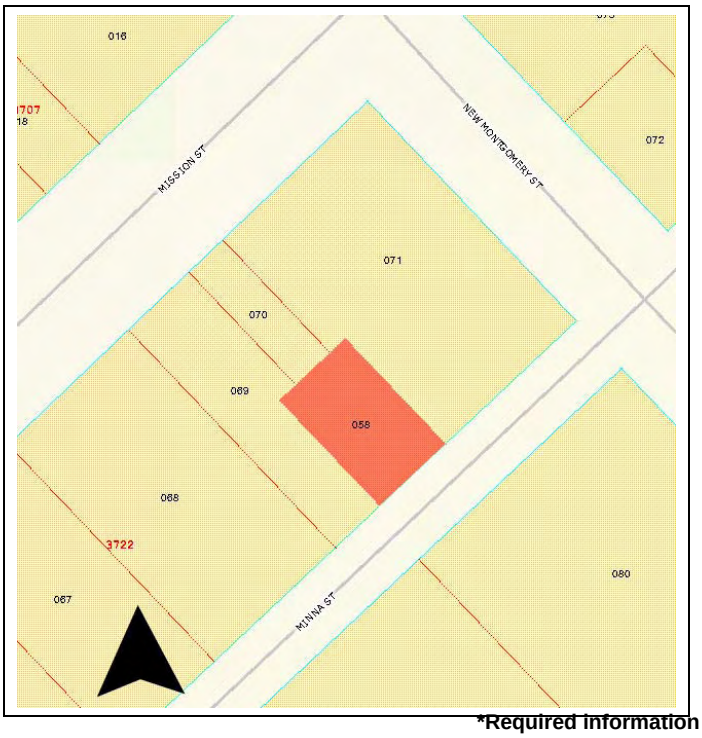
***B12. References:**

See continuation sheet.

B13. Remarks:

***B14. Evaluator:** Carey & Co., Inc.

***Date of Evaluation:** March 16, 2010



*Required information

Continuation of B10. Significance:

Historic Context

Early in the morning of April 18, 1906, a strong earthquake jolted San Franciscans out of their slumber. Catastrophic fires, assisted by a failed water system, rampaged through city over the next few days. When the smoke cleared, 497 blocks of San Francisco, including the South of Market district, was a decimated wasteland that had to be rebuilt from scratch. A flurry of construction followed. Within two years, the City of San Francisco issued over 14,000 building permits, 10,000 of which pertained to new buildings. In the SOMA district, modest warehouses and light industrial buildings replaced the densely packed working-class residences that previously dominated the area. As one *San Francisco Chronicle* writer wrote, "Mission street [*sic*] is being rapidly appropriated by the firms who were conspicuous in the old days. Howard street [*sic*] is beginning to receive attention from the dealers, and that portion of it included in the blocks between First and Third streets [*sic*] is destined to become, from its nearness to the banking section and the restored retail district of the city, a popular and convenient avenue for wholesale dealers who are crowded beyond Missions street [*sic*] (*Chronicle*, June 26, 1907).

The building at 142 Minna Street was constructed in 1910, during the first phase of post-earthquake reconstruction. The South Side Light & Power Company, a subsidiary of the United Light and Power Company, commissioned the engineering firm of MacDonald & Kahn to design a reinforced concrete and steel-frame, one-and-one-half-story power building to provide steam heat for customers in the SOMA neighborhood. The City of San Francisco decision in December 1910 not to grant the South Side Light & Power Company permission to dig up the streets and install a system of steam piping, however, did not bode well. By 1915, the New Jersey based United Light and Power Company found its resources spread thin. The company could not pay its bills, so in 1915 the United Light & Power Company underwent restructuring – or bankruptcy proceedings. After this point, South Side Light & Power Company disappears from the city directories and, presumably, 142 Minna Street. Subsequent occupants of the building remain unknown, but the Sanborn Fire Insurance Company map of 1950 reveals that the building was used for printing blueprints.

Evaluation

142 Minna Street does not appear to be eligible for the NRHP/CRHR under Criterion A/1, for its association with events or broad trends in history. Constructed in 1910, during the first phase of SOMA's post-earthquake redevelopment, the building fit pre-existing patterns of development that saw the transformation of SOMA from a dense, working-class neighborhood to a landscape of commercial warehouses and light industrial buildings. 142 Minna Street did not lead the reconstruction process in any way.

The building also does not appear to be eligible for the NRHP/CRHR under Criterion B/2, as it is not known to be associated with persons of historical significance. The South Side Light & Power Company also appears to have had a short-lived existence in San Francisco, and it is not clear that the company managed to provide power to SOMA merchants, businesses, and residents. An ordinary light industrial building, it is not a good example of a building type or method of construction, cannot be called the work of a master architect, and does not achieve artistic qualities. Thus, 142 Minna Street does not appear eligible under Criterion C/3.

142 Minna Street appears to retain a good level of integrity. It has not been moved and is still surrounded by modest-scale commercial warehouse and light industrial architecture. Thus, it retains its integrity of location, setting, feeling, and association. The building also retains its original cladding and shaped parapet as well as some windows. Thus, 142 Minna Street retains its integrity of design, materials, and workmanship.

Previous Surveys

According to San Francisco Planning Department records, 142 Minna Street has not received a rating in the City's Downtown Master Plan, nor was it included in the 1976 citywide survey, the 1977-1978 San Francisco Architectural Heritage Survey, or as part of the San Francisco Landmarks Board's 1990 Unreinforced Masonry Building Survey. In the 2008 Transit Center District Survey, Kelley & VerPlanck assigned the building California Historical Resource Status Code 3CD, indicating it appears to be eligible for listing in the CRHR as a contributor to a CRHR-eligible district through a survey evaluation.

Continuation of B12. References:

Advertisement. *San Francisco Chronicle*. December 31, 1911, p. 13.

Bloomfield, Anne. "A History of the California Historical Society's New Mission Street Neighborhood." *California History*, Vol. 74, no. 4 (Winter 1995/1996): 373-393.

Bloomfield, Anne. "Second and Howard Streets District: National Historic District Nomination." October 3, 1998.

*Recorded by: Carey & Co., Inc. *Date: March 16, 2010 ☑ Continuation ☐ Update

Continuation of B12. References:

Building Permits for 142 Minna Street. City and County of San Francisco Department of Building and Inspection.

Decisions of the Railroad Commission of the State of California 6. Sacramento, 1915.

"Heating Company is Denied Street Right." *San Francisco Call*. December 4, 1910.

Kelley & VerPlanck. "Transit Center District Survey." Prepared for the San Francisco Planning Department. July 22, 2008.

Sanborn Fire Insurance Co. "San Francisco," (1913 & 1950), sheet 138.

San Francisco City Directories.

San Francisco Landmarks Preservation Advisory Board. A Context Statement and Architectural/Historical Survey of Unreinforced Masonry Building (UMB) Construction in San Francisco from 1850 to 1940. San Francisco, Calif.: Landmarks Preservation Advisory Board, San Francisco Department of City Planning. November 1990.

United States Federal Census, 1860-1930, www.ancestry.com, accessed January 14, 2010.

Primary #
HRI#

BUILDING, STRUCTURE, AND OBJECT RECORD

***NRHP Status Code** 3CD

*Resource Name or # : 641 Mission Street

B1. Historic Name:
B2. Common Name:
B3. Original Use: warehouse
B4. Present Use: Commercial
***B5. Architectural Style:** Commercial
***B6. Construction History:** Constructed in 1907. Storefront windows and doors replaced.

***B7. Moved?** ☑No ☐Yes ☐Unknown **Date:** **Original Location:**
***B8. Related Features:** None

B9a. Architect: Hermann Barth
b. Builder: F. H. Boring
***B10. Significance: Theme:** Post-earthquake reconstruction **Area:** South of Market district, San Francisco, CA
Period of Significance: 1907 **Property Type:** commercial **Applicable Criteria:** C

Summary Findings
641 Mission Street does not appear to be individually eligible for the National Register of Historic Places (NRHP) or the California Register of Historic Resources (CRHR), but it does appear to be eligible as a contributor to a potential district. Its period of significance dates to 1907, its year of construction.

See Continuation Sheet

B11. Additional Resource Attributes:

***B12. References:**

See continuation sheet.

B13. Remarks: Carey & Co., "Transbay Center Survey Update"

***B14. Evaluator:** Carey & Co., Inc.

***Date of Evaluation:** March 11, 2010

*Required information

Continuation of B10. Significance:
Early in the morning of April 18, 1906, a strong earthquake jolted San Franciscans out of their slumber. Catastrophic fires, assisted by a failed water system, rampaged through city over the next few days. When the smoke cleared, 497 blocks of San Francisco, including the South of Market district, was a decimated wasteland that had to be rebuilt from scratch. A flurry of construction followed. Within two years, the City of San Francisco issued over 14,000 building permits, 10,000 of which pertained to new buildings. In the SOMA district, modest warehouses and light industrial buildings replaced the densely packed working-class residences that previously dominated the area. As one *San Francisco Chronicle* writer wrote, "Mission street [*sic*] is being rapidly appropriated by the firms who were conspicuous in the old days. Howard street [*sic*] is beginning to receive attention from the dealers, and that portion of it included in the blocks between First and Third streets [*sic*] is destined to become, from its nearness to the banking section and the restored retail district of the city, a popular and convenient avenue for wholesale dealers who are crowded beyond Missions street [*sic*] (*Chronicle*, June 26, 1907). 641 Mission Street was constructed during this initial period of reconstruction, in 1907.

After settling a lawsuit with insurance companies over his destroyed property at 641 Mission Street in 1906, Edward W. Howard decided to rebuild. He commissioned architect Hermann Barth to design a two-story brick commercial building over a pre-existing vault under the sidewalk. As the permits state, the building was "practically a new one." F. H. Boring was the builder. Maurcie L. Rapheld, a bookkeeper for the San Francisco sheriff, leased the building for three years, but the nature of the business conducted at 641 Mission Street remains unknown. S. B. Levey Co., wholesale auctioneers and commission merchants of men's shoes, clothing, and accessories, then leased the space. Subsequent occupants remain unknown.

Hermann Barth was born in Germany in 1865 and received his architectural training in Europe. He arrived in San Francisco in 1881, where he found work in the offices of Kennitzer & Raun, Swaun, Moore, and T. J. Welch. In 1905 Barth established an independent practice. Like so many architects in the San Francisco Bay Area, the earthquake and fires of 1906 proved to be a boon Barth's career. He secured several high-profile commissions, including the German Hospital, the Alameda Hospital, the California Market, the Delger Building, the Brandenstein Warehouse, and many residences. In 1915 Barth won the competition to design a new wing of the San Francisco City Hospital. Barth died in 1923.

Evaluation
641 Howard Street does not appear to be individually eligible for the NRHP/CRHR under Criterion A/1. Although it was constructed during the first phase of post-earthquake and fires reconstruction of SOMA, and although it represents the transformation of this area from a working-class residential neighborhood to a commercial, warehouse, and light industrial landscape, the building did not play a specific role in this general trend. It is one of many examples of two-story brick commercials buildings that were constructed in the area.

The building does not appear to be eligible under Criterion B/2 either, as no persons significant to our past are known to be associated with the building. Lastly, the building does not appear to be individually eligible under Criterion C/3. Master architect Hermann Barth designed the building, but it does appear to be significant to understanding Barth's oeuvre or career. While distinctive architectural details like the egg and dart course below the projecting cornice, the enframed storefront windows, and the turned spindles between the second-story windows, do not raise the building's individual caliber to that of the National or California Registers, they do render the building an excellent contributor to a proposed historic district.

641 Mission Street retains good integrity. It has not been moved and still stands amidst two-to-five-story brick warehouse buildings. Thus, it retains its integrity of location, setting, and association. The building has undergone some alterations; most notably, some of the storefront windows and doors have been alters. Otherwise the building retains most of its character-defining features, including the egg and dart course below the projecting cornice and the turned spindles between the second-story windows. Overall, the building retains its integrity of design, materials, workmanship, and feeling.

Previous Surveys
According to San Francisco Planning Department records, 641 Mission Street has not been assigned a California Historical Resource Status Code. It received a rating of V in the City's Downtown Master Plan and a rating of C in the 1977-1978 San Francisco Architectural Heritage Survey. It was also surveyed as part of the San Francisco Landmarks Board's 1990 Unreinforced Masonry Building Survey. In the 2008 Transit Center District Survey, Kelley & VerPlanck assigned the building California Historical Resource Status Code 3CD, indicating it appears to be eligible for listing in the CRHR as a contributor to a CRHR-eligible district through a survey evaluation.

Continuation of B12. References

Bloomfield, Anne. "A History of the California Historical Society's New Mission Street Neighborhood." *California History*, Vol. 74, no. 4 (Winter 1995/1996): 373-393.

Bloomfield, Anne. "Second and Howard Streets District: National Historic District Nomination." October 3, 1998.

Building File for 641 Mission Street. City and County of San Francisco Planning Department.

Building Permits for 641 Mission Street. City and County of San Francisco Department of Building and Inspection.

Hermann Barth Collection, 1896-1917. Finding Aid. Environmental Design Archives, University of California, Berkeley, http://www.oac.cdlib.org (accessed January 28, 2010).

Kelley & VerPlanck. "Transit Center District Survey." Prepared for the San Francisco Planning Department. July 22, 2008.

San Francisco City Directories.

San Francisco Landmarks Preservation Advisory Board. A Context Statement and Architectural/Historical Survey of Unreinforced Masonry Building (UMB) Construction in San Francisco from 1850 to 1940. San Francisco, Calif.: Landmarks Preservation Advisory Board, San Francisco Department of City Planning. November 1990.

United States Federal Census, 1860-1930, www.ancestry.com, accessed January 14, 2010.

Primary #
HRI#

BUILDING, STRUCTURE, AND OBJECT RECORD

***NRHP Status Code** 3S

*Resource Name or # :647 Mission Street

B1. Historic Name: Veronica Building
B2. Common Name:
B3. Original Use: commercial warehouse
B4. Present Use: commercial
***B5. Architectural Style:** Renaissance Revival
***B6. Construction History:** Constructed in 1907. Storefront alterations.

***B7. Moved?** ☑No ☐Yes ☐Unknown **Date:** **Original Location:**
***B8. Related Features:** None

B9a. Architect: Salfield & Kohlberg
b. Builder: unknown
***B10. Significance: Theme:** post-earthquake redevelopment **Area:** South of Market district, San Francisco, CA
Period of Significance: 1907 **Property Type:** Commercial **Applicable Criteria:** A, C

The Veronica Building, located at 647-649 Mission Street, appears to be eligible for the National Register of Historic Places (NRHP) and California Register of Historical Resources (CRHR) under C/3 as the work of master architects and as a particular building type. Specifically, the building was constructed in 1906, just after the earthquake and fires that devastated the city, and it stands as an excellent example of early twentieth-century commercial architecture, designed by the well-known architectural firm of Salfield & Kohlberg.

See Continuation Sheet.

B11. Additional Resource Attributes:

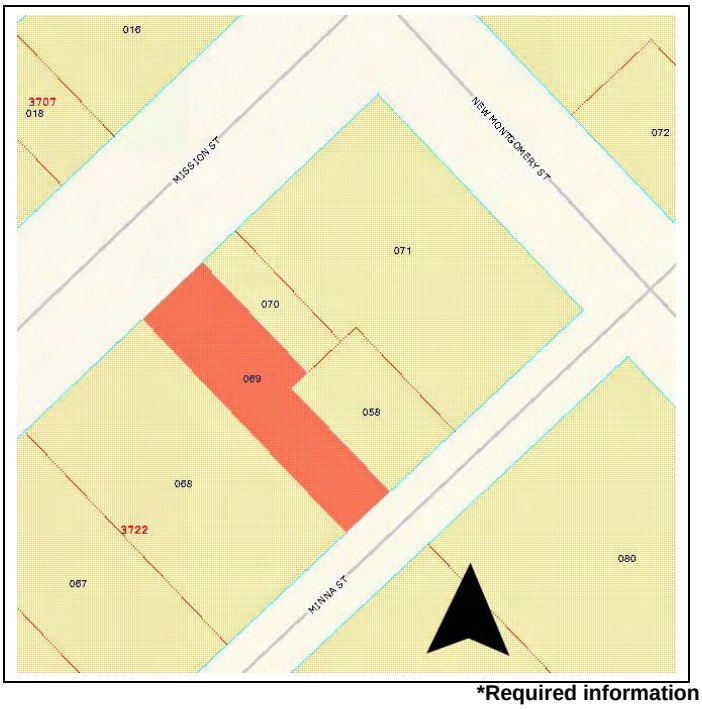
***B12. References:**

See continuation sheet.

B13. Remarks:

***B14. Evaluator:** Carey & Co., Inc.

***Date of Evaluation:** March 11, 2010



*Required information

*Recorded by: Carey & Co., Inc. *Date: March 11, 2010 ☑ Continuation ☐ Update

Continuation of B10. Significance:

Historic Context

Early in the morning of April 18, 1906, a strong earthquake jolted San Franciscans out of their slumber. Catastrophic fires, assisted by a failed water system, rampaged through city over the next few days. When the smoke cleared, 497 blocks of San Francisco, including the South of Market district, was a decimated wasteland that had to be rebuilt from scratch. A flurry of construction followed. Within two years, the City of San Francisco issued over 14,000 building permits, 10,000 of which pertained to new buildings. In the SOMA district, modest warehouses and light industrial buildings replaced the densely packed working-class residences that previously dominated the area. Built in 1906, the Veronica Building was designed to accommodate the new light industrial and warehouse landscape of SOMA.

The Veronica Building is named after Veronica Baird, the matriarch of one of San Francisco's prominent families of the late nineteenth and early twentieth centuries. John H. Baird (1822-1880), a native of Kentucky, arrived in San Francisco in 1849 and worked as a clerk for the California Steam Company before becoming captain of a steamer. He later served as a deputy in the Police Department before being elected to and serving one term on the state senate in the 1850s. Baird also invested heavily in property; by 1870 he owned approximately half of the land that makes up the Haight Ashbury neighborhood, including eight blocks along Haight Street from Central to Cole. In 1874 he married Veronica Crane Baird, an eighteen year-old woman from Ireland. They had four children, John, Marie, Miles, and David.

John Baird died in 1880. He bequeathed his vast property holdings to his children, but the land was held in trust and could not be sold or developed until the youngest child came of age. Thus, several blocks fronting on Haight, Page, Waller, Ashbury, Cole, and Shrader Streets, and Masonic Avenue were not subdivided and opened for sale until 1902. All of the properties – developed and not developed by the senior Baird in the Haight Ashbury area as well as the financial district and South of Market neighborhood – were known as the Baird Estate. Veronica Baird grew very rich off of her late husband's investments.

The Baird family was also prone to scandal and tragedy, which the building at 647 Mission Street did not escape. Marie Baird eloped, then was widowed young; Veronica Baird married her late husband's nephew, whom she later divorced, claiming he was a drunk; John Rush Baird died tragically in a car accident near Twin Peaks; David Baird fathered a child out of wedlock and died of a stroke at a young age; Miles Baird sued his mother Veronica for the right to his share of the family trust, only to find himself deemed legally incompetent. Other lawsuits occurred, including one in 1907 between David Baird and the real estate firm of Brown & Holliway over a breach of contract; David Baird was forced to back out of a lease agreement with the real estate company made because his sister deemed the proposed rent too low.

