



SAN FRANCISCO PLANNING DEPARTMENT

California Register Nomination Review & Comment

HEARING DATE: APRIL 4, 2012

Date: March 28, 2012
Case No.: 2012.0179U
Project Address: 572 7th Street
Zoning: UMU (Urban Mixed Use) Zoning District
68-X Height and Bulk District
Block/Lot: 3780/004F
Project Sponsor: Nancy Goldenberg
Carey & Company
462 Bush Street
San Francisco, CA 94103
Staff Contact: Richard Sucre – (415) 575-9108
richard.sucre@sfgov.org
Recommendation: **Send resolution of findings to the Office of Historic Preservation recommending approval of the nomination of the subject property to the California Register of Historical Resources**

1650 Mission St.
Suite 400
San Francisco,
CA 94103-2479

Reception:
415.558.6378

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415.558.6409

Planning
Information:
415.558.6377

BACKGROUND

In its capacity as a Certified Local Government (CLG), the City and County of San Francisco is given the opportunity to comment on nominations to the California Register of Historical Resources (California Register). The California Register program encourages public recognition and protection of resources of architectural, historical, archeological and cultural significance, identifies historical resources for state and local planning purposes, determines eligibility for state historic preservation grant funding and affords certain protections under the California Environmental Quality Act (CEQA).

Carey & Company, a historic preservation architecture and planning firm, prepared the California Register nomination for 572 7th Street at the request of the property owner, Greg Flynn of REOF XIII, LP (dated February 2012).

PROPERTY DESCRIPTION / EXISTING HISTORIC STATUS

The subject property at 572 7th Street is located on the west side of 7th Street, between Bryant and Brannan Streets in San Francisco's South of Market neighborhood. Constructed by builder George Wagner in 1938, 572 7th Street is a two-story, reinforced-concrete/steel frame, light industrial building, which occupies the entire 50 ft by 160 ft rectangular lot. The building is designed in an Art Moderne architectural style, and features stucco cladding, a bow truss roof, a contemporary, aluminum storefront system on the ground floor, historic steel-sash windows on the second floor, and Moderne ornamentation, including incised speed lines, molded horizontal ridges and grooves, and vertical

chevrons. Facing Langton Street, the rear façade is utilitarian in character and features scored stucco, a service entrance, and aluminum-sash windows. Overall, the building is in good condition.

The subject property is not currently listed in any local, state or national historical register. The subject property is included within the Showplace Square/Northeast Mission Historic Resource Survey, which was adopted by the Historic Preservation Commission in August 2011. The subject property was assigned a California Historic Resource Status Code (CHRSC) of "3CS," which designates this property as "appears eligible for CR as an individual property through survey evaluation."

CALIFORNIA REGISTER CRITERIA

The California Register of Historical Resources is an authoritative guide to identifying the State of California's historical resources. The California Register includes properties which are listed or have been formally determined to be eligible for listing in the National Register, State Historical Landmarks, and eligible Points of Historical Interest. An individual resource, district, or local landmark may be nominated for inclusion in the Register by a resident, a landowner, or a local government. All nominations are reviewed by the State Historic Resources Commission (SHRC). A historic resource may be listed in the California Register if it meets any of the following criteria:

- Criterion 1It is associated with events that have made a significant contribution to the broad patterns of California's history and cultural heritage;
- Criterion 2.....It is associated with the lives of persons important in California's past;
- Criterion 3.....It embodies the distinctive characteristics of a type, period, region, or method of construction, or represents the work of an important creative individual, or possesses high artistic value; or
- Criterion 4.....It has yielded or is likely to yield information important in prehistory or history.

According to the nomination's summary, 572 7th Street is significant at the local level under California Register Criterion 1 (Events) for its association with the pattern of light industrial development in the South of Market neighborhood between the Great Depression and World War II, and under California Register Criterion 3 (Architecture) as a fine example of an Art Moderne style warehouse and as the work of master building, George Wagner. The period of significance is 1938, which encompasses the property's date of construction. The subject property possesses historic integrity from the date of construction, despite the installation of a contemporary aluminum storefront system at the ground floor level.