Historical records show that the Baird Estate mostly engaged in real estate transactions rather than building programs, but in 1906 the estate decided to construct a five-story building on Mission Street. It was "designed and arranged so as to suit any line of wholesale business, with ample light, electric passenger and freight elevators and every modern appliance." Warehouse activities constituted the primary type of business activity along this section of Mission Street following the earthquake and fires. With its modestly embellished cornice and terra cotta detailing around the windows and atop the pilasters, the Italianate building achieved a level of high style that relates to the commercial buildings along New Montgomery Street. The Baird Estate used this building to memorialize the (still-living) matriarch of the family, Veronica Baird, by naming it after her.

The architectural firm of Salfield & Kohlberg designed the Veronica Building. David Salfield was born in Illinois in 1861 and raised in Germany where he received his education and studied architecture at various schools. He returned to the United States and settled in San Francisco in 1880. After working as a draughtsman for four years, Salfield partnered with Emil John, a partnership that lasted for just one year. In 1886 Salfield joined forces with Herman Kohlberg, a German-born and educated immigrant who arrived in San Francisco in 1883, to form the prominent and highly respected firm of Salfield & Kohlberg. The firm was prolific, designing between three and four hundred buildings of all types and a variety of revival styles. They were particularly active through the 1890s. Among their most notable buildings were the Sperry Flour Building at California and Front

*Recorded by: Carey & Co., Inc. *Date: March 11, 2010 ☑ Continuation ☐ Update

Continuation of B10. Significance:
Streets (1889-1906); the L. L. Dennery & Son Building on Pine Street (1892-1906); shipping magnate Robert Dollar's Marine Building at 150 California Street (ca 1908, demolished); many houses in neighborhoods throughout the city; and the Planters Hotel at 2nd and Folsom (1906). They also designed the San Joaquin County Jail (1889) and the Elks Building (1906) in Stockton. Salfield & Kohlberg dissolved in 1915 when Salfield relocated his family to Stockton where he developed the prestigious Eldorado Heights subdivision and ran a successful dairy farm.

Evaluation
The Veronica Building does not appear to be eligible for the NRHP/CRHR and as a local landmark under Criteria A/1. Constructed in 1907, it is generally associated with the development of the SOMA district during the immediate aftermath of the earthquake and fires of 1906. It does not, however, bear any specific association with that event nor does any evidence indicate that this building influenced the subsequent development of the district. Thus, the building does not appear to be eligible for its association with events or broad trends in history.

The Veronica Building is unlikely to be eligible for the NRHP/CRHR under Criterion B/2. The Baird Estate, with Veronica Baird at its head, was a prominent landowning family in San Francisco. Of all the real estate development that the Baird family engaged in, only the Veronica Building bears the moniker of the family matriarch. She was alive at the time of the building's construction, but her direct role in its development remains unknown.

The building appears to be eligible under Criterion C/3 as a representative example of a Commercial Style masonry office building in the South of Market neighborhood. These buildings are typically clad in brick, terra cotta, or stucco and feature a tripartite arrangement on the façade, with storefronts forming the base, a grid of windows defining the shaft, and a cornice with minimal Renaissance Revival detailing forming the capital. The Veronica Building's masonry construction; grid of original wood-sash, double-hung, three-over-two windows; terra cotta keystones and medals; the rustication; and the prominent cornice make this an excellent example of a moderate-scale Commercial Style building in the neighborhood. It also appears to be eligible under Criterion C/3 as the work of master architects Salfield & Kohlberg. A prolific architectural firm in San Francisco, the Veronica Building at 647 Mission Street stands as a distinct example of the firm's mid-career work.

The Veronica Building appears to retain a high degree of integrity, including location, setting, feeling, association, design, materials, and workmanship. Exterior changes are minor and appear to be limited to the storefront ground floor. The building has not been moved and stands amid one- to-five-story warehouse buildings on the busy thoroughfare of Mission Street. The fenestration also appears to be original and the façade retains its character-defining features, including the keystones and terra cotta detailing, the rustication, cornice, and signage.

Previous Evaluations
According to San Francisco Planning Department records, the Veronica Building at 647 Mission Street has not been assigned a California Historical Resource Status Code. It received a rating of I in the City's Downtown Master Plan and a 1 in the 1976 citywide survey. The 1977-1978 San Francisco Architectural Heritage Survey accorded the building a rating of C, and it was surveyed as part of the San Francisco Landmarks Board's 1990 Unreinforced Masonry Building Survey. In the 2008 Transit Center District Survey, Kelley & VerPlanck assigned the building California Historical Resource Status Code 3CB, indicating it appears to be eligible for listing in the CRHR both individually and as a contributor to a CRHR-eligible district through a survey evaluation.

Continuation of B12. References:
File for 647 Mission Street. Planning Department, San Francisco.

"Baird's Companion Tells How Young Man Died." *San Francisco Call*. December 16, 1905, p. 3.

*Recorded by: Carey & Co., Inc. *Date: March 11, 2010 ☑ Continuation ☐ Update

Continuation of B12. References:

"The Baird Divorce Suit." *San Francisco Chronicle*. January 17, 1896, p. 8.

"Baird Estate Blocks." *San Francisco Call*. February 2, 1902, p. 25.

Bloomfield, Anne. "A History of the California Historical Society's New Mission Street Neighborhood." *California History*, Vol. 74, no. 4 (Winter 1995/1996): 373-393.

Bloomfield, Anne. "Second and Howard Streets District: National Historic District Nomination." October 3, 1998.

"A Bridegroom of Nineteen Years." *San Francisco Chronicle*. November 17, 1895, p. 24.

"Building for Baird Estate." *San Francisco Chronicle*. February 7, 1907.

Building Permits for 647 Mission Street. City and County of San Francisco, Department of Building Inspection.

"David Salfield." *History of San Joaquin County, California*. Los Angeles: Historic Record Co., 1923, pp. 1494-1495.

" Divorce for Veronica Baird." *San Francisco Chronicle*. February 7, 1896, p. 7.

Kelley & VerPlanck. "Transit Center District Survey." Prepared for the San Francisco Planning Department. July 22, 2008.

"Lease Made by Baird Repudiated by Sister." *San Francisco Call*. February 21, 1907, p. 16.

"Legal Battle is Likely in Baird Estate." *San Francisco Call*. December 5, 1908, p. 6.

Salfield & Kohlberg File Folder. San Francisco Architectural Heritage.

San Francisco City Directories.

San Francisco Landmarks Preservation Advisory Board. A Context Statement and Architectural/Historical San Francisco, Calif.: Landmarks Preservation Advisory Board. "Survey of Unreinforced Masonry Building (UMB) Construction in San Francisco from 1850 to 1940." San Francisco Department of City Planning. November 1990.

"Says Her Husband was a Drunkard." *San Francisco Chronicle.* February 6, 1894, p. 10.

"Traffic Manager Weds Pretty Widow." *San Francisco Chronicle*. December 6, 1905, p. 7.

United States Federal Census, 1860-1930, www.ancestry.com, accessed January 14, 2010.

Primary #
HRI#

BUILDING, STRUCTURE, AND OBJECT RECORD

***NRHP Status Code** 3CD

*Resource Name or # : 657 Mission Street

B1. Historic Name: W. & J. Sloane
B2. Common Name:
B3. Original Use: warehouse
B4. Present Use: Commercial
***B5. Architectural Style:** Commercial warehouse
***B6. Construction History:** Constructed in 1907. Windows replaced

***B7. Moved?** ☑No ☐Yes ☐Unknown **Date:** **Original Location:**
***B8. Related Features:** None

B9a. Architect: William F. Koenig
b. Builder: Unknown
***B10. Significance: Theme:** Post-earthquake reconstruction
Area: South of Market district, San Francisco, CA
Period of Significance: 1907
Property Type: commercial
Applicable Criteria: n/a

Summary Findings
657 Mission Street does not appear to be individually eligible for the National Register of Historic Places (NRHP) or the California Register of Historic Resources (CRHR), but it does appear to eligible as a conributor to a historic district to the porposed New Montgomery, 2nd Street, and Mission Street Conservation District.

See Continuation Sheet

B11. Additional Resource Attributes:

***B12. References:**

See continuation sheet.

B13. Remarks:

***B14. Evaluator:** Carey & Co., Inc.

***Date of Evaluation:** March 11, 2010

*Required information

Continuation of B10. Significance:
Early in the morning of April 18, 1906, a strong earthquake jolted San Franciscans out of their slumber. Catastrophic fires, assisted by a failed water system, rampaged through city over the next few days. When the smoke cleared, 497 blocks of San Francisco, including the South of Market district, was a decimated wasteland that had to be rebuilt from scratch. A flurry of construction followed. Within two years, the City of San Francisco issued over 14,000 building permits, 10,000 of which pertained to new buildings. In the SOMA district, modest warehouses and light industrial buildings replaced the densely packed working-class residences that previously dominated the area. As one *San Francisco Chronicle* writer wrote, "Mission street [*sic*] is being rapidly appropriated by the firms who were conspicuous in the old days. Howard street [*sic*] is beginning to receive attention from the dealers, and that portion of it included in the blocks between First and Third streets [*sic*] is destined to become, from its nearness to the banking section and the restored retail district of the city, a popular and convenient avenue for wholesale dealers who are crowded beyond Missions street [*sic*] (*Chronicle*, June 26, 1907). 657 Mission Street was constructed during this initial period of reconstruction, in 1907.

The original building permit does not list an owner, but presumably W. & J. Sloane commissioned the construction of the six-story, reinforced concrete warehouse on Mission Street. The well-known, New York-based furniture company intended to use the building as a warehouse for the Reid Brothers designed, retail store on Sutter Street, in the heart of San Francisco's shopping district. As W. & J. Sloane vacated the building before reverse directories were made available, subsequent occupants remain unknown.

William F. Koenig designed the building. Koenig was born in Weener, Germany, in 1862 and immigrated to the United States in 1881. He married fellow German immigrant Margaret Koenig around 1884. They had two daughters, Louisa and Margaret, and moved to San Francisco in 1891, where William Koenig became a naturalized citizen in 1896. City directories show that Koenig listed himself as an architect in San Francisco as early as 1891, but very little is known about his practice. He is known to have designed several houses and other residential buildings throughout the city.

Evaluation
The building at 657 Mission Street does not appear to be eligible for the NRHP/CRHR under Criterion A/1, for association with events of broad trends in local, state, or national history. To be eligible under this criterion, it is not enough merely to be associated with an event or trend; a resource must have a specific association. While 657 Mission Street was constructed during the initial period of post-earthquake reconstruction and contributed to the transformation of the area from a densely-packed working-class neighborhood into a landscape of fire-proof commercial warehouses and industrial lofts, it did not spearhead such trends in any significant way.

The building is not known to be associated with any persons of significance and, therefore, does not appear to be eligible under Criterion B/2. In addition, the building does not appear to be eligible under Criterion C/3. At six stories tall and four bays wide, the building is larger in scale than most other warehouses of this vintage. While this characteristic does not make the building rise to the level of individual eligibility, it does contribute significantly to the massing and scale of the surrounding neighborhood. Thus, it appears eligible as a contributor to the Proposed New Montgomery, 2nd Street, and Mission Street Conservation District. Although documented in the newspapers to a certain extent, William Koenig does not appear to have been a particularly significant architect in San Francisco; the building does not appear to be significant in relationship to him.

657 Mission Street appears to retain a good level of integrity. It has not been moved and is still surrounded by two-to-six-story warehouses and commercial buildings. Thus, it retains its integrity of location, setting, and association. Most alterations appear to have been limited to the interior and to the windows and storefronts. Other character-defining features, like scale, massing, concrete construction, the window openings and inset panels of the window openings, as well as the decorative trim at the cornice remain intact. Thus, the building retains a sufficient level of integrity of design, materials, workmanship, and feeling to be a eligible as a contributor to a district.

Previous Surveys
According to San Francisco Planning Department records, 657 Mission Street has not been assigned a California Historical Resource Status Code. It received a rating of C in the 1977-1978 San Francisco Architectural Heritage Survey, and in the 2008 Transit Center District Survey, Kelley & VerPlanck assigned the building California Historical Resource Status Code 3CD, indicating it appears to be eligible for listing in the CRHR as a contributor to a CRHR-eligible district through a survey evaluation.

Continuation of B12. References

Advertisement. *San Francisco Call*. January 30, 1908, p. 2.

Bloomfield, Anne. "A History of the California Historical Society's New Mission Street Neighborhood." *California History*, Vol. 74, no. 4 (Winter 1995/1996): 373-393.

Bloomfield, Anne. "Second and Howard Streets District: National Historic District Nomination." October 3, 1998.

Building Permits for 657 Howard Street. City and County of San Francisco Department of Building and Inspection.

Classified Ad. *San Francisco Chronicle*. December 14, 1904, p. 10.

Kelley & VerPlanck. "Transit Center District Survey." Prepared for the San Francisco Planning Department. July 22, 2008.

"Property Changes Hands in Real Estate Deals." *San Francisco Chronicle*. March 14, 1903, p. 7.

San Francisco City Directories.

San Francisco Landmarks Preservation Advisory Board. A Context Statement and Architectural/Historical Survey of Unreinforced Masonry Building (UMB) Construction in San Francisco from 1850 to 1940. San Francisco, Calif.: Landmarks Preservation Advisory Board, San Francisco Department of City Planning. November 1990.

United States Federal Census, 1860-1930, www.ancestry.com, accessed January 14, 2010.

United States Passport Applications, www.ancestry.com, accessed January 27, 2010.

Primary #
HRI#

BUILDING, STRUCTURE, AND OBJECT RECORD

***NRHP Status Code** 3S, 3CB

*Resource Name or # : 658 Mission Street

B1. Historic Name: Textile Building, Graphics Building
B2. Common Name:
B3. Original Use: commercial
B4. Present Use: commercial
***B5. Architectural Style:** American Commercial
***B6. Construction History:** Constructed in 1906. Ground floor altered in late 1970s.

***B7. Moved?** ☑No ☐Yes ☐Unknown **Date:** **Original Location:**
***B8. Related Features:** none

B9a. Architect: unknown
b. Builder: unknown
***B10. Significance: Theme:** reconstruction, architecture
Area: South of Market district, San Francisco, CA
Period of Significance: 1906
Property Type: building
Applicable Criteria: 1, C/3

Summary Evaluation

The four-story brick commercial building at 658 Mission Street (Block 3707, Lot 020) appears to be eligible for individual listing in the National Register of Historic Places (NRHP) or the California Register of Historical Resources (CRHR) under Criterion C/3 as a good example of an American Commercial style building in the South of Market neighborhood. The building's period of significance is 1906, when the building was constructed. The building also appears to be a contributor to the proposed CRHR-eligible New Montgomery, Mission & Second Historic District (see Kelley and VerPlanck 2008).

Historic Context

The Ruby Hill Vineyard Company constructed the Textiles Building at the northeast corner of Mission and Anne Streets in 1906. This building was constructed directly after the 1906 earthquake and fire decimated downtown San Francisco and the South of Market area. The building replaced a six-story commercial building finished in 1902 by Ruby Hill Vineyard Company and was occupied by the George H. Fuller Desk Company. After the earthquake the desk company moved across the street to 659 Mission. The building was leased to the Lemie Levy Company, a wine and whiskey company, for

B11. Additional Resource Attributes:

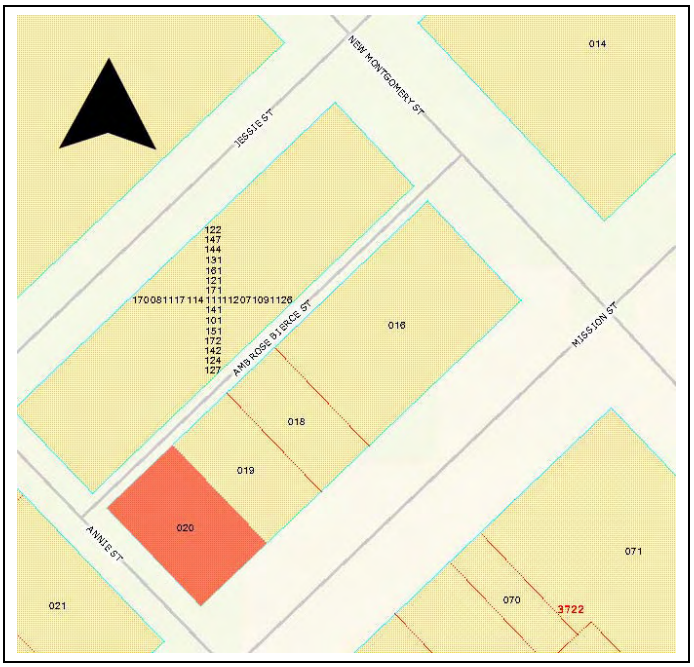
***B12. References:**

See continuation sheet.

B13. Remarks:

***B14. Evaluator:** Carey & Co., Inc.

***Date of Evaluation:** March 18, 2010



*Required information

Continuation of B10. Significance:

ten years starting in 1907. Designed in the American Commercial style with Renaissance Revival detailing, the post-1906 building was roughly based on the earlier design, including the yellow brick, rusticated mezzanine, and cornices. The ornamental scrolled pediments, however, were added in 1906. The original permit was not found and the architect and builder were not identified.

The Ruby Hill Vineyard Company was run by E. W. Crellin. The company is listed under vineyards in the city directories of the time and had offices on 3rd Street. The company continued to own the building until 1921. By 1913, the building housed a saloon and stores. A 1935 building permit records that the building was altered to house a workshop and manufacturing. The building is labeled "Paints" on the 1950 Sanborn Map. By the late 1950s the building housed a store with wholesale warehousing on the upper levels. Bechilli Properties owned the building by the early 1960s and continued to own it at least through the 1980s. In the late 1970, the building's ground floor was converted from a store to a restaurant, the Golden Times. The ground floor was likely altered during at this time, as the ground floor was still intact in 1977.

Evaluation

The Textiles Building at 658 Mission Street does not appear to be individually eligible for the NRHP or the CRHR under Criterion A/1 for its association with events that have made a significant contribution to the broad patterns of local or regional history or the cultural heritage of California or the United States. To be eligible under this criterion, the building cannot merely be associated with historic events or trends but must have a specific association to be considered significant. While the building was constructed immediately after the 1906 earthquake and fires, it does not appear to have a particularly specific or significant association with this event to be individually eligible. It was one of many commercial or light industrial buildings constructed on the block between 1906 and 1913, by which time the area had been largely built out. However, the building does appear to qualify as a contributor to a proposed CRHR-district based on its association with the post-1906 reconstruction of this South of Market neighborhood.

The building does not appear to be eligible under Criterion B/2 for its association with the lives of persons important to local, California or national history. While the building is associated with Lemie Levy and E. W. Crellin, neither figure appears to be historically significant.