STAFF ANALYSIS

The Department agrees that the subject property is locally significant under Criterion 1 (Events) for its association with the pattern of light industrial development in the South of Market neighborhood between the Great Depression (1929) and World War II (1939 to 1945). The subject property is representative of a brief industrial development boom that occurred in the South of Market neighborhood between 1935 and 1940. Between 1929 and 1935, the Great Depression had virtually halted new development in the South of Market neighborhood. Similarly, from 1939 to 1945, new construction

was also significantly impacted due to a focus upon the wartime efforts/production associated with World War II. The subject property was constructed during a brief time of prosperity after the Great Depression, but before World War II. This brief pattern of industrial development is apparent within the larger history of the neighborhood and is evidenced in the other nearby properties, which also developed between 1935 and 1940. The subject property is representative of this history, which illustrates the long association and strong trend of industrial development within the South of Market neighborhood.

The Department agrees that the subject property is locally significant under Criterion 3 (Architecture) as a fine and rare example of the Art Moderne architectural style. The Art Moderne style was popularized in the 1930s and 1940s. The subject property embodies many of the characteristics of this architectural style, including horizontal emphasis, horizontal groupings of windows, horizontal bands of raised or incised trim (“speedlines”), rounded corners, and geometric detailing. In comparison to other recognized properties designed in an Art Moderne architectural style, such as 224 Townsend Street (constructed in 1935) and 435 Brannan Street (constructed in 1910; remodeled in the 1930s) (see images below), the subject property exhibits many of the same stylistic flourishes, which are the hallmarks of this architectural style, including speedlines, geometric ornamentation, and vertical chevrons. Across the South of Market neighborhood, the typical light industrial property often exhibits either a Neo-Classical or Art Deco architectural style. An Art Moderne light industrial property is rare, especially one that still retains the majority of its historic integrity. Therefore, 572 7th Street appropriately represents a unique and fine example of the Art Moderne architectural style.

The Department disagrees that the subject property is locally significant under Criterion 3 (Architecture) as a work of master builder, George Wagner. Based upon information provided by the consultant, it appears that Wagner is better known for his earlier work from the 1900s to the 1920s. Wagner gained notoriety as the builder for monumental projects, including the Paramount Theater in Oakland and Oakland City Hall. Relative to his smaller-scale work, Wagner constructed several small- to mid-size light industrial properties in the South of Market in the 1920s. The subject property was constructed towards the end of his career and doesn’t appear to be representative of his larger body of work. In comparison to the earlier small-scale industrial properties and his higher profile projects, 572 7th Street is a modest, speculative warehouse and Wagner’s contributions are better recognized through other projects in San Francisco and the Bay Area.

ACTION REQUESTED

- Review the California Register Nomination (DPR 523A and 523B forms);
- Provide comments on whether 572 7th Streets meets the California Register significance criteria under Criteria 1 and 3; and
- Recommend or not recommend the nomination of 572 7th Street for listing in the California Register.

BASIS FOR RECOMMENDATION

- The subject property is eligible for listing in the California Register under Criterion 1 (Events) for its association with the pattern of light industrial development in the South of Market neighborhood between the Great Depression (1929) and World War II (1939 to 1945) and under Criterion 3 (Architecture) as a fine and unique example of the Art Moderne architectural style.

RECOMMENDATION:	Forward resolution of findings to OHP recommending approval of the nomination of 572 7th Street to the California Register.
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Attachments:

Draft Resolution

DPR 523A (Primary Record)

DPR 523B (Building, Structure & Object Record)

Exhibits, including Parcel Map, 1998 Sanborn Map, Zoning Map, Aerial Photos and Site Photos

1976 DCP Architectural Survey Form



SAN FRANCISCO PLANNING DEPARTMENT

Historic Preservation Commission Resolution No. XXXX

HEARING DATE: April 5, 2012

Date: April 4, 2012
Case No.: **2012.0179U**
Project Address: **572 7th Street**
Zoning: UMU (Urban Mixed Use) Zoning District
Block/Lot: 3780/004F
Project Sponsor: Nancy Goldenberg, Carey & Co.
Staff Contact: Richard Sucre – (415) 575-9108
richard.sucre@sfgov.org
Reviewed By: Tim Frye, Preservation Coordinator
tim.frye@sfgov.org

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ADOPTING FINDINGS RECOMMENDING TO THE STATE HISTORIC PRESERVATION OFFICER THAT 572 7TH STREET (ASSESSOR'S BLOCK 3780, LOT 004F) BE NOMINATED TO THE CALIFORNIA REGISTER OF HISTORICAL RESOURCES.