The Textile Building at 658 Mission Street does appear to be eligible both individually and as a CRHR-district contributor under Criterion C/3 for being a significant example of the American Commercial style and two-part vertical composition. The four-story commercial building exhibits common characteristics of American Commercial style, including a prominent cornice featuring Renaissance Revival detailing, grids of windows, rusticated mezzanine, and brick construction. The ornamental scrolled pedimented windows further distinguish the building. The building has undergone few modifications and is a distinguished example of the American Commercial style common during the twentieth century in the South of Market area.

Integrity

The Textile Building retains good integrity despite modifications to the ground floor. All ground floor windows and doors have been replaced and many are filled in; however, it does maintain the bays and enframent. The upper floors have seen little modification. In general, the building retains its integrity of design, materials, workmanship, and feeling. It has not moved and retains its integrity of location. Ongoing development has transformed the area over the last hundred years but several of the surrounding buildings remain and in general the building retains its integrity of setting and association.

Previous Evaluations

According to San Francisco Planning Department records, 658 Mission Street was given a I rating in Downtown Master Plan, a rating of 3 in the San Francisco Planning Department's 1976 Citywide Architectural Survey, and a C rating in the 1977-1978 San Francisco Architectural Heritage Survey. In the 2008 Transit Center District Survey, Kelley & VerPlanck assigned the building California Historical Resource Status Code 3CB, indicating that it appears to be eligible for listing in the CRHR individually and as a contributor to a CRHR-eligible district through a survey evaluation.

Continuation of B12. References:

"The Bloomfield Legacy: Getting it on the National Register." *Heritage News.* 29, No. 3: 6-7.

Bloomfield, Anne. "A History of the California Historical Society's New Mission Street Neighborhood." *California History* 74, no. 4 (Winter 1995): 372-393.

_____. "Second and Howard Streets District, San Francisco, National Register of Historic Places Nomination Form." October 3, 1998.

Building files, 658 Mission Street. San Francisco Planning Department.

Building Permits for 666-678 Mission Street. City and County of San Francisco Department of Building and Inspection.

Kelly & VerPlanck. "Transit Center District Survey, San Francisco, California, Final." Prepared for the San Francisco Planning Department. July 22, 2008.

Sanborn Fire Insurance Maps. "San Francisco, California," (1913 & 1950), sheet 137.

San Francisco City Assessor Records, Sales Ledgers.

San Francisco City Directories.

"Sales and Leases." *San Francisco Cal.* January 19, 1907, p. 10.

658 Mission Street, vertical file. San Francisco Architectural Heritage.

"Wines and Whiskeys." *San Francisco Call.* November 18, 1907, p. 13.

Primary #
HRI#

BUILDING, STRUCTURE, AND OBJECT RECORD

***NRHP Status Code** 3CD

*Resource Name or # :663 Mission Street

B1. Historic Name: Grant Building/Robert's Building
B2. Common Name:
B3. Original Use: commercial warehouse
B4. Present Use: commercial
***B5. Architectural Style:** Renaissance Revival
***B6. Construction History:** Constructed in 1909. Ground floor entirely remodeled.

***B7. Moved?** ☑No ☐Yes ☐Unknown **Date:** **Original Location:**
***B8. Related Features:** None

B9a. Architect: Crim & Scott
b. Builder: unknown
***B10. Significance: Theme:** Reconstruction
Area: South of Market district, San Francisco, CA
Period of Significance: 1909
Property Type: commercial
Applicable Criteria: C

Summary of Findings
663 Mission Street does not appear to be individually eligible for the National Register of Historic Places (NRHP) or the California Register of Historical Resources (CRHR), because it lacks integrity to express its historical significance.

See Continuation Sheet

B11. Additional Resource Attributes:

***B12. References:**

See continuation sheet.

B13. Remarks: Carey & Co., "Transbay Center Survey Update"

***B14. Evaluator:** Carey & Co., Inc.

***Date of Evaluation:** January 26, 2010

*Required information

Continuation of B10. Significance:

Historic Context

Early in the morning of April 18, 1906, a strong earthquake jolted San Franciscans out of their slumber. Catastrophic fires, assisted by a failed water system, rampaged through city over the next few days. When the smoke cleared, 497 blocks of San Francisco, including the South of Market district, was a decimated wasteland that had to be rebuilt from scratch. A flurry of construction followed. Within two years, the City of San Francisco issued over 14,000 building permits, 10,000 of which pertained to new buildings. In the SOMA district, modest warehouses and light industrial buildings replaced the densely packed working-class residences that previously dominated the area. As one *San Francisco Chronicle* writer wrote, "Mission street [*sic*] is being rapidly appropriated by the firms who were conspicuous in the old days. Howard street [*sic*] is beginning to receive attention from the dealers, and that portion of it included in the blocks between First and Third streets [*sic*] is destined to become, from its nearness to the banking section and the restored retail district of the city, a popular and convenient avenue for wholesale dealers who are crowded beyond Missions street [*sic*] (*Chronicle*, June 26, 1907).

The City of San Francisco mandated that the temporary wooden structures in SOMA and other parts of the downtown financial, industrial, and retail centers, be town down and replaced with permanent, fireproof buildings. The Grant Building replaced one of these temporary structures. Ground broke in January 1909 for a four-story-plus-basement building designed by the architectural firm of Crim & Scott. Stores occupied the ground floor, while the three upper stories served as lofts. Munich Art Glass Co. briefly occupied the building, but Robert's Manufacturing Company, which specialized in the design and manufacture of gas and electric fixtures, leased the building from the outset and occupied it through the 1920s.

Crim & Scott designed the building. Born in San Francisco in 1879, William H. Crim graduated from Lick High School before training at the California School of Mechanical Arts. He briefly worked in the office of Percy and Hamilton – likely in the late 1890s – where he may have first met Willis Polk (Polk partnered with Percy in 1899-1900). After Percy's death and the dissolution of his firm, Crim worked for Polk. In 1906, undoubtedly seeing opportunity in disaster, Crim formed a partnership with Earl Scott. The two worked together for five years, then parted ways. Their most significant project together was the Mission Savings Bank, a thirty-foot tower that nearly replicated nearby Mission Dolores. Both men continued to practice architecture independently, though William Crim appears to have enjoyed a more high profile career. Among his most famous buildings are the Second Church of Christ, Scientist on Dolores Street in the Mission District, the El Capitan Theater in the Mission District, and the Park Presidio School. He died in 1930.

Evaluation

The Grant Building does not appear to be eligible for the NRHP or the CRHR under Criterion A/1 for its association with events that have made a significant contribution to the broad patterns of local or regional history or the cultural heritage of California or the United States. To be eligible under this criterion, the building cannot merely be associated with historic events or trends but must have a specific association to be considered significant. While the building was constructed during a period of rapid reconstruction of the area centered around New Montgomery, Second, and Mission Streets within the South of Market neighborhood after it was leveled by the 1906 earthquake and fires, it does not appear to have a particularly specific or significant association with this event to be individually eligible. It was one of many small-scale commercial or light industrial buildings constructed on the block between 1906 and 1913, by which time the area had been largely built out.

The building does not appear to be eligible under Criterion B/2, as it is not known to be associated with persons of historical significance. Although the building was designed by master architects Crim & Scott, it does not appear to be eligible for the NRHP/CRHR in relationship to them. However, the building's design reaches a level of artistic value for a warehouse and loft that it may be eligible under Criterion C/3.

The Grant Building retains a good level of integrity. It has not been moved and is still surrounded predominantly by industrial lofts and warehouses; therefore, it retains integrity of location, setting, and association. The building also retains its embellished cornice, with its simple modillions, an egg and dart course, and a dentil course. A fire escape fronting the central bay, however, has been removed, and the ground floor storefronts have undergone alterations. Where once multi-lite transom spanned the entire façade and storefront windows extended to the pilasters located at either end of the building, a postmodern concrete façade featuring a central arch and smaller storefront windows topped by small transoms now exists. While these alterations adversely affect the buildingas an individual resource, the building retains sufficient integrity of design, materials, and workmanship, and feeling be eligible as a contributor to a potential historic district.

Continuation of B10. Significance:

Previous Surveys
According to San Francisco Planning Department records, 663 Mission Street has not been assigned a California Historical Resource Status Code. It received a rating of V in the City's Downtown Master Plan and a rating of C in the 1977-1978 San Francisco Architectural Heritage Survey. It was also surveyed as part of the San Francisco Landmarks Board's 1990 Unreinforced Masonry Building Survey. In the 2008 Transit Center District Survey, Kelley & VerPlanck assigned the building California Historical Resource Status Code 3CD, indicating it appears to be eligible for listing in the CRHR as a contributor to a CRHR-eligible district through a survey evaluation.

Continuation of B12. References:

Advertisement. *San Francisco Chronicle*. March 11, 1909, p. 9.

Bloomfield, Anne. "A History of the California Historical Society's New Mission Street Neighborhood." *California History*, Vol. 74, no. 4 (Winter 1995/1996): 373-393.

Bloomfield, Anne. "Second and Howard Streets District: National Historic District Nomination." October 3, 1998.

Building Permits for 663 Mission Street. City and County of San Francisco Department of Building and Inspection.

Kelley & VerPlanck. "Transit Center District Survey." Prepared for the San Francisco Planning Department. July 22, 2008.

"Plans Completed for New Building." *San Francisco Call*. January 29, 1910, p. 17.

Marsh, Vincent. "Second Church of Christ Scientist: DPR 523 A & B forms." September 20, 2006.

"New Apartment House." *San Francisco Call*. August 17, 1907, p. 5.

"New Mission Bank by Crim & Scott." *San Francisco Chronicle*. October 17, 1909, p. 51.

San Francisco City Directories.

San Francisco Landmarks Preservation Advisory Board. A Context Statement and Architectural/Historical Survey of Unreinforced Masonry Building (UMB) Construction in San Francisco from 1850 to 1940. San Francisco, Calif.: Landmarks Preservation Advisory Board, San Francisco Department of City Planning. November 1990.

United States Federal Census, 1860-1930, www.ancestry.com, accessed January 14, 2010.

Withey, Henry F., and Elsie Ratheburn Withy. *Biographical Diction of American Architects (Deceased)*. Los Angeles: New Age

Primary #
HRI#

BUILDING, STRUCTURE, AND OBJECT RECORD

***NRHP Status Code** 2D, 3S, 3CB

*Resource Name or # : 666 Mission

B1. Historic Name: Phoenix Desk Company
B2. Common Name: Hundley Hardware Building
B3. Original Use: retail
B4. Present Use: museum
***B5. Architectural Style:** Renaissance Revival
***B6. Construction History:** Constructed in 1921.

***B7. Moved?** ☑No ☐Yes ☐Unknown **Date:** **Original Location:**
***B8. Related Features:** none

B9a. Architect: A. H. Knoll
b. Builder:
***B10. Significance: Theme:** architecture
Area: South of Market district, San Francisco, CA
Period of Significance: 1921
Property Type: building
Applicable Criteria: C/3

Summary Evaluation

The two-story building at 666 Mission Street (Block 3707, Lot 021) appears to be individually eligible for the National Register of Historic Places (NRHP) and the California Register of Historical Resources (CRHR) under Criterion C/3, as a good example of Renaissance Revival building with high integrity. The building's period of significance is 1921 when it was constructed. The building also appears to be a contributor to the proposed CRHR-eligible New Montgomery, Mission & Second Historic District (see Kelley and VerPlanck 2008).

Historic Context

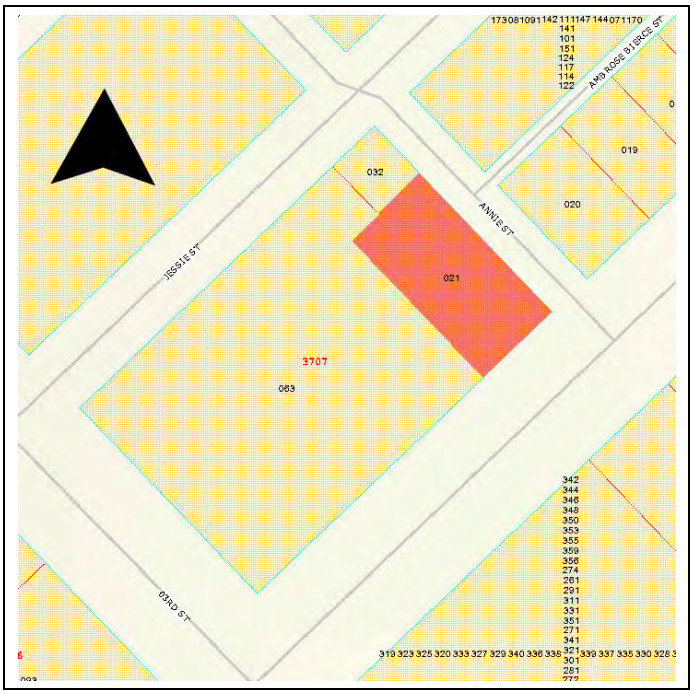
Early in the morning of April 18, 1906, a strong earthquake jolted San Franciscans out of their slumber. Catastrophic fires, assisted by a failed water system, rampaged through city over the next few days. When the smoke cleared, 497 blocks of

B11. Additional Resource Attributes:

***B12. References:**

See continuation sheet.
Advertisement. *Oakland*

B13. Remarks:



***B14. Evaluator:** Carey & Co., Inc.

***Date of Evaluation:** March 18, 2010

*Required information

Continuation of B10. Significance:

San Francisco, including the South of Market district, was a decimated wasteland that had to be rebuilt from scratch. A flurry of construction followed. According to Kelley & VerPlanck's 2008 context statement for the Transbay Survey area, redevelopment of the South of Market area was uneven. The initial flurry of construction slowed down in 1913, then picked up again around the First World War. Following the recession of 1919, construction picked up again and remained generally steady throughout the 1920s. Concrete construction gained favor over brick because of concrete's durability, its ability to withstand earthquakes and fires, and its ability to provide for large open spaces. Constructed in 1921, the reinforced concrete commercial building at 666 Mission Street fit this pattern of later building types.

Prior to the construction of 666 Mission Street in 1921, the vacant lot was owned by Flora C. Law, who acquired it in 1902. Law sold the property to Julius and David R. Eisenbach of the Eisenbach Company in October of 1921. The Eisenbach Company was a real estate development firm responsible for several buildings in the South of Market area, several designed by architect Andrew H. Knoll. The Eisenbach Company sold the subject building in 1922 to Adolph Mack, an oil company executive, and the building changed hands several time during the 1920s, until the Cowell family, heirs of the Cowell Lime and Cement fortune, purchased it in 1926. According architectural historian Anne Bloomfield, Henry Cowell was the "limestone king of Santa Cruz," and the UC Santa Cruz campus was built on his ranch. The building passed to the Cowell Foundation in 1955, which sold it in 1988.

The Phoenix Desk Company, run by Edwin Whitman Prentice, was the building's first occupant and stayed through 1926. The Phoenix Desk and Chair Company was a long-time San Francisco company and moved from Bush Street into the building as wholesalers and furniture retail firms left the north of Market area. The Builders' Exchange then moved into building and remained until 1956. The Hundley Hardware Building moved into the building the following year and remained until 1985. In 1993 the California Historical Society bought the building.

The architect for 666 Mission Street was Andrew H. Knoll. Born in Germany in 1882, he immigrated to the United States in 1901 and became a naturalized citizen in 1912. Early in his independent practice, Knoll appears to have specialized in more working-class oriented commissions. Knoll also worked as an engineer and contractor. The first known independent commission he completed was a group of 90 one-story, six-room cottages in East Oakland. Three light industrial projects followed, including an auto accessories building at Catham Place and Bush Street (demolished), alterations to a three-story brick loft building at Folsom and Essex Streets (demolished), and a three-story loft building on Market Street between 2nd and New Montgomery (demolished). The Eisenbach Company commissioned Knoll for the last of these three projects as well as for 642-650 Howard Street, built in the early 1920s. Knoll partnered with Walter Falch in 1912. Falch & Knoll specialized in large, often luxurious, modern apartment buildings. They also designed some single-family homes west of Twin Peaks and a parking garage (demolished) on Post Street. The firm's most prominent public building was the Emanuel church of the Evangelical Association (1915), located at 19th and Capp Streets in the Mission District (extant). In 1919 Falch & Knoll dissolved their partnership. Knoll continued to work in San Francisco until the early 1940s.

Evaluation

The building at 666 Mission Street does not appear to be individually eligible for the CRHR or NRHP under Criterion A/1. Constructed in 1921, the building is generally associated with a later wave of post-earthquake development in the area, which was mainly built out by 1908. The building is also associated with the move of manufacturing, warehousing, and retail shops out of the north of Market area during the early 1920s. However, the building doesn't appear to play a significant role in these general trends.

The building is associated with several significant people in local history, such as the Cowell Family and the

Continuation of B10. Significance:

Eisenbachs. However, the building does not appear to be directly associated or responsible for the historical significance of either and therefore is not significant under Criterion 2/B.

666 Mission Street does appear to be eligible under Criterion C/3. The building appears to be a good example of a small-scale Renaissance Revival style building with high integrity in the area. The Tudor arches, glazed terra cotta moldings, turned colonettes and pilasters, and elaborate boxed cornice distinguish this building. Its delicate details set it apart from the surrounding American Commercial style buildings constructed earlier in the century. Although A. H. Knoll, a locally known architect, designed several apartment buildings in San Francisco during his partnership with Walter Falch, more research would have to be conducted to confirm that he should be considered a master architect in his own right. Anne Bloomfield argues that Knoll does not meet the criteria of a top-tier San Francisco architect. Therefore, the building appears to be eligible under Criterion C/3 as a good example of Renaissance Revival style building but not as the work of a master.

Integrity
The building at 666 Mission Street retains its historical integrity. The building has not been moved and retains its integrity of location. The building appears to have seen few modifications beyond replacement of the façade's storefront windows and entrance. It retains its integrity of design, materials, workmanship, feeling, and association. Ongoing development has transformed the area over the last hundred years but several of the surrounding buildings remain and in general the building retains its integrity of setting.

Previous Evaluations
According to San Francisco Planning Department records, the building at 666 Mission Street received a rating of V in the City's Downtown Master Plan and the 1977-1978 San Francisco Architectural Heritage Survey gave it a C rating. In the 2008 Transit Center District Survey, Kelley & VerPlanck assigned the building California Historical Resource Status Code 3CB, indicating it appears to be eligible for listing in the CRHR individually and as a contributor to a district through a survey evaluation. Kelley & VerPlanck also state that the building has already been assigned the status code 2D.

Continuation of B12. References:

Advertisement. *Oakland Tribune.* November 14, 1925, p. 6-B.

Advertisement. *Oakland Tribune.* July 14, 1924, p. 4.

"Apartment Building has Latest Features." *San Francisco Chronicle*. July 29, 1916, p. 9.

"Architect Draws Plans for Three Apartments." *San Francisco Chronicle*. June 28, 1919, p. 19.

"Architect Knoll Busy." *Architect Engineer*, 60 (January 1920): 114.

"Art in New Home and Park Treatment Makes Potent Appeal." *San Francisco Chronicle*. July 13, 1918, p. 9.

Bloomfield, Anne. "A History of the California Historical Society's New Mission Street Neighborhood." *California History*, Vol. 74, no. 4 (Winter 1995/1996): 373-393.

Bloomfield, Anne. "Second and Howard Streets District: National Historic District Nomination." October 3, 1998.

"Building Leased Before it is Built." *San Francisco Chronicle*, January 7, 1922.