PREAMBLE

1. WHEREAS, on February 21, 2012, the Project Sponsor (Nancy Goldenberg, Carey & Company) submitted a California Register Nomination on DPR 523A (Primary Record) and DPR 523B (Building, Structure, and Object Record) forms with the San Francisco Planning Department for 572 7th Street (Block 3780, Lots 004F).
2. WHEREAS, pursuant to the Certified Local Government (CLG) Agreement between the State of California Office of Historic Preservation (hereinafter "OHP") and the City and County of San Francisco, the Historic Preservation Commission is provided with a ninety (90) day review and comment period to provide written comments to the OHP before the State Historical Resources Commission takes action on the above-stated California Register nomination.
3. WHEREAS, City Charter 4.135 established the Historic Preservation Commission. All duties and responsibilities of the Landmarks Preservation Advisory Board ("LPAB") are under the purview and responsibility of the Historic Preservation Commission.
4. WHEREAS, on April 4, 2012, the Department presented the nomination to the Historic Preservation Commission. The Commission's comments on the nomination would be forwarded to the State Historic Preservation Officer.

THEREFORE BE IT RESOLVED that the Historic Preservation Commission has reviewed the California Register Nomination for 572 7th Street, on Lot 004F in Assessor's Block 3780, and this Commission has provided the following comments:

-

BE IT FURTHER RESOLVED that the Historic Preservation Commission hereby directs its Recording Secretary to transmit this Resolution, and other pertinent materials in the Case File No. 2012.0179U to the State Historic Preservation Officer.

I hereby certify that the foregoing Resolution was **ADOPTED** by the Historic Preservation Commission at its regularly scheduled meeting on April 4, 2012.

Linda D. Avery
Commission Secretary

PRESENT:

ABSENT:

ADOPTED: April 4, 2012

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

Primary # _____
 HRI # _____
 Trinomial _____
 NRHP Status Code 3CS

Other Listings _____
 Review Code _____ Reviewer _____ Date _____

*Resource Name or # 572 7th Street Warehouse

P1. Other Identifier: None

*P2. Location: Not for Publication Unrestricted

*a. County: San Francisco

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

*b. USGS 7.5' Quad: San Francisco North Date: 1994

T R ¼ of ¼ of Sec . B.M.

c. Address: 572 7th Street

City: San Francisco

Zip: 94103

d. UTM: Zone: ; mE/ mN (G.P.S.)

e. Other Locational Data: APN# 3780-004F, near west corner of the intersection of 7th Street and Brannan Street.

*P3a. Description:

Site

The building at 572 7th Street sits on a rectangular 8,000 square foot parcel on the southwest side of 7th Street, between Bryant and Brannan streets. The parcel is a through-lot with additional frontage on Langton Street. The building occupies the entire lot, with its primary facade facing northeast onto 7th Street and its rear facade facing southwest onto Langton. Its secondary facades abut neighboring buildings and the building connects with 808 Brannan Street through its southeast wall. There is no open space on the lot for landscaping or other features.

The property is located on flat terrain, within one block of the Bayshore Freeway (Interstate 80) to the west, and approximately two blocks of Mission Creek, Interstate 280, and the CalTrain tracks to the southeast. Seventh Street is a four-lane, one-way traffic artery with curb-side parallel parking and sidewalks on both sides. Small to mid-sized street trees are located along the street, but not in front of the subject building. Langton Street, at the rear of the subject property, is a narrow alley with side-by-side parking backing up to the buildings closely flanking the paved street. A rail spur, consisting of parallel steel tracks bordered by cobble stones, runs down the northeast side of the alley in close proximity to the rear wall of the building. The surrounding neighborhood features light industrial and commercial uses, consisting of small to mid-sized warehouses, manufacturing plants, office buildings, and a few buildings housing restaurants and retail businesses. (Continued)