Continuation of B12. References:

Building Permits for 666-678 Mission Street. City and County of San Francisco Department of Building and Inspection.

"City Real Estate Deals Closed During Week Rank among Most Important Transactions in Investment Holdings of the Year." "Heavy Investment in Apartments." *San Francisco Chronicle*. July 8, 1916, p. 9.

"City Realty Market is Stirred by Important Transactions." *San Francisco Chronicle*. May 17, 1913, p. 11.

"Emanuel Church of Evangelical Association." *Architect & Engineer*, 43 (October 1915): 87-89.

"Grading Site for Erection of Apartments." *San Francisco Chronicle*. May 5, 1917, p. 12.

"Growth of City Population Proved by the Demand for Dwellings." *San Francisco Chronicle*. June 1, 1912, p. 10.

"Heavy Investment in Apartments." *San Francisco Chronicle*. January 31, 1914, p. 4.

Kelley & VerPlanck. "Transit Center District Survey." Prepared for the San Francisco Planning Department. July 22, 2008.

"Many Sales and Trades Made in Investment Realty Holdings." *San Francisco Chronicle*. February 17, 1917, p. 9.

"Real Estate Men Expect Revival of Business." *San Francisco Chronicle*. June 20, 1914, p. 4.

"Realty Agents Anticipate Revival of Activities." *San Francisco Chronicle*. November 16, 1912, p. 10.

San Francisco City Directories.

San Francisco Landmarks Preservation Advisory Board. A Context Statement and Architectural/Historical Survey of Unreinforced Masonry Building (UMB) Construction in San Francisco from 1850 to 1940. San Francisco, Calif.: Landmarks Preservation Advisory Board, San Francisco Department of City Planning. November 1990.

San Francisco Assessor Records.

"To Alter Building." *San Francisco Chronicle*. October 16, 1920, p. 6.

"To Build Ninety Cottages." *Architect & Engineer*, 59 (November 1919): 120.

"With the Architects." *Architect & Engineer*, 42 (August 1915): 108.

"With the Architects." *Architect & Engineer*, 54 (August 1918): 109.

Primary #
HRI#

BUILDING, STRUCTURE, AND OBJECT RECORD

***NRHP Status Code** 6Z

*Resource Name or # : 55 Natoma Street

B1. Historic Name: Federal Security Company Building
B2. Common Name: 534 Howard Street
B3. Original Use: commercial
B4. Present Use: nightclub, restaurant
***B5. Architectural Style:** American Commercial
***B6. Construction History:** Constructed in 1908. Third-floor added, date unknown. Ground floor reconfigured several times, roll up door removed and ground floor entrance and fenestration upgraded since 2007.

***B7. Moved?** ☑No ☐Yes ☐Unknown **Date:** **Original Location:**
***B8. Related Features:** none

B9a. Architect: A. W. Cornelius
b. Builder: none
***B10. Significance: Theme:** urban reconstruction
Area: South of Market district, San Francisco, CA
Period of Significance: N/A
Property Type: building
Applicable Criteria: N/A

Summary Evaluation

The building at 55 Natoma Street does not appear to be eligible for the National Register of Historic Places (NRHP) or the California Register of Historical Resources (CRHR).

Historic Context

The Federal Security Company bought the property from Magee & Sons in 1903. The Federal Security Company Building at 55 Natoma Street (Block 3721 Lot 015) was constructed in 1908 as a two-story, Class C brick building for stores. The permit was granted in April 1908, almost two years after the fires and earthquake leveled the South of Market neighborhood. Due to eleven fires that started in the area and the neighborhood's high concentration of wood-frame buildings, very few structures survived the disaster. After the disaster, the South of Market area developed unevenly, but fairly rapid development

B11. Additional Resource Attributes:

***B12. References:**

See continuation sheet.

B13. Remarks:

***B14. Evaluator:** Carey & Co., Inc.

***Date of Evaluation:** March 18, 2010

Continuation of B10. Significance:

occurred along this portion Howard Street.

According the 1908 building permit, the architect was A. W. Cornelius. Albert W. Cornelius was born in Nova Scotia in 1864 to Irish parents. He immigrated to the United States in the early 1880s and moved to Alameda, California, by the early 1890s. He is listed in 1900 U. S. Census in Alameda as an Architect-Builder and resided with his wife, two daughters, and a servant. Cornelius started out as a builder constructing house in the East Bay. By 1907 he opened an office in San Francisco and in 1908 received a license to practice architecture in California. Cornelius is primarily known for his movie theaters in the East Bay, which include Alameda Theater in Alameda, Fox Theater in Salinas, the California Theatres in Pittsburg and Richmond, and the Strand Theater in Berkeley. *Architect and Engineer* featured his designs in 1915. He also designed homes in San Francisco, the East Bay, and Northern California. Cornelius continued to live with his family in Alameda and, according to architectural historian Michael Corbett, was no longer listed in directories after 1937.

City directory research indicates that the first tenant of 55 Natoma was Waterhouse & Lester Co., a horseshoers' supplies company that turned to vehicle hardware by mid-1910s. Merchand Garage owned the building by the late 1930s and a paper warehouse occupied the building during the 1950s. By the 1980s the building was owned by the Yin's and was used as a night club. The building recently underwent renovations and currently houses a restaurant and night club. The building is now three-stories; however, no available records indicate when the third-story was added.

Evaluation
The commercial building addressed as 55 Natoma Street does not appear to be eligible for listing in the National Register of Historic Places (NRHP) or the California Register of Historical Resources (CRHR) under Criterion A/1. While the building was constructed in 1908, during the initial wave of construction after the 1906 Earthquake and Fire, this building did not individually play a significant role in the reconstruction of the area nor did it establish any significant trends for the neighborhood during the reconstruction period.

The building does not appear to be eligible under Criterion B/2 for its association with the lives of persons important to local, California, or national history. While Albert W. Cornelius appears to have been a notable architect in the San Francisco Bay Area, the building does not appear to be eligible under Criterion C/3 as a significant or representative example of his work, which is primarily defined by his theater designs throughout Northern California and the Bay Area. The repeated replacement of all fenestration and entrances along with the addition of a third level has adversely impacted the original design of the building and, therefore, it does not appear to qualify as a good example of a type, period, or style.

The building appears to retain a low level of integrity due to repeated replacement of fenestration and reconfiguring of the entrances and the addition of the third story. The building no longer retains integrity of design, workmanship, materials, association, or feeling. The structure's setting and feeling has been impacted by the ongoing development of the area and the removal of several of early twentieth-century buildings on the block.

Previous Evaluations
According to San Francisco Planning Department records, 55 Natoma Street has been assigned California Historical Resource Status Code 6, indicating it is not eligible for listing or designation. The building received a rating of C in the 1977-1978 San Francisco Architectural Heritage Survey and it received a rating of V in the City's Downtown Master Plan. In the 2008 Transit Center District Survey, Kelley & VerPlanck assigned the building California Historical Resource Status Code 3CD, indicating that it appears to be eligible for listing in the CRHR as a contributor to a CRHR-eligible district through a survey evaluation.

Continuation of B12. References:

Bloomfield, Anne. "Second and Howard Streets District, San Francisco, National Register of Historic Places Nomination Form." October 3, 1998.

Building permit records, 530-534 Howard Street and 55 Natoma Street. San Francisco Department of Building Inspection.

Corbett, Michael R. "History and Evaluation of the Winters Building, Richmond, California." Unpublished report on file with the City of Richmond, Richmond, California, January 2007.

"Development of the Moving Picture Theater." *Architect and Engineer* 40, no. 2 (February 1915): 50-60.

Kelly & VerPlanck. "Transit Center District Survey, San Francisco, California, Final." Prepared for the San Francisco Planning Department. July 22, 2008.

"Real Estate." *San Francisco Call*. May 10, 1903.

Sanborn Fire Insurance Maps, "San Francisco, California," 1913, sheet 130; 1950, sheet 130.

San Francisco City Directories, 1908-1938.

U. S. Census, 1900, Alameda, Alameda County, California.

Primary #
HRI#

BUILDING, STRUCTURE, AND OBJECT RECORD

***NRHP Status Code** 3S

*Resource Name or # :77-79 Natoma Street

B1. Historic Name: none
B2. Common Name:
B3. Original Use: industrial
B4. Present Use: art gallery
***B5. Architectural Style:** American Commercial
***B6. Construction History:** Constructed in 1914. Converted to an art gallery in 2002.

***B7. Moved?** ☑No ☐Yes ☐Unknown **Date:** **Original Location:**
***B8. Related Features:** 81 Natoma Street appears to have been an addition to this building, likely constructed in 1924.

B9a. Architect: unknown
b. Builder: unknown
***B10. Significance: Theme:** urban reconstruction, architecture
Area: South of Market district, San Francisco, CA
Period of Significance: 1914
Property Type: building
Applicable Criteria: 1,C/3

Summary Evaluation

The brick, industrial building at 77-79 Natoma Street appears to be eligible for listing in the National Register of Historic Places (NRHP) and the California Register of Historical Resources (CRHR) under Criterion C/3 as a representative example of an one-story, brick industrial building with a high level of integrity. Its period of significance dates to 1914 when it was constructed.

Historic Context

J. V. Oppel constructed this one-story, brick, factory building at 77 Natoma Street (Block 3721, Lot 029) in March of 1914. The building was intended to be the first of four-stories. While a copy of the original permit was included in the Heritage files for the building, the original permit was not found and the architect and builder are not known. This building was constructed at the end of the first wave of post-1906 reconstruction in the area and was one of many one-story industrial buildings constructed on the side streets of the South of Market neighborhood.

B11. Additional Resource Attributes:

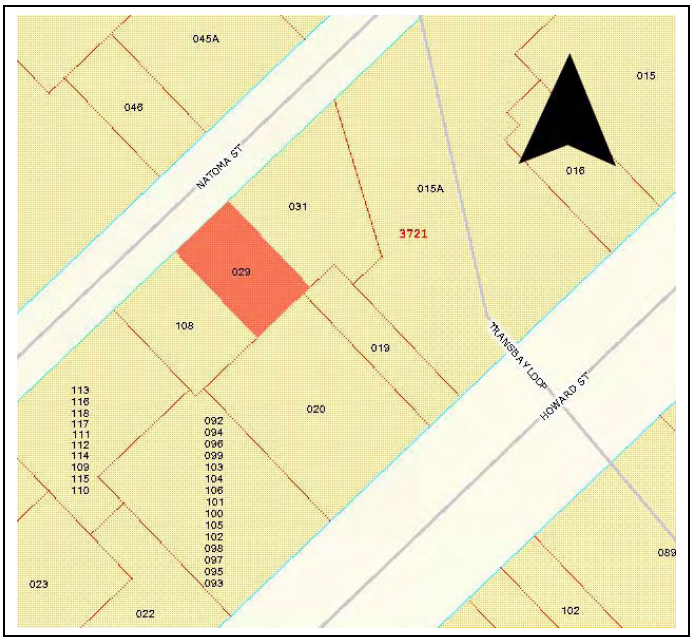
***B12. References:**

See continuation sheet.

B13. Remarks:

***B14. Evaluator:** Carey & Co., Inc.

***Date of Evaluation:** March 18, 2010



*Required information

Continuation of B10. Significance:

John V. Oppel is listed as a brewer in the city directories from the 1910s and 1920s, and came from a family of brewers. He lived at 804 York Street and worked at the Milwaukee Brewery in 1914. However, no record could be found of the building at 77 Natoma Street being used as a brewery. City directory research indicates that the building's first tenant was Pneumatic Vehicle Spring Co., followed by the Gibson Express Company. Both were gone by 1918. The Jamison Steel Co, run by E. E. Jamison occupied the building in the 1920s. Starting in 1940 Vincent Paulucci ran the Paul Sheet Metal Works in the building and the Sanborn Map identifies the building as a sheet metal shop. In 1952, the Dalh-Beck Electrical Company occupied the building. The company became Beck Electric in 1972 and the company remained in the building until 1990, when it relocated to Richmond. 77-79 Natoma Street was remodeled to accommodate an art gallery, Varnish, in 2002.

Evaluation

77-79 Natoma Street does not appear to be individually eligible for the NRHP or the CRHR under Criterion A/1 for its association with events that have made a significant contribution to the broad patterns of local or regional history or the cultural heritage of California or the United States. To be eligible under this criterion, the building cannot merely be associated with historic events or trends but must have a specific association to be considered significant. This building was constructed at the very end of a period of rapid reconstruction of the area centered around New Montgomery, Second, and Mission Streets within the South of Market neighborhood after it was leveled by the 1906 earthquake and fires. As one of many industrial building constructed on the side streets of the South of Market neighborhood after the 1906 disaster it does not appear to have a particularly specific or significant association with this event to be individually eligible.

The building does not appear to be eligible under Criterion B/2 for its association with the lives of persons important to local, California or national history.

The building appears to be eligible under Criterion C/3 as an excellent example of a one-story masonry industrial building in the South of Market neighborhood. In comparison to the one- and two-story masonry industrial buildings on nearby alleyways, such as Minna and Natoma, the building exhibits a high degree of design, particularly its brickwork and its corbelled stepped parapet over the large segmented arched entrance and central louvered vent. Detailed brickwork of a similar quality is uncommon in the south of Market Street area, particularly on buildings of this scale. 77-79 Natoma Street is a good example of South of Market industrial architecture and is a rare example of an one-story masonry building in the neighborhood with this level of detailing.

Integrity

Although the building was remodeled to accommodate an art gallery, 77-79 Natoma Street appears to retain a high level of integrity, including its integrity of design, materials, workmanship, location, and feeling, with few apparent alterations to the façade. An aluminum storefront has been installed behind the roll-up door in association with the gallery. The building's setting and association has been impacted by the construction of the Transbay Terminal Building completed in 1936 about a block to its north and the aboveground concrete viaduct associated with the terminal building that cuts through the block to its east. However, small-scale commercial and light industrial buildings still stand in its immediate environment, so it still retains a good level of integrity of setting.

Previous Evaluations

According to San Francisco Planning Department records, 83 Natoma Street was previously assigned a assigned a California Historical Resource Status Code of 6Y. It received a rating of V in the City's Downtown Master Plan and received a rating of C in the 1977-1978 San Francisco Architectural Heritage Survey. In 1986, Heritage requested that the building's status be changed from V to III on the grounds that the building "is very good example of an early twentieth century factory building south of Market Street." This request was not approved. It was also surveyed as part of the San Francisco Landmarks Board's 1990 Unreinforced Masonry Building Survey. In the 2008 Transit Center District Survey, Kelley & VerPlanck assigned the building California Historical Resource Status Code 3CD, indicating that it appears to be eligible for listing in the CRHR as a contributor to a CRHR-eligible district through a survey evaluation.

Continuation of B12. References:

77-79 Natoma Street, vertical file. San Francisco Architectural Heritage.

"The Bloomfield Legacy: Getting it on the National Register." *Heritage News* 29, No. 3: 6-7.

Bloomfield, Anne. "A History of the California Historical Society's New Mission Street Neighborhood." *California History* 74, no. 4 (Winter 1995): 372-393.

_____. "Second and Howard Streets District, San Francisco, National Register of Historic Places Nomination Form." October 3, 1998.

Building Files, 77-79 Natoma Street. San Francisco Planning Department.

Kelly & VerPlanck. "Transit Center District Survey, San Francisco, California, Final." Prepared for the San Francisco Planning Department. July 22, 2008.

Sanborn Fire Insurance Maps, "San Francisco, California," (1913 & 1950), sheet 130.

San Francisco City Directories.

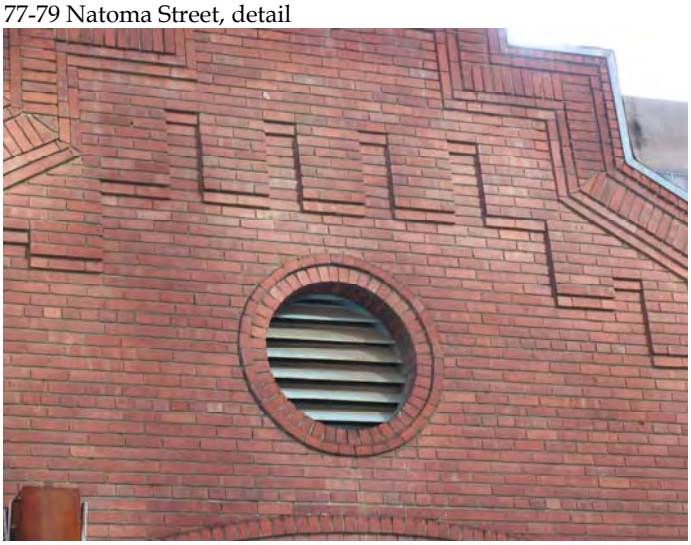
San Francisco Landmarks Preservation Advisory Board. *A Context Statement and Architectural/Historical Survey of Unreinforced Masonry Building (UMB) Construction in San Francisco from 1850 to 1940.* San Francisco, Calif.: Landmarks Preservation Advisory Board, San Francisco Department of City Planning. November 1990.

U. S. Federal Census, 1900, 1910. http://www.ancestry.com (accessed January 21, 2010).

Update of P3a. Description:
77-79 Natoma Street consists of the rectangular-plan, brick building with the three-bay façade terminating in a stepped parapet. The building to the west that appears to be attached to 77-79 Natoma is a separate building at 81 Natoma Street.

Update of P5. Photo:
77-79 Natoma Street, looking south

77-79 Natoma Street, detail



Primary #
HRI#

BUILDING, STRUCTURE, AND OBJECT RECORD

***NRHP Status Code** 6Z

*Resource Name or # :83 Natoma Street

B1. Historic Name: none
B2. Common Name:
B3. Original Use: industrial
B4. Present Use: restaurant
***B5. Architectural Style:** American Commercial
***B6. Construction History:** Constructed before 1913.

***B7. Moved?** ☑No ☐Yes ☐Unknown **Date:** **Original Location:**
***B8. Related Features:** 81 Natoma Street

B9a. Architect: unknown
b. Builder: unknown
***B10. Significance: Theme:** post-earthquake redevelopment, architecture **Area:** South of Market district, San Francisco, CA
Period of Significance: c.1906-1913 **Property Type:** building **Applicable Criteria:** 1, 3

Summary Evaluation

83 Natoma Street does not appear to be eligible for the National Register of Historic Places (NRHP) or California Register of Historical Resources (CRHR).

Historic Context

The construction date of the one-story brick light industrial building at 83 Natoma Street (Block 2721, Lot 108) is unknown. San Francisco parcel data currently states that the building addressed as 83 Natoma Street was constructed in 1924. However, other records in San Francisco Planning Department buildings files record a construction date of 1905. The building at 83 Natoma appears on the 1913 Sanborn maps and was used for printing. A search of the city directories from this period did not uncover a printing or paper company at this address (or at 79 Natoma which is the address on the

B11. Additional Resource Attributes:

***B12. References:**

See continuation sheet.