*P3b. Resource Attributes: HP6. 1-3 story commercial building

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

P5a. Photo or Drawing



P5b. Photo:

Primary facade, looking west, 2 Feb 2012

*P6. Date Constructed/Age and Sources:

Historic Prehistoric Both

1938, San Francisco Dept. of Building Inspection building permit record

*P7. Owner and Address:

Greg Flynn (REOF XIII, LP)
 225 Bush Street, Suite 1470
 San Francisco, CA 94104

*P8. Recorded by:

Carey & Co., Inc.
 460 Bush Street
 San Francisco, CA. 94108

*P9. Date Recorded: February 2012

*P10. Survey Type: Intensive

*P11. Report Citation:

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):

BUILDING, STRUCTURE, AND OBJECT RECORD

*NRHP Status Code 3CS

Page 2 of 13

*Resource Name or # 572 7th Street

B1. Historic Name: None

B2. Common Name: None

B3. Original Use: Light Industrial

B4. Present Use: Vacant

*B5. Architectural Style: Art Moderne

*B6. Construction History: Constructed in 1938. (Table of alterations included below.)

*B7. Moved? No Yes Unknown Date: N/A Original Location: N/A

*B8. Related Features: None

B9a. Architect: None

b. Builder: George Wagner

*B10. Significance: Theme: Art Moderne Industrial Development

Area: South of Market, San Francisco

Period of Significance: 1938

Property Type: Light Industrial

Applicable Criteria: A, C

Historic Context

The building is eligible for the California Register under Criterion 1 for its associations with a pattern of light industrial development in the South of Market between the Great Depression and World War II. It is also eligible under Criterion 3 as a prime example of an Art Moderne style warehouse and as the work of master builder George Wagner. The warehouse at 572th Street was built in 1938 by the George Wagner Construction Company for the California Pacific Title and Trust Company. It served as a freight depot under a variety of owners and occupying businesses for approximately 38 years after its construction and later served as a floor covering warehouse and a clothing retailer's warehouse.

Neighborhood Context: South of Market¹

The South of Market neighborhood is generally considered to be bounded by Market Street on the northwest, San Francisco Bay on the northeast, Mission Creek to the southeast, and Division Street/Central Freeway (U.S. Route 101)/13th Street to the southwest. The building at 572 7th Street is located in the southwestern portion of this area.

The Gold Rush triggered a boom that initially developed South of Market with industrial plants, especially iron foundries, and the small cottages of industrial workers who were employed by them. As dunes were leveled, swamps were filled, and the economy prospered, South of Market became the most important industrial zone on the West Coast. The 1906 earthquake hit the area hard, liquifying filled ground and sparking fires that swept through the neighborhood. Lack of economic means and a prolonged debate over the regulation of fire-proof construction made reconstruction especially slow in South of Market. (Continued)

B11. Additional Resource Attributes: N/A

***B12. References:**

(See footnotes)

B13. Remarks:

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

*Date of Evaluation: February 2012

(This space reserved for official comments.)

(Sketch Map)



¹ Section summarized from Page & Turnbull, "Historic Context Statement: South of Market Area," 30 June 2009. *Required information

P3a. Description: (continued)

Overview

The light industrial building at 572 7th Street is Art Moderne style. It has one-story with a mezzanine, and its rectangular plan contains 12,000 square feet. It is constructed of reinforced concrete with an internal steel frame and has a bow truss roof surrounded by a low parapet. The primary and rear facades are visible; however, the secondary facades abut neighboring buildings and are not exposed.

Primary Facade

The primary facade faces northeast onto 7th Street and is clad with stucco. The first story, which originally featured a full-width recessed loading dock, is raised a few feet above the sidewalk level and features a recessed entrance at the center; the remainder is flush with the second story wall. The entrance is accessed by concrete steps within the recessed vestibule. A metal security gate encloses the top of the steps and the door. The entry door consists of a fully-glazed, metal-frame, double-door that is surrounded by a fixed, multi-lite, aluminum-sash window assembly acting as transoms and sidelights. Likewise, the side walls of the recessed entry vestibule are fenestrated with multi-lite, aluminum-sash window assemblies. These windows turn the corner onto the primary plane of the facade and meet round metal columns that flank the entry vestibule. On either side of the entry, the remainder of the first story is fenestrated with large aluminum-sash window assemblies that consist of nine fixed lites surmounted by three operable sashes, in awning configurations.

The second story, which represents original construction, is separated from the first by a horizontal stucco band bearing an incised horizontal line across the width of the building. At each side of the facade, this incised line meets projecting, horizontal, decorative brackets that have rounded corners and molded horizontal ridges and grooves. Similar, but narrower, elements are located at the sides of the facade near the upper corners of the second story windows. The second story is fenestrated with three multi-lite, steel-sash, industrial windows that have small operable awning lites in the upper portions. The windows are separated by triangular-profiled pilaster elements that have pointed tops and bottoms. The partial pilasters extend above and below the window openings, with the bottom ends intersecting the incised line that separates the stories. The primary facade terminates in a flat roofline. Two raised stucco speedline elements extend from each side of the facade at the roofline, but do not span the entire facade.

Rear Facade

The rear facade of the building faces southwest onto Langton Street and is clad with scored stucco. Like the primary facade, the first story is raised a few feet above the paved alleyway. On the south side of the first story is a service entrance, located above-grade, that is not accessed by stairs or a ramp. It features a set of fully-louvered metal double-doors. Two small louvered metal vents are located above the north side of the doors. The north side of the first story also features a six-lite, aluminum-sash window in which the top four lites are fixed and the two bottom lites are operable in an awning configuration. The second story features two similar windows, with four lites (two fixed over two operable). The rear facade terminates in an unadorned roofline that is arched to follow the contour of the bow truss roof.

Interior

The interior of 572 7th Street consists primarily of a single open warehouse space, with mezzanines at the northeast and southwest ends of the building. The southeast side of the building opens to the adjacent building, 808 Brannan Street. The solid portions of the southeast wall are the exterior masonry walls of this adjacent building. A small section of board-formed poured concrete wall is located at the northeast end of this side of the building and a small section of concrete block wall is located at the southwest end. In between, the roof is supported by concrete piers and horizontal steel I-beams. The brick masonry wall of 808 Brannan Street sits a few inches away from the concrete/I-beam frame and concrete portions of wall. The brick wall has two service entrance openings in it, near the center, that provide access between the buildings. Neither opening has doors, but both have steel beam lintels.

The northeast wall consists entirely of the aluminum-sash window assemblies on the lower level, as described earlier. The round metal columns flanking the entrance vestibule on the exterior are also exposed on the interior. Here they flank the entry vestibule, which projects into the interior space. At the mezzanine level, the northeast wall surface consists of board-formed poured concrete. The long, northwest wall of the building has a framework of concrete piers and horizontal steel beams, like the southeast wall, but the framework is infilled with drywall from which the framework

P3a. Description: (continued)

protrudes slightly. The southwest end is surfaced with drywall. A steel I-beam spans the top of the wall, from one concrete corner pier to the other.

The floor consists of smooth poured concrete, with a surface change at the northeast end, where the original loading dock has been infilled. Here, the floor is surfaced with plywood. A terrazzo pad with a geometric design is located adjacent to the southwestern of the two service entrances in the southeast wall, continuing the flooring found in 808 Brannan Street.

The mezzanines at each end of the building are two bays deep (the bays being determined by the placement of concrete piers along the southeast and northwest walls). They are supported by a framework of steel I-beams. Standard wood joists on metal hangers, visible beneath each mezzanine, support the floor structure on which plywood is laid as the floor surface. The open sides of the mezzanines are enclosed by wood railings. Dog-leg wooden stairs access each mezzanine, featuring wood treads and wood railings. They are located at the southeast side of each mezzanine.

Under the southwest mezzanine is the only partitioned space within the building. It consists of a cubic room made of poured concrete located at the south corner of the building. Its exterior walls are clad with drywall, but the top, flush with and forming part of the mezzanine's floor, is smooth poured concrete.