B13. Remarks:

***B14. Evaluator:** Carey & Co., Inc.

***Date of Evaluation:** March 18, 2010

*Required information

Continuation of B10. Significance:

Sanborn map). The original permit for this building was not found and the original architect, builder, and owner were not identified. It is possible that the building at 81 Natoma Street, which is now included in this lot, although it appears to be an addition to 77 Natoma, was constructed in 1924. The buildings currently addressed as 77 and 81 Natoma Street are not shown on the 1913 Sanborn and 77 Natoma Street was constructed in 1914.

While no evidence was found of a pre-1906 construction date, it is possible that this building withstood the 1906 earthquake and fire or, more likely, was built during the first wave of construction in the area. Based on the 1913 Sanborn maps, the side streets, such as Natoma, in this area were dominated by one- to three-story industrial and light industrial buildings. 83 Natoma Street and the buildings around it replaced the densely packed alleyway residential buildings destroyed in the fires after the earthquake.

Based on city directory research the Standard Paper Company occupied 83 Natoma Street by the mid-1920s. By 1950 the buildings were used for light manufacturing (81 Natoma) and as a store (83 Natoma). In 1952 the Dalh-Beck Electrical Company occupied both buildings when the company moved its operation to 580 Howard Street. The company became Beck Electric in 1972 and the company remained in the building until 1990, when they moved to Richmond. Both buildings currently house a restaurant, Zebulon.

Evaluation

83 Natoma Street does not appear to be individually eligible for the NRHP/CRHR under Criterion A/1, for its association with events or broad trends in history. Unless further evidence surfaces to confirm a pre-1906 construction date, which might change the building's significance, this building was likely built after the 1906 disaster during the first wave of construction and was one of many one-story industrial and light industrial buildings erected on the side streets of the South of Market neighborhood.

The building also does not appear to be eligible for the NRHP/CRHR under Criterion B/2, as it is not known to be associated with persons of historical significance. This one-story brick building is an ordinary industrial building and although there are few examples of one-story brick buildings left in San Francisco, 83 Natoma does not appear to be distinguished example of a building type or method of construction, cannot be called the work of a master architect, and does not achieve artistic qualities. Thus, 83 Natoma Street does not appear to be individually eligible under Criterion C/3.

Integrity

83 Natoma Street appears to retain a good level of integrity. The building retains its original cladding and shaped parapet as well as some windows. The vehicular door entrance was removed and reconfigured to accommodate the restaurant entrance, which does somewhat compromise the design, feeling and association of the building. The building has not been moved and is still partially surrounded by modest-scale commercial warehouse and light industrial architecture. Thus, it retains its integrity of location and setting.

Previous Surveys

According to San Francisco Planning Department records, 83 Natoma Street received a C rating in 1977-1978 San Francisco Architectural Heritage Survey. In the 2008 Transit Center District Survey, Kelley & VerPlanck assigned the building California Historical Resource Status Code 3CD, indicating it appears to be eligible for listing in the CRHR as a contributor to a CRHR-eligible district through a survey evaluation.

Continuation of B12. References:

Bloomfield, Anne. "A History of the California Historical Society's New Mission Street Neighborhood." *California History*, Vol. 74, no. 4 (Winter 1995/1996): 373-393.

Bloomfield, Anne. "Second and Howard Streets District: National Historic District Nomination." October 3, 1998.

Building Permits for 83 Natoma Street. City and County of San Francisco Department of Building and Inspection.

Kelley & VerPlanck. "Transit Center District Survey." Prepared for the San Francisco Planning Department. July 22, 2008.

Sanborn Fire Insurance Co. "San Francisco," (1913 & 1950), sheet 130.

San Francisco City Directories.

San Francisco Landmarks Preservation Advisory Board. A Context Statement and Architectural/Historical Survey of Unreinforced Masonry Building (UMB) Construction in San Francisco from 1850 to 1940. San Francisco, Calif.: Landmarks Preservation Advisory Board, San Francisco Department of City Planning. November 1990.

Primary #
HRI#

BUILDING, STRUCTURE, AND OBJECT RECORD

***NRHP Status Code** 6Z

*Resource Name or # :90 Natoma Street

B1. Historic Name: none
B2. Common Name:
B3. Original Use: industrial
B4. Present Use: bar
***B5. Architectural Style:** American Commercial
***B6. Construction History:** Constructed in 1913. Windows bricked-in after 1990. Converted to a bar in the late 1990s or early 2000s.

***B7. Moved?** ☑No ☐Yes ☐Unknown **Date:** **Original Location:**
***B8. Related Features:** none

B9a. Architect: unknown
b. Builder: unknown
***B10. Significance: Theme:** post-1906 urban redevelopment, architecture **Area:** South of Market district, San Francisco, CA
Period of Significance: 1913 **Property Type:** building **Applicable Criteria:** 1,3

Summary Evaluation
90 Natoma Street does not appear to be eligible for the National Register of Historic Places (NRHP) or California Register of Historical Resources (CRHR).

Historic Context
This one-story brick industrial building was designed by San Francisco architectural firm Welsh & Carey for Thomas Ford in 1913. The building was constructed at the end of the first wave of post-1906 reconstruction in the area around Howard and Second Streets in the South of Market district. Initially used as a blacksmith's shop, according to the Sanborn Maps, this building was part of the neighborhood trend of commercial and industrial buildings replacing the residential buildings that were destroyed in the 1906 earthquake and fires. Thomas Ford is listed in the 1914 City Directory as a horseshoer with two business locations, one at 76 Natoma Street and the other at 460 Fulton. He lived at 1311 Steiner in San Francisco.

B11. Additional Resource Attributes:

***B12. References:**

See continuation sheet.

B13. Remarks:

***B14. Evaluator:** Carey & Co., Inc.

***Date of Evaluation:** March 18, 2010

*Required information

Continuation of B10. Significance:

Thomas J. Welsh and John Carey formed their partnership in 1904. Welsh, the senior member of the firm, was an influential San Francisco architect. Welsh arrived in San Francisco in the 1850s and opened his own practice in 1872. He was the chief architect for the San Francisco Board of Education; the Irving M. Scott School in the Potrero District is the only extant example. He also designed 16 catholic churches in San Francisco when he served as the primary architect for the Catholic Archdiocese of San Francisco. Several of these were in partnership with Carey, including the restoration of Old St. Mary's Church in 1909. After the 1906 disaster, the firm designed significant buildings such as the Roman Catholic Chinese Mission on Jackson Street, Hotel Proctor on Jones, Hotel Vendome (1907) on Columbus Avenue, and the Malm Building at 2185 Folsom Street. After Welsh's stroke, Carey took over the business and Welsh died in October 1918.

By the 1950s, the building was used as a warehouse according to the Sanborn Maps. The windows on the façade were bricked over after the early 1990s and the building was transformed to a bar, the John Collins lounge.

Evaluation
90 Natoma Street does not appear to be individually eligible for the NRHP/CRHR under Criterion A/1, for its association with events or broad trends in history. Constructed in 1913, during the end of the first phase of the South of Market district's post-earthquake redevelopment, the building fit pre-existing patterns of development that saw the transformation of the area from a dense, working-class neighborhood to a landscape of commercial warehouses and industrial buildings. This one-story industrial building contributes to the overall redevelopment and character of the area but it did not play a significant role in either.

The building also does not appear to be eligible for the NRHP/CRHR under Criterion B/2, as it is not known to be associated with persons of historical significance. Thomas Ford was the owner of a horse shoeing business and does not appear to be a significant figure in local, state, or national history.

This one-story industrial brick building, with its fairly simple cornice, brick detailing, and loss of fenestration, does not appear to be a distinguished example of this fairly common building type. Designed by San Francisco architectural firm Welsh & Carey, this building does not appear to be a notable example of their work or significant to the development of the firm. Thus, 90 Natoma Street does not appear to be individually eligible under Criterion C/3.

Integrity
90 Natoma Street appears to retain a good level of integrity. Although the windows were bricked in after the early 1990s, the building does retain its original cornice and brick detailing and in general retains its integrity of design, materials, workmanship, and feeling. While the several one-story buildings remain across the street, the removal of the buildings on this side of Natoma Street has impacted this building's setting.

Previous Surveys
According to San Francisco Planning Department records, 90 Natoma Street received a V rating in the City's Downtown Master Plan, received a C rating in the 1977-1978 San Francisco Architectural Heritage Survey, and was part of the San Francisco Landmarks Board's 1990 Unreinforced Masonry Building Survey. In the 2008 Transit Center District Survey, Kelley & VerPlanck assigned the building California Historical Resource Status Code 3CD, indicating it appears to be eligible for listing in the CRHR as a contributor to a CRHR-eligible district through a survey evaluation.

Continuation of B12. References:

____. "Death of Thos. J. Welsh," *The Architect & Engineer* (October 1918): 118.

Bloomfield, Anne. "A History of the California Historical Society's New Mission Street Neighborhood." *California History*, Vol. 74, no. 4 (Winter 1995/1996): 373-393.

Bloomfield, Anne. "Second and Howard Streets District: National Historic District Nomination." October 3, 1998.

Building Permits for 90 Natoma Street. City and County of San Francisco Department of Building and Inspection.

Kelley & VerPlanck. "Transit Center District Survey." Prepared for the San Francisco Planning Department. July 22, 2008.

Sanborn Fire Insurance Co. "San Francisco," (1913 & 1950), sheet 130.

San Francisco City Directories.

Welsh & Carey, vertical files. San Francisco Architectural Heritage.

San Francisco Landmarks Preservation Advisory Board. A Context Statement and Architectural/Historical Survey of Unreinforced Masonry Building (UMB) Construction in San Francisco from 1850 to 1940. San Francisco, Calif.: Landmarks Preservation Advisory Board, San Francisco Department of City Planning. November 1990.

*Recorded by: Carey & Co., Inc. *Date: March 11, 2010 ☐ Continuation ☑ Update

Summary of Findings
Since 145 Natoma Street was constructed in 1970, it does not appear meet the threshold for listing in the National Register of Historic Places (NRHP) under Criteria Consideration G for properties that have achieved significance within the last fifty years. However, the building may become eligible for the NRHP Criterion C, as an excellent example of late twentieth-century modern commercial architecture, once it becomes 45 years old. Sufficient time has passed for 145 Natoma to be considered eligible for the California Register of Historical Resources under Criterion 3. Thus, it deserves Status codes of 3CS (individually eligible for the CRHR) and 7N1 (may become eligible for the NR when it meets specific conditions, namely, 45 years of age).

Historic Context
Architect Thomas Lile designed and constructed 145 Natoma Street for his architectural practice in 1970. The building replaced a one-story-plus-basement concrete carpenter shop that was constructed in 1915. Thomas Robert Lile was born in San Francisco in 1934. He attended California State Polytechnic College and earned a Bachelor of Science degree in architectural engineering from that institution in 1958. In 1962 Lile founded his architectural practice "on the premise that design competence must be accompanied by knowledge of building technology as well as sound business procedures and construction costs" (Lile & Associates). Lile has been licensed in California, Nevada, and Washington. Among his associates were Kenneth A. Housholder and A. Joseph Hansen. Among the firm's notable buildings are the United California Banks in Salinas and the West Portal neighborhood of San Francisco, the Mormon Church in Redwood City, and a medical facilities building on San Miguel Drive in Walnut Creek. Lile is an emeritus member of the AIA.

The composition of simple arches at the ground level topped by a repeated pattern of projecting balconies with heavy brick walls and rounded brackets suggests the strong influence of Frank Lloyd Wright, particularly Falling Water and some of Wright's Prairie Style houses. Although the building is tall and narrow in this alley, the balconies emphasize the horizontal, much like Wright's architecture.

Evaluation
145 Natoma, or the Thomas Lile & Associates Building, does not appear to be eligible under Criterion A/1. Although it replaced a post-earthquake building during the height of the Yerba Buena Center (YBC) controversy, it does not appear to have any specific association with redevelopment of SOMA. The building appears ineligible under Criterion B/2, as it is not known to be associated with persons of significance.

The Thomas Lile & Associates Building appears to be eligible for CRHR under Criterion 3. While Lile was a highly trained architect who founded a an architectural firm that is now nearly fifty years old, more research would have to be completed to determine if the building should be considered the work of a master architect. Lile does not appear to have achieved much attention in the popular or professional press. Nonetheless, with its simple form, ground-level arches, rounded brackets, and wide balcony walls the Thomas Lile & Associates Building achieves high style and possesses high artistic value. The building does not qualify for the NRHP under Criterion G because it is not yet fifty years old and does not appear to be of exceptional importance. When it turns 45 years old, it may qualify under Criterion C for its high style and high artistic value.

145 Natoma retains excellent integrity of location, setting, design, workmanship, materials, feeling, and association. It has not been moved or altered, and the existing streetscape is essentially the same as it was constructed in 1970.

Previous Evaluation
Kelley & VerPlanck assigned the building California Historical Resource Status Code 3CS, indicating it appears to be individually eligible for listing in the CRHR through a survey evaluation.

Bibliography
Building Permits for 145 Natoma Street. City and Counyt of San Francisco Department of Building and Inspection.

Thomas Lile & Associates. "Thomas Lile and Associates," n.d.

"Thomas Lile & Associates, Emeritus Status." AIA San Francisco, http://www.aiasf.org (accessed November 20, 2009).

Kelley & VerPlanck. "Transit Center District Survey." Prepared for the San Francisco Planning Department. July 22, 2008.

Sanborn Fire Insurance Co. "San Francisco," (1913 & 1950), sheet 138.

Primary #
HRI#

BUILDING, STRUCTURE, AND OBJECT RECORD

***NRHP Status Code** 3S, 3CB

*Resource Name or # : 147 Natoma Street

B1. Historic Name: Underwriters Fire Patrol
B2. Common Name:
B3. Original Use: Office building and fire house
B4. Present Use: Commercial
***B5. Architectural Style:** Commercial
***B6. Construction History:** Constructed in 1908.

***B7. Moved?** ☑No ☐Yes ☐Unknown **Date:** **Original Location:**
***B8. Related Features:** None

B9a. Architect: Clinton Day
b. Builder: unknown
***B10. Significance: Theme:** Post-earthquake reconstruction **Area:** South of Market district, San Francisco, CA
Period of Significance: 1908-1943 **Property Type:** commercial **Applicable Criteria:** A, C

Summary Findings

147 Natoma Street appears to be individually eligible for the National Register of Historic Places (NRHP) and the California Register of Historical Resources (CRHR) under Criterion A/1, for its association with the reconstruction of SOMA following the earthquake and fires of 1906, as well as Criterion C/3, for its association with master architect Clinton Day and for exhibiting a high level of artistic value. Its period of significance dates from 1908 to 1943, from the date of construction until the Underwriters Fire Patrol was absorbed by the San Francisco Fire Department. The building also appears eligible as a contributor to the proposed New Montgomery, 2nd Street, and Mission Street Conservation District, both for its association with the earthquake and fires of 1906 as well as for its architecture.

See Continuation Sheet

B11. Additional Resource Attributes:

***B12. References:**

See continuation sheet.

B13. Remarks:

***B14. Evaluator:** Carey & Co., Inc.

***Date of Evaluation:** March 16, 2010

*Required information

Continuation of B10. Significance:

The Underwriters' Fire Patrol was founded in San Francisco 1875 as a private company of firemen to prevent as much damage as possible to insured property. Insurance companies funded the Underwriters' Fire Patrol. Duties included waterproofing areas of buildings and merchandise threatened by water damage; salvaging business records and merchandise; and monitoring potential fire hazards. Activities like these reduced the expenditures that insurance companies had to pay, which kept insurance rates down for customers. The Underwriters Fire Patrol was incorporated into the San Francisco Fire Department in 1943.

Early in the morning of April 18, 1906, a strong earthquake jolted San Franciscans out of their slumber. Catastrophic fires, assisted by a failed water system, rampaged through city over the next few days. When the smoke cleared, 497 blocks of San Francisco, including the South of Market district, was a decimated wasteland that had to be rebuilt from scratch. The headquarters of the Underwriters' Fire Patrol, which was constructed on Natoma Street in 1903, was among the debris. A flurry of construction followed. Within two years, the City of San Francisco issued over 14,000 building permits, 10,000 of which pertained to new buildings.

The Underwriters' fire patrol applied for a permit to construct a three-story brick building on Natoma Street in March 1908. They cited two primary reasons for the urgent necessity of a new building: Most of the post-earthquake fires continued to take place in the SOMA area, where many temporary wooden buildings had been constructed while insurance issues were settled and more permanent structures could be built. In addition, the rapid reconstruction of the downtown area rendered it "absolutely necessary that an additional fire patrol house be constructed soon" (*Call*, January 17, 1908).

Clinton Day designed the new headquarters. Day was born into an elite family in Brooklyn, New York, in 1847, and moved to California when he was eight years old. His father as the United States Surveyor-General for California and oversaw the construction of the first government highway to the Pacific Coast, and he was an early State Senator from San Francisco. Day graduated from the College of California in 1868, earned his Masters degree from that institution in 1874 (by then the college had relocated to Berkeley and was renamed the University of California), and received an honorary Doctor of Laws degree from Berkeley in 1910. Clinton Day died in 1916, having practiced architecture in the San Francisco Bay Area for over forty years.

Davis' Commercial Encyclopedia summarized the significance of Day's oeuvre in 1912: "Viewing the many imposing edifices which are a physical expression of the art of Clinton Day, it is difficult to realize the obstacles to be overcome in making artistic a structure whose sole purpose is commercial. Yet he executed the City of Paris building, the Uino Trust building, the Wells Fargo Nevada Ntational Bank building, the Spring Valley building, and the Mutual Life building. Perhaps the most noteworthy product of the genius of Mr. Day is the Stanford Chapel at Palo Alto. This building, known throughout the world as an architectural gem, is considered the crowning glory of the group which comprises the Leland Stanford Jr. University" (Mullgardt, 1916)

Evaluation

147 Natoma Street appears to be eligible for the NRHP/CRHR under Criterion A/1, for its association with the reconstruction of SOMA following the earthquake and fires of 1906. The earthquake and fires of 1906 resulted in a desolate landscape in SOMA, much of which was filled with temporary wooden structures that were prone to fire. In addition, the downtown area was being rebuilt rapidly. All of these activities necessitated a new headquarters building for the Underwriters Fire Patrol. The building also appears to be eligible as a contributor to the proposed New Montgomery, 2nd Street, and Mission Street Conservation District for its association with the natural disaster and subsequent rebuilding of SOMA.

The building does not appear to be eligible for the NRHP/CRHR under Criterion B/2, as it is not known to be associated with persons of historical significance. It does appear to be eligible for the NRHP/CRHR under Criterion C/3, for its association with master architect Clinton Day and as an excellent example of Italian Renaissance style commercial architecture. Although not nearly as impressive in scale as some of Day's other post-earthquake buildings, the Underwriters Fire Patrol building presents a modest-scale structure with high design qualities that characterize Day's buildings. The building is also one of the most ornate in the post-earthquake and fires landscape of SOMA, which was predominantly rebuilt with two-to-five-story brick or concrete

Continuation of B10. Significance:

commercial warehouses and industrial lofts. The building's architecture also renders it eligible as a contributor to the proposed New Montgomery, 2nd Street, and Mission Street Conservation District.

147 Natoma retains a high level of integrity. It has not been moved and is still predominantly surrounded on Natoma Street by commercial warehouses and light industrial buildings that were constructed around the same time as this building. Therefore, it retains its integrity of location, setting, and association. The building has undergone few notable alterations and retains many of its Renaissance Revival details, such as the heavy cornice above the entrance, the ornate pediments above the third-story windows, and the embellished, heavy bracket cornice at the top of the building. The building also retains its original signage for the Underwriters Fire Patrol. Therefore, the building retains its integrity of design, materials, workmanship, and feeling.

Previous Surveys
According to San Francisco Planning Department records, 660 Howard Street has not been assigned a California Historical Resource Status Code. It received a rating of I in the City's Downtown Master Plan, a rating of 3 in the 1976 Citywide Survey, and a rating of B as part of the 1977 San Francisco Architectural Heritage survey. The building was also surveyed as part of the San Francisco Landmarks Board's 1990 Unreinforced Masonry Building Survey. In the 2008 Transit Center District Survey, Kelley & VerPlanck assigned the building California Historical Resource Status Codes 3S and 3CB, indicating it appears to be eligible for individual listing in the NRHP and CRHR as well as a contributor to a CRHR eligible district through a survey evaluation.

Continuation of B12. References:

"The Affiliated Colleges." *San Francisco Call.* February 6, 1896, p. 9.

Bloomfield, Anne. "A History of the California Historical Society's New Mission Street Neighborhood." *California History*, Vol. 74, no. 4 (Winter 1995/1996): 373-393.

Bloomfield, Anne. "Second and Howard Streets District: National Historic District Nomination." October 3, 1998.

"Building New Home for the Fire Patrol." *San Francisco Call*. April 14, 1903.

Building File for 147 Natoma Street. City and County of San Francisco Planning Department.

Building Permits for 657 Howard Street. City and County of San Francisco Department of Building and Inspection.

"Café Leases in Flood building." *San Francisco Chronicle*. January 26, 1909, p. 13.

"Fire Insurance Patrol to Stay." *San Francisco Chronicle*. November 23, 1893, p. 10.

"The Fire Patrol." *San Francisco Chronicle*. January 20, 1894, p. 13.

"The Fire Patrol." *San Francisco Chronicle*. Mary 22, 1895, p. 8.

"Fire Patrol in Danger." *San Francisco Call*. November 21, 1893.

"The Insurance War." *San Francisco Chronicle*. April 20, 1895, p. 16.

Kelley & VerPlanck. "Transit Center District Survey." Prepared for the San Francisco Planning Department. July 22, 2008.

Continuation of B12. References:

"More Fire Patrol Service." *San Francisco Chronicle*. September 22, 1897, p. 12.

Mullgardt, L. C. "Death of Clinton Day, F.A.I.A." *Architect &Engineer* 44, no. 1 (January 1916): 87.

"Opens Quarters of Fire Patrol." *San Francisco Call*. Septmember 26, 1903, p. 14.

San Francisco City Directories.

San Francisco Fire Department Museum. "Underwriters Fire Patrol Companies." http://guardiansofthecity.org (accessed November 23, 2009).

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"Seek Downtown Stores." *San Francisco Call*. July 11, p. 8.

"Tea Garden for Shoppers Will be Feature of the Greater City." *San Francisco Call*. September 17, 1906, p. 4.

"To Build Fire House." *San Francisco Call*. December 28, 1907, p 13.

"Underwriters to Have patrol Post Downtown." *San Francisco Call*. January 17, 1908.

"Union Trust Co. to Build New Home." *San Franciso Call*. July 1, 1908, p. 16.

United States Federal Census, 1860-1930, www.ancestry.com, accessed January 14, 2010.

Primary #
HRI#

BUILDING, STRUCTURE, AND OBJECT RECORD

***NRHP Status Code** 3S

*Resource Name or # : 161 Natoma Street

B1. Historic Name: Emerison Flag Company
B2. Common Name:
B3. Original Use: Manufacturing and retail
B4. Present Use: commercial
***B5. Architectural Style:** Classic Revival
***B6. Construction History:** Constructed in 1918. Reroofed and seismic upgrades, 2000-2001.

***B7. Moved?** ☑No ☐Yes ☐Unknown **Date:** **Original Location:**
***B8. Related Features:** None.

B9a. Architect: William H. Toepke
b. Builder: unknown
***B10. Significance: Theme:** Commercial develoments
Area: South of Market district, San Francisco, CA
Period of Significance: 1918-1938
Property Type: commercial
Applicable Criteria: B, C

Summary of Findings

161 Natoma Street, or the Emerson Flag Company Building, appears to be individually eligible for the National Register of Historic Places (NRHP) and the California Register of Historical Resources (CRHR) under Criterion B/2, for its association with the Emerson Flag Company, the oldest flag company in San Francisco and the second oldest flag company in the nation. It also appears to be eligible under Criterion C/3 as a well designed light industrial building that expresses the company's success at the time of its construction. Its period of significance dates from 1918, the year of the building's construction, through 1938, the last year the Emerson Flag Company is known to have occupied the building. The building also appears to be eligible both individually and as a contributor to a historic district.

(See Continuation Sheet)

B11. Additional Resource Attributes:

***B12. References:**

See continuation sheet.

B13. Remarks:

***B14. Evaluator:** Carey & Co., Inc.

***Date of Evaluation:** March 11, 2010

*Required information

Continuation of B10. Significance:

Historic Context

Early in the morning of April 18, 1906, a strong earthquake jolted San Franciscans out of their slumber. Catastrophic fires, assisted by a failed water system, rampaged through city over the next few days. When the smoke cleared, 497 blocks of San Francisco, including the South of Market district, was a decimated wasteland that had to be rebuilt from scratch. A flurry of construction followed. Within two years, the City of San Francisco issued over 14,000 building permits, 10,000 of which pertained to new buildings. In the SOMA district, modest warehouses and light industrial buildings replaced the densely packed working-class residences that previously dominated the area. As one *San Francisco Chronicle* writer wrote, "Mission street [*sic*] is being rapidly appropriated by the firms who were conspicuous in the old days. Howard street [*sic*] is beginning to receive attention from the dealers, and that portion of it included in the blocks between First and Third streets [*sic*] is destined to become, from its nearness to the banking section and the restored retail district of the city, a popular and convenient avenue for wholesale dealers who are crowded beyond Missions street [*sic*] (*Chronicle*, June 26, 1907).

According to Kelley & VerPlanck's 2008 context statement for the Transbay Survey area, redevelopment of SOMA was uneven. The initial flurry of construction slowed down in 1913, then picked up again around the First World War. Following the recession of 1919, construction picked up again and remained generally steady throughout the 1920s. The Great Depression of the 1930s, followed by World War II virtually stopped construction in SOMA. These later periods of construction were marked by larger, more architecturally significant buildings. Concrete construction for warehouses gained favor over brick because of concrete's durability, its ability to withstand earthquakes and fires, and its ability to provide for large open spaces. Constructed in 1918, the brick building at 161 Natoma Street fit into the middle period of SOMA's redevelopment. Indeed, the *San Francisco Chronicle* cited the Emerson Flag Company building as one of the signs that construction was reviving in the city during World War I.

Photo by Carey & Co., Inc., November 17, 2009.

The Emerson Flag Company engaged William H. Toepke to design a building for their young company. Founded in San Francisco in 1914, Emerson Flag Company still exists today and is the oldest flag company in the city, the second oldest in the nation. Initially, the company leased space in the Rapp Building on 2nd Street. The onset of World War I undoubted increased demand for flags of various sorts, which would have been a boon to Emerson Flag Company. Consequently, the company was able to buy property and construct a building of its own, the two-story brick building with a concrete façade Renaissance Revival details on

Continuation of B10. Significance:

Natoma Street. The Emerson Flag Company used this building as office space as well as for manufacturing and retail distribution for its flags.

William Toepke was a prominent regional architect. Born in San Francisco in 1870, Toepke received his architectural training through apprenticeships, starting in the offices of William Mooser in 1886. Mooser was the patriarch of an architectural family that maintained a practice in San Francisco for over one hundred years. Charles I. Havens hired Toepke in 1890, and seven years later Toepke became Havens's partner, with Toepke apparently serving as primary designer. Havens & Toepke designed several mixed-use, commercial, and residential buildings and ventured into public architecture during the 1890s. They submitted designs for Mission High School, plans for the City and County Hospital of San Francisco, and plans for the new City Hall following the 1906 disaster. While Havens & Toepke did not win any of these commissions, they did design a courthouse for Contra Costa County and the municipal headquarters for the San Mateo Fire Station. By the turn of the century, Havens & Toepke had a presence in the working-class areas of San Francisco. They designed a five-story granite, buff brick, and terra cotta manufactory and warehouse at 2nd and Stevenson, and they designed eleven houses for workers at Risdon Iron Works on Pennsylvania Avenue.

Havens & Toepke dissolved their partnership in 1915, but continued to practice independently. Profiles of Toepke attribute several high profile commissions to him, including San Mateo Union High School, San Mateo High School gymnasium, San Mateo City Hall, the Maskey Building on Kearny Street in San Francisco, and the Flat Iron Building at Market and Sansome Streets in San Francisco. He was a member of the San Francisco Chapter of Architects and an associate member of the AIA. Toepke died in San Mateo in 1949.

Evaluation

The Emerson Flag Company building at 161 Natoma Street does not appear to be eligible for the NHRP/CRHR under Criterion A/1, for broad patterns in local, state, or national history. Constructed in 1918, the building fits into the broad period of SOMA's reconstruction following the earthquake and fires of 1906. The *San Francisco Chronicle* also cited the Emerson Flag Company Building in a construction revival that occurred during World War I. This period of reconstruction, however, was of marginal importance compared to the initial flurry of building activity that took place between 1906 and 1913, or of the later construction period of the 1920s, which saw the neighborhood built out completely. Moreover, by the time 161 Natoma Street was constructed, the transformation of SOMA from a dense, working-class residential neighborhood into a commercial warehouse and light industrial district was well underway.

No persons of significance are known to be associated with the Emerson Flag Company Building, but the company itself is one of distinction in San Francisco and the nation, being the oldest flag company in the city and second oldest in the county. This building appears to be linked to the company's early success, which was undoubtedly spurred by the onset of World War I. The significance of the Emerson Flag Company and the significance of this building to that company's history appear to render the building eligible for the NRHP/CRHR under Criterion B/2.

The building also appears to be eligible under C/3 for its architectural merit. Details like the dentil course and white polished stone façade make it stand out among the many two-story light industrial buildings in the SOMA area. Although designed by master architect William H. Toepke, the building does not appear to be a notable example of his work and is not likely eligible in association with him.

The Emerson Flag Company building retains excellent integrity in all categories. The building has not been moved, and although the buildings along the Hunt Street section of the alley were demolished to make way for the San Francisco Museum of Modern Art, most of the buildings on Natoma Street and Howard Street to the south date to the building's construction. Thus the building retains its integrity of location, setting, feeling, and association. The building has been seismically upgraded and reroofed; otherwise appears to have undergone few alterations, retaining its original fenestration and the Emerson Flag Co. signage on the Hunt Street elevation. Thus 161 Natoma Street appears to retain its integrity of design, materials, and workmanship.

Continuation of B10. Significance:

Previous Surveys

According to San Francisco Planning Department records, 161 Natoma Street has not been assigned a California Historical Resource Status Code. It received a rating of V in the City's Downtown Master Plan and a rating of B in the 1977-1978 San Francisco Architectural Heritage Survey. It was also surveyed as part of the San Francisco Landmarks Board's 1990 Unreinforced Masonry Building Survey. In the 2008 Transit Center District Survey, Kelley & VerPlanck assigned the building California Historical Resource Status Code 3CD, indicating it appears to be eligible for listing in the CRHR as a contributor to a CRHR-eligible district through a survey evaluation.

Continuation of B12. References:

Advertisement. *San Francisco Chronicle*. July 7, 1909. p. 16.

"Architect Report Revival of Construction." *San Francisco Chronicle*. January 12, 1918, p. 9.

Bloomfield, Anne. "A History of the California Historical Society's New Mission Street Neighborhood." *California History*, Vol. 74, no. 4 (Winter 1995/1996): 373-393.

Bloomfield, Anne. "Second and Howard Streets District: National Historic District Nomination." October 3, 1998.

"Brings great Development to the Peninsula." *San Francisco Chronicle*. January 12, 1916, p. 31.

Building Permits for 161 Natoma Street. City and County of San Francisco Department of Building and Inspection.

"A Busy Year in Real Estate." *San Francisco Chronicle*. December 31, 899, p. 24.

"City Real Estate and Buildings." *San Francisco Chronicle*. September 13, 1895, p. 14.

"City Real Estate and Buildings." *San Francisco Chronicle*. November 1, 1895, p. 14.

"City Real Estate and Buildings." *San Francisco Chronicle*. January 31, 1896, p. 7.

"City Real Estate and Buildings." *San Francisco Chronicle*. June 5, 1896, p. 14.

Emerson USA, Inc., http://www.emersonusainc.com/Company.html, accessed January 21, 2010.

File Folder for 161 Natoma Street. San Francisco Planning Department.

"Handsome New Homes in City Vie with Downtown Construction." *San Francisco Chronicle*. August 30, 1913, p. 4.

"Hospital Architect Chosen." *San Francisco Chronicle*. May 29, 1920, p. 6.

"Hospital Plans Hard to Choose." *San Francisco Chronicle*. November 3, 1899, p. 10.

"House and Lot." *San Francisco Chronicle*. March 22, 1895, p. 7.

"Important Deals are Consummated in City Real Estate." *San Francisco Chronicle*. February 21, 1914, p. 8.

Kelley & VerPlanck. "Transit Center District Survey." Prepared for the San Francisco Planning Department. July 22, 2008.

"Many Handsome Designs Offered." *San Francisco Chronicle*. February 12, 1896.

"New City Hall for San Mateo." *San Francisco Chronicle*. February 15, 1914, p. 49.

*Recorded by: Carey & Co., Inc. *Date: March 11, 2010 ☑ Continuation ☐ Update

Continuation of B12. References:

"New County Jail for Redwood City." *Architect & Engineer* 44 (March 1916): 110.

"New Courthouse for Contra Costa County." *San Francisco Chronicle*. July 6, 1901, p. 5.

Parry, David. "Mooser, William." *Encyclopedia of San Francisco*. http://www.sfhistoryencyclopedia.com/articles/m/mooserWilliam.html, accessed January 21, 2010.

"Partnership Dissolved." *Architect & Engineer* 43 (November 1915): 108.

"Record of Realty and building Operations." *San Francisco Chronicle*. March 30, 1901, p. 7.

San Francisco City Directories.

San Francisco Landmarks Preservation Advisory Board. A Context Statement and Architectural/Historical Survey of Unreinforced Masonry Building (UMB) Construction in San Francisco from 1850 to 1940. San Francisco, Calif.: Landmarks Preservation Advisory Board, San Francisco Department of City Planning. November 1990.

"San Francisco Realty During the Year." *San Francisco Chronicle*. January 2, 1898, p. 17.

"San Mateo Planning a Municipal Resort." *San Jose Mercury News*. August 22, 1915, p. 12.

"San Mateo Trustees to Elect William Toepke." *San Jose Mercury News*. November 29, 1908, p. 12.

"South City Builds a Concrete Hotel." *San Francisco Chronicle*. February 22, 1914, p. 39.

"To Call Bond Elections." *San Francisco Chronicle*. October 17, 1899, p. 9.

United States Federal Census, 1860-1930, www.ancestry.com, accessed January 14, 2010.

"The Week's News in Building and Realty Operations." *San Francisco Chronicle*. September 1, 1900, p. 7.

"William H. Toepke." *Men Who Made San Francisco*. San Francisco: Brown & Power Stationery Company, 1912, p. 194.

Primary #
HRI#

BUILDING, STRUCTURE, AND OBJECT RECORD

***NRHP Status Code** 2S2, 3CB

*Resource Name or # : 72 Tehama Street

B1. Historic Name:
B2. Common Name:
B3. Original Use: Light industrial
B4. Present Use: Commercial/office
***B5. Architectural Style:** Mission Revival
***B6. Construction History:** Constructed in 1906.

***B7. Moved?** ☑No ☐Yes ☐Unknown **Date:** **Original Location:**
***B8. Related Features:**

B9a. Architect: Unknown
b. Builder: Unknown
***B10. Significance: Theme:** Real estate development **Area:** South of Market district, San Francisco, CA
Period of Significance: 1906 **Property Type:** Commercial **Applicable Criteria:** C/3

Summary of Findings

The wood-frame, light industrial building at 72 Tehama Street has been assigned California Historical Resource Status Code 2S2, indicating it is an individual property that was determined to eligible for the National Register of Historic Places (NRHP) by a consensus through the Section 106 process and that it is listed in the California Register of Historical Resources (CRHR). Carey & Co. concurs with this designation, since it appears to be a significant example of this building typology in the South of Market neighborhood with a high level of design and integrity. Its period of significance dates to 1906 when it was constructed. It also appears to be eligible as a contributor to a Tehama Street historic district, which contains a distinct collection of small-scale, light industrial buildings with a high level of architectural design and which were erected after the 1906 disaster. (See continuation sheet.)

B11. Additional Resource Attributes:

***B12. References:**

See continuation sheet.

B13. Remarks:

***B14. Evaluator:** Carey & Co., Inc.

***Date of Evaluation:** March 18, 2010

*Required information

Continuation of B10. Significance:

Historic Context

The light industrial building at 72 Tehama Street (Block 3736, Lot 091) was constructed in 1906, less than one year after the earthquake and fires leveled the South of Market neighborhood. Due to eleven fires that started in the area and the neighborhood's high concentration of wood-frame buildings, very few structures survived the disaster. Unlike other areas of the San Francisco that were rebuilt immediately after the disaster, such as North Beach and the financial district, South of Market developed unevenly. Some sections, like the area centered around New Montgomery, Second, and Mission Streets, were rebuilt immediately, while other portions were not developed for up to a decade. 72 Tehama Street stands in the former, which was mostly rebuilt by 1913 due to its importance as a southerly extension of the City's downtown north of Market Street. The building also contributed to the transition of the area from a densely-packed, working-class residential neighborhood into a commercial and light-industrial district.

The architect and builder of 72 Tehama Street remain unknown. The building bears the sign "Brizard & Young Sheet Metal Works" on the façade, as well as on a painted sign on the east elevation. The sheet metal works company, which was one of many similar businesses in the area, was owned by Maxime J. Brizard and Bertram N. Young. The company occupied the building at least through 1937.

Born in 1875 in California, Mazime John Brizard was employed as a tinner and resided as a lodger on Taylor Street in 1900. Around 1910, he was residing in Burlingame at 305 Chapin Lane with his wife Fannie Jane Brizard. The couple lived there at least through the late 1950s. He died in 1967.

Born in 1874 in California, Bertram Nelson Young was living in Oakland by 1910 with his wife Mable Young, and their children. By 1930, he it appears he retired from the sheet metal business in order to operate a fruit farm in Redwood, California. He also died in 1967.

The 1950 Sanborn Fire Insurance Map indicates the building continued to house a sheet metal works.