The ceiling of the warehouse space is barrel vaulted, supported by the exposed structure of the bow-truss roof system. The arched bow-string trusses are steel and span the building's width, while substantial wooden rafters run its length. Between the rafters are small wood X-braces; above is diagonal wood board cladding. The ceiling is pierced near the center by four large, rectangular, domed, plastic skylights. Metal ventilation ducts run at the level of the bottom of the trusses and under the mezzanines. They connect to an enclosed utility cupboard under the stairs of the northeast mezzanine. A number of glass or plastic bell-shaped light fixtures and fluorescent tube fixtures suspend from the trusses and under the mezzanines.

Alterations

A search of building permit records and plans at the San Francisco Department of Building Inspection produced the following records of alterations made to the building at 572 7th Street:

Date	Permit No.	Work	Other Info.
08/01/38	36147	Construct new 1-story, class C building for use as a loading dock. Dimensions 50' x 160' (to fill lot).	Original permit. Owner: California Pacific Title & Trust Co. Contractor: George Wagner. Cost: \$9,000
07/09/38	(Plans related to permit 36147)	Plans show enclosed mezzanine at northeast end of building only, containing an office and small bathroom. Steel sash windows looked out into warehouse space and a quarter-turn stair was located at the northwest side. Employee toilet at base of stairs to mezzanine. Diagonal steel rods forming X-bracing located within concrete structural frame. Vents and small lantern on roof. Macadam/asphalt floor with wood floor near center of building and additional wood-surface loading dock at southwest end of building. Corrugated iron cladding and two 21'-wide openings on rear facade. No windows in upper rear facade. Loading dock across front facade accessed by 40'-wide opening with rolling doors with movable post at the center. Fully-glazed, metal	Title block: "Loading Dock for California Pacific Title & Trust Co."

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

Primary # _____
 HRI # _____
 Trinomial _____

Page 5 of 13

Resource Name or # 572 7th Street

*Recorded by Carey & Co, Inc.

*Date February 2012

Continuation Update

		entry door recessed on right side of primary facade.	
03/06/67	304184	Extend present roof, new concrete floor slab, new openings to adjacent building.	Owner: B.R. Funsten. Architect: Robert S. Gefkin. Contractor: Cahill Construction. Cost: \$30,000
02/27/67	(Plans related to permit 304184)	Plans show new fire door opening on southeast wall. Removal of wood dock near center of building. New slab on compacted floor to match floor elevation of adjacent building at northeast end of building.	Title block: "Addition to Building" by structural engineer Robert S. Gefkin. Note: "Refer to Schraders Iron Works drwg. for existing conditions" (No such drawing available)
Post-1976	Source: 1976 Junior League Survey (Permit not available)	The original recessed loading dock is infilled with aluminum sash window assemblies. This assembly is flush with the wall above, leaving only a recessed entry vestibule at the center. The rear elevation was most likely redone at the same time.	Stylistically, these alterations appear to date to the 1980s.

Major alterations, which are apparent from visual observation, but are not recorded on building permit records include the infill of the recessed loading dock on the first story of the primary facade with full-height aluminum-sash window assemblies. This alteration also included the relocation of the primary pedestrian entrance from the right side of the primary facade to the center, using new double-doors. On the rear facade, two service entrances were enclosed and a smaller one inserted, while the entire facade was stuccoed and window openings with new aluminum-sashes were installed at the first and second story levels of the facade. Inside the building, the enclosed northeastern mezzanine, which once housed an office, and its associated stairs and restroom facilities were removed and the mezzanine was rebuilt as an open loft. A second open mezzanine was added at the building's southwest end, along with a poured concrete room below the mezzanine.



First story, primary facade.



Art Moderne brackets, primary facade.

Page 6 of 13
*Recorded by Carey & Co, Inc.

Resource Name or # 572 7th Street
*Date February 2012

Continuation Update

P3a. Description: (continued)



Primary entrance.



Second story, primary facade.



Rear facade.



Service entrance, rear facade.

Page 7 of 13
*Recorded by Carey & Co, Inc.

Resource Name or # 572 7th Street

*Date February 2012 Continuation Update

P3a. Description: (continued)



Upper story window, rear facade.



Interior space, looking northeast toward front of building.



Interior space, looking southwest toward rear of building.



Interior of bow truss roof.