Evaluation

The light industrial building at 72 Tehama Street does not appear to be eligible for individual listing in the NRHP or the CRHR under Criterion A/1 for its association with events that have made a significant contribution to the broad patterns of local or regional history or the cultural heritage of California or the United States. To be eligible under this criterion, the building cannot merely be associated with historic events or trends but must have a specific association to be considered significant. While 72 Tehama Street was constructed during a period of rapid reconstruction of the area centered around New Montgomery, Second, and Mission Streets within the South of Market neighborhood after it was leveled by the 1906 earthquake and fires, it does not appear to have a particularly specific or significant association with this event to be individually eligible. It was one of many small-scale commercial or light industrial buildings constructed on the block between 1906 and 1913, by which time the area had been largely built out.

The building does not appear to be eligible for the NRHP/CRHR under Criterion B/2 for its association with the lives of persons important to local, California or national history.

The building appears to be eligible under for the NRHP/CRHR under Criterion C/3 as a representative example of a small-scale, light industrial building in the South of Market neighborhood. Characteristic of this building type, 90 Tehama Street contains a two-story massing facing the street with a one-story extension to the rear. The front portion likely housed an office, while the larger, rear extension functioned as a work space. More importantly, the building exhibits the distinctive use of pressed metal cladding designed to resemble brick as well a galvanized iron cornice with brackets and imitation clay tile. These features create a unique blend of Spanish Eclectic style detailing with the use of metal cladding that advertised the building's function. The use of pressed metal cladding also served as a different means of fireproofing the structure in response to the wide-scale destruction caused by the 1906 conflagration.

*Recorded by: Carey & Co., Inc. . *Date: March 18, 2010 ☑ Continuation ☐ Update

Continuation of B10. Significance:

A 1985 San Francisco Planning Department staff recommendation further highlights the building's rarity and significance. It states that the "small iron-walled building is a rare survivor of the small-scale light industrial uses which were once widespread in this zone South of Market. Examples of utilitarian sheet metal buildings, with fronts disguised as wooden frame houses, are rare and important examples of an architectural type" (building files).

72 Tehama Street appears to retain a high level of integrity, including its integrity of design, materials, workmanship, location, feeling, and association, with few apparent alterations. The building's setting and association has been impacted by the construction of the Transbay Terminal Building completed in 1936 about a block to its north and the aboveground concrete viaduct associated with the terminal building that cuts through the block to its east. However, small-scale commercial and light industrial buildings still stand in its immediate environment, so it still retains a good level of integrity of setting.

Previous Evaluations
According to San Francisco Planning Department records, 72 Tehama Street has been assigned California Historical Resource Status Code 2S2, indicating it is an individual property that was determined to eligible for the NRHP by a consensus through the Section 106 process and that it is listed in the CRHR. It received a rating of III in the City's Downtown Master Plan and received a rating of B in the 1977-1978 San Francisco Architectural Heritage Survey. In the 2008 Transit Center District Survey, Kelley & VerPlanck assigned the building California Historical Resource Status Codes 2S2 and 3CB, indicating that it appears to be eligible for listing in the CRHR both individually and as a contributor to a CRHR-eligible district through a survey evaluation

Continuation of B12. References:

72 Tehama Street, vertical file. San Francisco Architectural Heritage.

"The Bloomfield Legacy: Getting it on the National Register." *Heritage News* 29, No. 3: 6-7.

Bloomfield, Anne. "A History of the California Historical Society's New Mission Street Neighborhood." *California History* 74, no. 4 (Winter 1995): 372-393.

_____. "Second and Howard Streets District, San Francisco, National Register of Historic Places Nomination Form." October 3, 1998.

Building files, 72 Tehama Street. San Francisco Planning Department.

California Voter Registrations, 1900-1968. http://www.ancestry.com (January 27, 2010).

Kelly & VerPlanck. "Transit Center District Survey, San Francisco, California, Final." Prepared for the San Francisco Planning Department. July 22, 2008.

Polk's Burlingame (San Mateo County, Calif.) City Directory. http://www.ancestry.com (January 27, 2010).

Sanborn Fire Insurance Maps, "San Francisco, California," (1913 & 1950), sheet 131.

Social Security Death Index. http://www.ancestry.com (January 27, 2010).

U. S. Federal Census, 1900, 1910, 1930. http://www.ancestry.com (January 27, 2010).

Primary #
HRI#

BUILDING, STRUCTURE, AND OBJECT RECORD

***NRHP Status Code** 3CD

*Resource Name or # : 74 Tehama Street

B1. Historic Name:
B2. Common Name:
B3. Original Use:
B4. Present Use:
***B5. Architectural Style:** False Front
***B6. Construction History:** Constructed in 1906.

***B7. Moved?** ☑No ☐Yes ☐Unknown **Date:** **Original Location:**
***B8. Related Features:**

B9a. Architect: Unknown
b. Builder: Unknown
***B10. Significance: Theme:** Real estate development **Area:** South of Market district, San Francisco, CA
Period of Significance: N/A **Property Type:** Commercial **Applicable Criteria:** N/A

Summary of Findings
The wood-frame, light industrial building at 74 Tehama Street does not appear to be eligible for individual listing in the National Register of Historic Places (NRHP) or the California Register of Historical Resources (CRHR) due to a lack of integrity. It does, however, appear to be eligible as a contributor to a Tehama Street historic district, which contains a distinct collection of small-scale, light industrial buildings with a high level of architectural design and which were erected after the 1906 disaster. (See continuation sheet.)

B11. Additional Resource Attributes:

***B12. References:**

See continuation sheet.

B13. Remarks:

***B14. Evaluator:** Carey & Co., Inc.

***Date of Evaluation:** March 18, 2010

*Required information

Continuation of B10. Significance:

Historic Context
The wood-frame, light industrial building at 74 Tehama Street was constructed in 1906 immediately after the earthquake and fires leveled the South of Market neighborhood. Due to eleven fires that started in the area and the neighborhood's high concentration of wood-frame buildings, very few structures survived the disaster. Unlike other areas of the San Francisco that were rebuilt immediately after the disaster, such as North Beach and the financial district, South of Market developed unevenly. Some sections, like the area centered around New Montgomery, Second, and Mission Streets, were rebuilt immediately, while other portions were not developed for up to a decade. 74 Tehama Street stands in the former, which was mostly rebuilt by 1913 due to its importance as a southerly extension of the City's downtown north of Market Street.

The San Francisco Department of Building Inspection could not locate the original building permit for this building, so its architect and builder remain unknown. According to Sanborn Fire Insurance Maps, the building housed an electric machine shop in 1913 and a warehouse in 1950. Since reverse city directories of San Francisco do not begin until the mid-1950s, archival research did not reveal information on the building's early occupants.

Evaluation
74 Tehama Street does not appear to be eligible for the NRHP or the CRHR under Criterion A/1 for its association with events that have made a significant contribution to the broad patterns of local or regional history or the cultural heritage of California or the United States. To be eligible under this criterion, the building cannot merely be associated with historic events or trends but must have a specific association to be considered significant. While the building was constructed during a period of rapid reconstruction of the area centered around New Montgomery, Second, and Mission Streets within the South of Market neighborhood after it was leveled by the 1906 earthquake and fires, it does not appear to have a particularly specific or significant association with this event to be individually eligible. It was one of many small-scale commercial or light industrial buildings constructed on the block between 1906 and 1913, by which time the area had been largely built out.

The building does not appear to be eligible under Criterion B/2 for its association with the lives of persons important to local, California or national history. Additionally, the building does not appear to be eligible under Criterion C/3 for being a significant example of a type, period, region, or method of construction; for being the work of a master; or for possessing high artistic values. The building is a plain, utilitarian structure with no ornamentation or design features. It also not known to be associated with a master architect or builder.

The building appears to retain a poor level of integrity of design, materials, workmanship. Most notably, its windows have been replaced with incompatible metal-sash slider windows, and the façade's first story has been heavily altered due to the replacement of the storefront and wood cladding. It retains its integrity of location, having never been moved. The structure's setting and feeling has been impacted by the construction of the Transbay Terminal Building completed in 1936 about a block to its north and the aboveground concrete viaduct associated with the terminal building that cuts through the block to its east. However, small-scale commercial and light industrial buildings still stand in its immediate environment, so it still retains a good level of integrity of setting, feeling, and association.

Previous Evaluations
According to San Francisco Planning Department records, the building has not been evaluated in previous local surveys. In the 2008 Transit Center District Survey, Kelley & VerPlanck assigned the building the California Historical Resource Status Code 3CD, indicating that it appears to be eligible for listing in the CRHR as a contributor to a CRHR-eligible district through a survey evaluation.

*Recorded by: Carey & Co., Inc. *Date: March 18, 2010 ☑ Continuation ☐ Update

Continuation of B12. References:

74 Tehama Street, vertical file. San Francisco Architectural Heritage.

"The Bloomfield Legacy: Getting it on the National Register." *Heritage News* 29, No. 3: 6-7.

Bloomfield, Anne. "A History of the California Historical Society's New Mission Street Neighborhood." *California History* 74, no. 4 (Winter 1995): 372-393.

_____. "Second and Howard Streets District, San Francisco, National Register of Historic Places Nomination Form." October 3, 1998.

Building Files, 74 Tehama Street. San Francisco Planning Department.

Kelly & VerPlanck. "Transit Center District Survey, San Francisco, California, Final." Prepared for the San Francisco Planning Department. July 22, 2008.

Sanborn Fire Insurance Maps, "San Francisco, California," (1913 & 1950), sheet 131.

Primary #
HRI#

BUILDING, STRUCTURE, AND OBJECT RECORD

***NRHP Status Code** 3CB

*Resource Name or # : 78-80 Tehama Street

B1. Historic Name:
B2. Common Name:
B3. Original Use: Light industrial building
B4. Present Use: Commercial building
***B5. Architectural Style:** Commercial Style
***B6. Construction History:** Constructed in 1908.

***B7. Moved?** ☑No ☐Yes ☐Unknown **Date:** **Original Location:**
***B8. Related Features:**

B9a. Architect: Unknown
b. Builder: W. McKenzie
***B10. Significance: Theme:** Real estate development **Area:** South of Market district, San Francisco, CA
Period of Significance: 1908 **Property Type:** Commercial **Applicable Criteria:** C/3

Summary of Findings
The brick, light industrial building at 78-80 Tehama Street appears to be eligible for listing in the National Register of Historic Places (NRHP) and the California Register of Historical Resources (CRHR) under Criterion C/3 as a representative example of a Commercial Style, light industrial building in the South of Market neighborhood with a high level of integrity. Its period of significance dates to 1908 when it was constructed. It also appears to be eligible as a contributor to a Tehama Street historic district, which contains a distinct collection of small-scale, light industrial buildings with a high level of architectural design and which were erected after the 1906 disaster. (See continuation sheet.)

B11. Additional Resource Attributes:

***B12. References:**

See continuation sheet.

B13. Remarks:

***B14. Evaluator:** Carey & Co., Inc.

***Date of Evaluation:** January 26, 2010

*Required information

Continuation of B10. Significance:

Historic Context

Joseph K. and Annie M. Firth hired contractor W. McKenzie to construct the brick, light industrial building at 78-80 Tehama Street in 1908, only two years after the earthquake and fires leveled the South of Market neighborhood. It may have replaced a one-story wood-frame building that was constructed on the parcel immediate after the 1906 disaster. Building permits were filed to erect a wood-frame commercial building in October 1906 by A. Downey and in December 1906 by Maria Leffmam.

Due to eleven fires that started in the area and the neighborhood's high concentration of wood-frame buildings, very few structures survived the 1906 earthquake and fires. Unlike other areas of San Francisco that were rebuilt immediately after the disaster, such as North Beach and the financial district, South of Market developed unevenly. Some sections, like the area centered around New Montgomery, Second, and Mission Streets, were rebuilt immediately, while other portions were not developed for up to a decade. 78-80 Tehama Street stands in the former, which was mostly rebuilt by 1913 due to its importance as a southerly extension of the City's downtown north of Market Street.

Born in 1857 in Michigan, Joseph K. Firth worked as an electrical engineer and iron worker in San Francisco, according to Federal Census records. His wife Annie M. Firth was born around 1858 in California, and they had two children, James and Grace. They owned the78-80 Tehama Street at least until the 1920s.

The building's original architect remains unknown. Since reverse city directories of San Francisco do not begin until the mid-1950s, archival research did not reveal information on the building's early occupants. The original building permit lists the building's use as a blacksmith shop. According to Sanborn Fire Insurance Maps, the building housed an electric machine shop in 1913 and a venetian blind factory in 1950.

Evaluation

78-80 Tehama Street does not appear to be eligible for the NRHP or the CRHR under Criterion A/1 for its association with events that have made a significant contribution to the broad patterns of local or regional history or the cultural heritage of California or the United States. To be eligible under this criterion, the building cannot merely be associated with historic events or trends but must have a specific association to be considered significant. While the building was constructed during a period of rapid reconstruction of the area centered around New Montgomery, Second, and Mission Streets within the South of Market neighborhood after it was leveled by the 1906 earthquake and fires, it does not appear to have a particularly specific or significant association with this event to be individually eligible. It was one of many small-scale commercial or light industrial buildings constructed on the block between 1906 and 1913, by which time the area had been largely built out.

The building does not appear to be eligible under Criterion B/2 for its association with the lives of persons important to local, California or national history.

The building appears to be eligible under Criterion C/3 as a representative example of a Commercial Style masonry light industrial building in the South of Market neighborhood. Despite its scale as a small, two-story building and its location fronting a narrow street that cuts through the block, the building exhibits a high degree of design. Its façade features a balanced designed with a central, wide entrance flanked by identical entrances on either side. Segmental-arched transom windows surmount each door, which are echoed at the second story by three wood-sash, double-hung windows with segmental-arched upper sashes. The use of arched windows is unusual in light-industrial buildings of this scale and location. Despite the fact that the building's architect remains unknown, its distinctive detailing and fenestration indicate that the owner aspired to erect well-designed, masonry building rather than a standard light-industrial structure erected in the area after the 1906 disaster.

Continuation of B12. References:

78-80 Tehama Street, vertical file. San Francisco Architectural Heritage.

"The Bloomfield Legacy: Getting it on the National Register." *Heritage News* 29, No. 3: 6-7.

Bloomfield, Anne. "A History of the California Historical Society's New Mission Street Neighborhood." *California History* 74, no. 4 (Winter 1995): 372-393.

_____. "Second and Howard Streets District, San Francisco, National Register of Historic Places Nomination Form." October 3, 1998.

Building Files, 78-80 Tehama Street. San Francisco Planning Department.

Kelly & VerPlanck. "Transit Center District Survey, San Francisco, California, Final." Prepared for the San Francisco Planning Department. July 22, 2008.

Sanborn Fire Insurance Maps, "San Francisco, California," (1913 & 1950), sheet 131.

San Francisco Landmarks Preservation Advisory Board. *A Context Statement and Architectural/Historical Survey of Unreinforced Masonry Building (UMB) Construction in San Francisco from 1850 to 1940.* San Francisco, Calif.: Landmarks Preservation Advisory Board, San Francisco Department of City Planning. November 1990.

U. S. Federal Census, 1900, 1910. http://www.ancestry.com (accessed January 26, 2010).

Primary #
HRI#

BUILDING, STRUCTURE, AND OBJECT RECORD

***NRHP Status Code** 3CB

*Resource Name or # : 90 Tehama Street

B1. Historic Name:
B2. Common Name:
B3. Original Use: Light industrial
B4. Present Use: Commercial/office
***B5. Architectural Style:** Commercial style/utilitarian
***B6. Construction History:** Constructed in 1928

***B7. Moved?** ☑No ☐Yes ☐Unknown **Date:** **Original Location:**
***B8. Related Features:**

B9a. Architect: Unknown
b. Builder: Unknown
***B10. Significance: Theme:** Real estate development
Area: South of Market district, San Francisco, CA
Period of Significance: 1928
Property Type: Commercial
Applicable Criteria: C/3

Summary of Findings

90 Tehama Street appears to be eligible for listing in the National Register of Historic Places (NRHP) and the California Register of Historical Resources (CRHR) under Criterion C/3 as a representative example of a light industrial building in the South of Market neighborhood with a high level of integrity. Its period of significance dates to 1928 when it was constructed. It also appears to be eligible as a contributor to a Tehama Street historic district, which contains a distinct collection of small-scale, light industrial buildings with a high level of architectural design and which were erected after the 1906 disaster. (See continuation sheet.)

B11. Additional Resource Attributes:

***B12. References:**

See continuation sheet.

B13. Remarks:

***B14. Evaluator:** Carey & Co., Inc.

***Date of Evaluation:** February 2, 2010

*Required information

Continuation of B10. Significance:

Historic Context

The reinforced concrete, light industrial building at 90 Tehama Street was constructed in 1928. The San Francisco Department of Building Inspection could not locate the original building permit for this building, so its architect and builder remain unknown. According to the 1913 Sanborn Fire Insurance Map, the parcel was vacant, so the extant building may have been the first building constructed at the site following the 1906 earthquake and fires, which decimated the South of Market neighborhood. Due to its importance as a southerly extension of the City's downtown north of Market Street, the area centered around New Montgomery, Second, and Mission Streets was largely rebuilt by 1913, with successive waves of construction filling out the neighborhood.

Buildings continued to be erected in the area following World War I, including several major office buildings and hotels, and again during a mid-1920s building boom. The current building on the parcel was constructed during this later building phase, which completes the build out of the area by 1930.

Since reverse city directories of San Francisco do not begin until the mid-1950s, archival research did not reveal information on the building's early occupants. The 1950 Sanborn Map indicates the building housed an electric shop.

Evaluation

The light industrial building at 90 Tehama Street does not appear to be eligible for individual listing in the National Register of Historic Places (NRHP) or the California Register of Historical Resources (CRHR) under Criterion A/1 for its association with events that have made a significant contribution to the broad patterns of California's history and cultural heritage. Constructed in 1928, the building does not appear to have played a major role in the reconstruction of the neighborhood. It merely followed established trends that saw commercial and light industrial buildings replace pre-1906 densely-packed, wood-frame residences.

The building does not appear to be eligible under Criterion B/2 for its association with the lives of persons important to local, California or national history.

The building appears to be eligible under Criterion C/3 as an excellent example of a small-scale, light industrial building in the South of Market neighborhood. Characteristic of this building type, 90 Tehama Street contains a two-story massing facing the street with a one-story extension to the rear. The front portion likely housed an office, while the larger, rear extension functioned as a work space. The façade also contains a large vehicular entrance as well as entrances to the offices. Designed as utilitarian structures, these light industrial buildings featured minimal exterior ornamentation. 90 Tehama Street's detailing is limited to the shaped parapet and the distinctive multi-light, steel-sash windows on the front massing. In comparison, the similar light industrial building at 571 Howard Street, no longer retains its original windows and does not convey the same level of association or significance as 90 Tehama Street.

90 Tehama Street appears to retain a high level of integrity, including its integrity of design, materials, workmanship, location, feeling, and association, with few apparent alterations. The building's setting and association has been impacted by the construction of the Transbay Terminal Building completed in 1936 about a block to its north and the aboveground concrete viaduct associated with the terminal building that cuts through the block to its east. However, small-scale commercial and light industrial buildings still stand in its immediate environment, so it still retains a good level of integrity of setting.

Previous Evaluations

According to San Francisco Planning Department records, 90 Tehama Street has not been previously surveyed. In the 2008 Transit Center District Survey, Kelley & VerPlanck assigned the building California Historical Resource Status Code 3CD, indicating that appears to be eligible for listing in the CRHR as a contributor to a CRHR-eligible district through a survey evaluation.

*Recorded by: Carey & Co., Inc. *Date: February 2, 2010 ☑ Continuation ☐ Update

Continuation of B12. References:

"The Bloomfield Legacy: Getting it on the National Register." *Heritage News* 29, No. 3: 6-7.

Bloomfield, Anne. "A History of the California Historical Society's New Mission Street Neighborhood." *California History* 74, no. 4 (Winter 1995): 372-393.

_____. "Second and Howard Streets District, San Francisco, National Register of Historic Places Nomination Form." October 3, 1998.

Building files, 90 Tehama Street. San Francisco Planning Department.

Kelly & VerPlanck. "Transit Center District Survey, San Francisco, California, Final." Prepared for the San Francisco Planning Department. July 22, 2008.

Sanborn Fire Insurance Maps, "San Francisco, California," (1913 & 1950), sheet 131.

Primary #
HRI#

BUILDING, STRUCTURE, AND OBJECT RECORD

***NRHP Status Code** 3S, 3CB

***Resource Name or #** 86 Third Street

B1. Historic Name: Aronson Building
B2. Common Name: Mercantile Building
B3. Original Use: office and retail
B4. Present Use: office and retail

***B5. Architectural Style:** American Commercial with Sullivanesque detailing

***B6. Construction History:** Built in 1903, the building was badly damaged in the 1906 Earthquake and Fire and was extensively repaired, including the replacement of the sandstone cladding on the first three floors, structural upgrades, replacement of the cornice and a completely new interior. The ground floor was upgraded in late 1930 but the piers and pilasters remained. The ground floor retail space has been upgraded several times in the following decades and structural upgrades to the first five floors were completed in the mid-1960s.

***B7. Moved?** ☒No ☐Yes ☐Unknown **Date:** **Original Location:**

***B8. Related Features:**
none

B9a. Architect: Hemenway & Miller
b. Builder: unknown

***B10. Significance: Theme:** urban development and architecture **Area:** South of Market district, San Francisco, CA
Period of Significance: 1903-1913 **Property Type:** Building **Applicable Criteria:** A/1, B/2, C/3

The Aronson Building at 86 Third Street appears to be individually eligible for the NRHP/CRHR under Criteria A/1, B/2, and C/3. The building is also a contributor to the proposed CRHR-eligible New Montgomery, Mission & Second Historic District (see Kelley and VerPlanck 2008). Built in 1903, the building's shell withstood the 1906 earthquake and was quickly renovated. The building helped to define the post-disaster character of Mission Street and the surrounding vicinity of the South of Market neighborhood; it therefore appears to be significant under Criterion A/1. The building was the crowning achievement of Abraham Aronson, an influential San Francisco real estate developer around the turn of the century and a prominent member of the city's Jewish community. Based on this association, the building appears to be significant under Criterion B/2. The building also appears to be significant under Criterion C/3 as a good example of the American Commercial style following the tradition of the Chicago School.

(See Continuation Sheet)

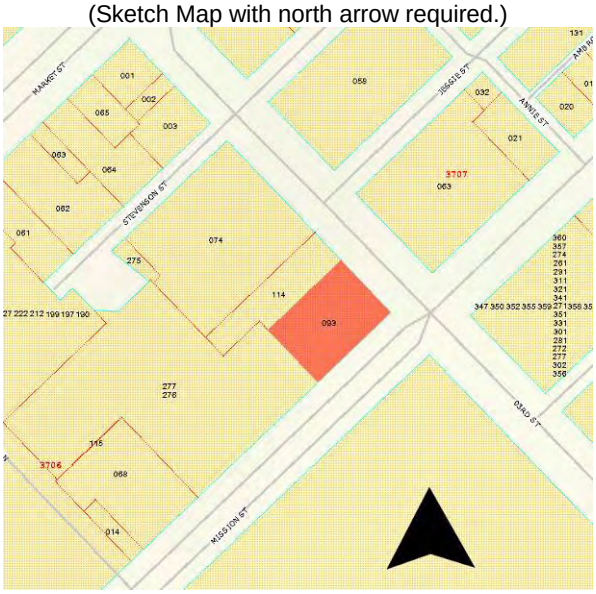
B11. Additional Resource Attributes:

***B12. References:**

See Continuation Sheet

B13. Remarks: Primary Record form for 86 Third Street completed by Tim Kelley, Kelley & VerPlanck, in 2007. See also Kelley & VerPlanck 2008.

(Sketch Map with north arrow required.)



***B14. Evaluator:** Carey & Co., Inc.

***Date of Evaluation:** March 19, 2010

*Required information

Continuation of B10. Significance:

Historic Context

This ten-story office and retail building designed by San Francisco architectural firm Hemenway & Miller was constructed in 1903 in the American Commercial style and was inspired by the designs of Louis Sullivian and other Chicago architects. Influential real estate developer Abraham Aronson commissioned the building and named it after himself. The Aronson Building, when first proposed, was to be the largest and most expensive, privately-funded South of Market building, west of New Montgomery, with a cost of more than $400,000 (*SF Chronicle* 1902). When completed, the building expanded the southern extension of the downtown business district, building on the vision of businessman Asbury Harpending and banker William Ralston, while also anchoring Third and Mission Streets as the primary intersection (Kelley & VerPlanck 2008:29). When the building opened it was the most elaborate of those in the immediate neighborhood (Corbett 1975). The building's first tenants included the offices of the Wittmar Woolen Company and the California Glove Company, along with storefronts on the ground floor that contained a cigar shop (*SF Call* 1904; Bronson 1986:58).

Abraham Aronson

Abraham Aronson was an influential and wealthy real estate businessman at turn of the century and owner of Aronson Reality Company. He was born in 1856 in Russian Poland and arrived in San Francisco in 1870. In 1871 he opened a furniture business in North Beach. A prominent member of San Francisco's Jewish community, Aronson purchased the Stockton Street Synagogue, with plans to erect a new building on the land, and helped the congregation to finance its plans for a new synagogue (Meyer 1916:163). Aronson continued purchasing real estate in the city while also running his successful furniture business until 1893, when he turned exclusively to the real estate business. Aronson tended to hold on to the buildings he built, which included some 20 "large well built buildings" by 1906 (*SF Sunday Call* 1906). Amassing more than $2 million from his real estate investments, Aronson was one of the most successful and most prolific commercial builders in the city, and his main property interest was the Aronson Building (*SF Sunday Call* 1906). Historian Michael Corbett (1975) writes, "Like Flood and Phelan and other powerful San Franciscans, Aronson gave permanent recognition to his success by building a large office block in his own name. He was the first Jew in the city to build such a structure." Martin Meyer in his biographical sketch of Aronson also argues that the building "stands as a monument to his pluck and energy" (Meyer 1916:163). Beyond his success in real estate, Aronson was also an important member of the Jewish community; he was board president and vice president of several Jewish charities and chairman of several temple building committees (Meyer 1916:164).

Hemenway and Miller

San Francisco architects Sylvester W. Hemenway and Washington J. Miller formed the partnership of Hemenway and Miller from about 1900 to 1907. They designed several buildings on Third Street and on Sutter Street, along with several hotels, including the Hotel Regent in 1907. The Aronson Building appears to have been an early and important building for the partners and brought prominence to the firm (Corbett 1978:103,179). The partners also designed the post-earthquake renovation of the French Bank in 1907. Little information was found on Hemenway but Miller went on to design industrial complexes in the East Bay, such as a cannery for Libby, McNeill, & Libby in Oakland, the American Rubber Manufacturing Company factory in Emeryville, a packing and preserving plant, and pottery factory (Architect & Engineer 1919:122).

Post-1906 Redevelopment

After the 1906 earthquake and fires, the burnt out shell of the Aronson Building was one of about seven buildings still standing in the vicinity.[1] Repairs were underway by October 1906, and the building reopened in 1907 after approximately $200,000 in repairs and upgrades, including replacing the spalled and cracked ground floor cladding, completing structural upgrades, and installing a completely new interior (*SF Examiner* 1906). As many of the prominent rebuilt buildings were north of Market Street and the area south of Market took several years to fill in, the Aronson Building was a significant visual landmark after the disaster (Bloomfield 1995/96:384). During the next few years, following the lead of the Aronson Building, the surrounding area transformed into a southern extension of downtown; early skyscrapers were erected

Continuation of B10. Significance:

on Market and Mission Streets (Kelley & VerPlanck 2008:35). With the rebuilt Aronson Building as the anchor, other buildings of a similar style and stature were constructed at Third and Mission Streets, and the corner became a primary intersection.

The Aronson Building was also the focus of a 1907 United State Geological Survey (USGS) review of the effects of the earthquake and fire on San Francisco's buildings. The building at 86 Mission Street was identified to be a typical and good example of fire-proofing and building construction practices in San Francisco (USGS 1907:78). The building's use of two methods of fireproofed steel support columns (terra cotta tile and concrete) allowed for comparison of the two methods in response to the disaster. The investigation found that columns fireproofed with concrete held and remained in "first-class shape," while those with terra cotta buckled (USGS 1907:32). This review and other investigations of Class A type buildings that withstood the earthquake and fire were influential in determining post-earthquake fireproofing and construction methods, particularly the rise of concrete and its ability to withstand earthquakes and fires. The finding of an *Architecture & Engineering* study states: "The adaption of a method for future connections in 'Class A' buildings to be built in San Francisco will be greatly influenced, if not wholly controlled, by the conditions found to exist in the present buildings" (Leonard 1906).

By 1907 the building's renovation was complete, possibly as earlier as January of that year, and due to the shortage of office and retail space the leases had already been signed by the fall of 1906 (*SF Call* 1906). The 1908 city directories list the following businesses at the Aronson Building: Copper Hewitt Lamp Co.; Corlett Drayage Co.; Dumbarton Land & Improvement Co.; Leslie Salt Refining Co.; Robinson Bros & Co., mfrs agents, along with the return of California Glove Company. By 1913 the city directories show substantial turn over in the building's tenants. At this time office space was occupied by the following firms: Copper, Coate, and Casey Dry Goods; International Typesetting Machine Co.; American Gas & Electric Fixture Co.; The Dentiscope; and California Curtain Mills. In 1918 Rochester Clothing, which started in San Francisco, moved into the ground floor, where it still remains as Rochester Big & Tall (*SF Progress* 1975).

Aronson continued to own the building until June 1938. After the sale to Northwestern Mutual Life Insurance Company, the name changed to the Mercantile Building. The building changed hands several times in the following decades: Bernard Weinstein purchased the building in 1942, Panama Realty Company in 1944, Hilary and Marion Bevis in 1950, R. C. Pauli and Sons in 1958, Larinda Corporation in 1960, and Eighty Six Third Street Association in 1966 (SF Assessor Office Sales Ledgers). In June 1971, the building was transferred to the City and County of San Francisco Redevelopment Agency (SFRA) and was slated for demolition to make way for a plaza and theater as part of the Yerba Buena Center's central block. Proponents of the building fought SFRA to save the building in 1975 (*SF Chronicle* 1975). In June 1975 the City Landmarks Preservation Advisory Board endorsed a recommendation that the Mercantile Building be placed on the National Register of Historic Places (Borsuk 1975). By 1976, the Mayor's Select Committee was studying the retention of the building and its integration into plans for the Yerba Buena Center (Hayward 1976). Ultimately the plans to build a theater and plaza that required the demolition of the Mercantile Building were shelved.

Significance

As stated above, the Aronson Building appears to be NRHP/CRHR eligible under Criteria A/1, B/2, and C/3. The building does not appear to be significant under Criterion D/4. The building's period of significance is from 1903, when the building was constructed, to 1913, marking the conclusion of the first wave of post-Earthquake development in the area. The building has also been identified by Kelly & VerPlanck Consulting as a contributing resource to a proposed CRHR-eligible New Montgomery, Mission & Second Historic District (see Kelley and VerPlanck 2008). Newspaper articles from June 1975 also report that the Landmarks Preservation Advisory Board endorsed a recommendation that the Mercantile Building be placed on the National Register of Historic Places (Borsuk 1975). However, the building was never formally nominated, and a draft nomination was not found in either the San Francisco Planning Department or San Francisco Architectural Heritage files.

Continuation of B10. Significance:

Built in 1903, the Aronson Building marked the expansion of the downtown business district to the south of Market Street. The building was one of a handful of buildings that remained standing in the South of Market neighborhood after the 1906 disaster, and it was quickly repaired to meet the urgent demand for office and retail space. Its survival helped to define the post-1906 character of Mission Street and the surrounding neighborhood while also promoting the continued expansion of the downtown business district to the south of Market Street. Therefore, the Aronson Building appears to be significant under Criterion A due to its survival of the 1906 Earthquake and Fire and its role in influencing the development trends that followed, both of which have had a significant effect on San Francisco's character and urban development. Due to ungoing development in the area, the Aronson Building now is the last indicator of the early twenthieth -century expansion of the downtown business district to this portion of South of Market.

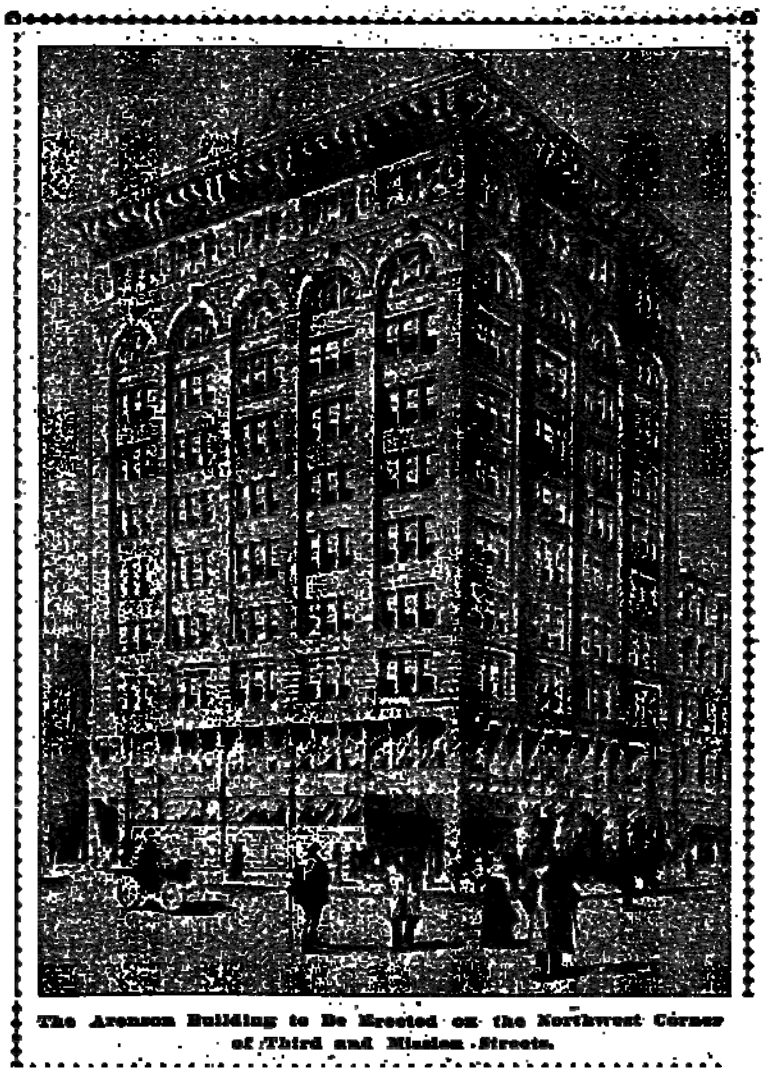
The building was the crowning achievement of Abraham Aronson, an influential San Francisco real estate developer and prominent member of the city's Jewish community. Aronson was one of the most prolific and successful real estate men of his day, constructing well over 20 commercial buildings. The Aronson Building was noted to be his primary holding and was the building he chose to memorialize himself. Based on this association, the building appears to be significant under Criterion B.

The Aronson Building is also significant under Criterion C/3 as an excellent example of American Commercial architecture in the tradition of the Chicago School. Inspired by the late nineteenth-century designs of Chicago architectural firms, such as Adler & Sullivan, the Aronson Building employs the three-part vertical composition where the form is inspired by the classical column comprised of the base, shaft, and capital. The first three floors of the Aronson building, which contain ground floor retail and mezzanines, are treated as a base, followed by a grid of recessed, paired windows and inset terra cotta spandrel panels that emphasize the pilasters form the shaft. The two-story capital is comprised of Romanesque arched windows and a prominent modillioned sheet metal cornice. The clear articulation of columns in the pilasters defining the bays of the fourth through ninth floors and the ornate two-story capital make the Aronson Building an excellent example of this style. A central tenet of the commercial style seen in the early Chicago skyscrapers was an accentuation of the building's verticality. Sullivian used the multi-story pilasters to accentuate the verticality of the building along with the repetition of identical office floors and the deliberate uniformity of windows (Koeper 1981:257). Both these elements are clearly defined features in Hemenway and Miller's design for the Aronson Building, particularly the uniformity of the paired windows starting on third floor and carried through to the tenth. Furthermore, the Aronson Building is rare example of this caliber of design in the South of Market area and is notable for surviving the 1906 Earthquake and Fire with little modification to its overall design and exterior. Designed by Hemenway & Miller, the building is a notable pre-earthquake example of the early American commercial building in the tradition of the Chicago school.

The Aronson Building appears to retain its historical integrity of location, design, materials, workmanship, and feeling. Ongoing changes in the area, particularly demolition of most of the adjacent turn-of-the-century buildings, has limited the building's integrity of setting and association. The building has undergone little modification since it was rebuilt in 1907. Historical photographs reveal that little modification to the original design of the exterior occurred during the repairs and that much of the terra cotta cladding is original. The retail space on the ground floor and mezzanine were modernized when Aronson sold the building in the late 1930s, but the general style and much of the materials and workmanship remained (Corbett 1975). Since the mid-1970s, the ground floor has seen minor changes but no other modifications are apparent.

Endnotes

1. The other buildings were the Atlas Building at 602 Mission, the Monadnock Building at 685 Market Street, the Call-Spreckels Building at 26 3rd Street, the Palace Hotel at 2 New Montgomery Street, the Rialto Building at 100 New Montgomery, and the Wells Fargo Building at 85 2nd Street. The only building to completely withstand the fire was the two-story brick Burdette Building, located on the northwest corner of 2nd and Mission Streets.



1902 Drawing of the Aronson Building (SF Chronicle, 12/28/1902)

Continuation of B12. References:

Architect & Engineer. "Work in Architects Office for 1920" *Architect and Engineer* (December 1919).

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SF Call, "Great Activity is Shown On Third." *San Francisco Call.* September, 27, 1906, p. 15.

SF Chronicle, "Third and Mission Street Structure." *San Francisco Chronicle.* December 28, 1902, p.28.

SF Chronicle, "Fans Can't Save an Old Building." *San Francisco Chronicle.* March 15, 1975.

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Continuation of B12. References:

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U. S. Geological Survey (USGS). *The San Francisco Earthquake and Fire of April 18, 1906*. Washington, D. C: Government Printing Office, 1907.