***B10. Significance: (continued)**

Because of these delays and new restrictions, small property owners sold out to industrial plants and South of Market became increasingly industrial. Residential development was limited to large apartment buildings or residential hotels that continued to house primarily blue-collar industrial plant workers.

The Great Depression affected the area's productivity and further impoverished the area's already lower class population, turning the area into a "Skid Row." But, just as the Great Depression had brought a downturn to South of Market, World War II stimulated its industries beyond previous productivity. It resulted in the rationing of materials, however; which meant little new construction in South of Market.

It was between these two periods of stagnant development that 572 7th Street was constructed; during a brief period of time when relative normalcy allowed for the economic means and materials to construct such a building. Approximately one tenth of the buildings on the surrounding, similarly-developed blocks to the northeast and east of the subject property were constructed between 1935 and 1940.² Meanwhile, twenty-eight properties in the Showplace Square area to the south of the subject property were built during the time period, illustrating this small boom.³

After the war, South of Market settled back into its pre-war level of activity, maintaining its industrial role and continuing to support a community of poor, working-class, males. Because of its industrial character and working-class demographics, the area became a center for labor union activities. In the 1950s, the "blighted" South of Market became a focal point for redevelopment activities that down-played the area's industrial functions going into the 1960s and 70s. Industry moved to other locations outside the city and shifting uses left openings for new commercial and residential demographics to come into the area. A notable Philippino enclave developed, and there was an influx of marginalized communities and the businesses they supported. Continued alternative uses for the old industrial buildings in South of Market continued in the 1990s as the "Dot-Com Boom" attracted numerous tech start-ups and tech workers, who moved into converted industrial loft offices and residences. South of Market gradually gentrified and since that time luxury high rise condos have come to characterize the area, while vestiges of South of Market's early industrial character still remain scattered throughout the area.

Property Significance

Prior to the construction of the subject building, the site was owned by W.E. Dean from at least the 1890s through 1901. During that time, the property (at its current dimensions) was included in a larger 100-vara parcel, which occupied about a sixth of the block at it's eastern corner.⁴ In 1906, the South of Market area was leveled by the earthquake and fires and any improvements on the subject property were likely destroyed.

Block Books show that after the disaster, by October 1906, the property had come under the control of McNab & Smith, a drayage company, and had increased to occupy almost half of the block at it's northeast end.⁵ This is a good example of the development that occurred immediately following the disaster when small, temporary buildings and large stable and storage yards were common in the South of Market area. A building permit from July 1907 indicates that McNab & Smith erected a one-story warehouse building on the current site of 572 7th Street at that time. The building had a concrete foundation and was of wood frame construction with corrugated iron cladding and roof, reflecting the attempt to fire-proof these new post-quake buildings.⁶ The 1913 Sanborn Map indicates that wagon sheds occupied the approximate location of the subject building at that time.

In 1923, McNab & Smith sold the large half-block property to the Overland Freight Transfer Company.⁷ Overland Freight Transfer was established in San Francisco in 1867 and was a major shipping operator.⁸ It is unknown how the

² Ten buildings of approximately 103 on the blocks bounded by 8th, Bryant, 6th, Townsend, 7th, and Brannan Streets were built between 1935 and 1940. These blocks are considered to be within a good proximity of 572 7th Street and are of similar development in that parcel/building sizes are consistent. Other surrounding blocks feature full-block, non-comparable development, or are separated by a logical boundary, like a freeway.

³ Based on data from the Showplace Square Survey, in which approximately 600 properties were surveyed.

⁴ San Francisco Block Books, 1894 and 1901.

⁵ San Francisco Block Book, October 1906.

⁶ San Francisco Department of Building Inspection, building permit #11137, 25 July 1907.

⁷ San Francisco Assessor's Office, sales ledgers.

***B10. Significance: (continued)**

property was developed or used during the company's ownership, but it likely continued to serve as a drayage yard and freight depot.

In 1937, after the hardships of the Great Depression had passed and before the shortages of World War II set in, Overland Freight Transfer Company subdivided their large parcel into a number of smaller lots and sold them off. This action formed the subject property in its current dimensions. It was labeled lot 4F, and was sold to the California Pacific Title and Trust Company, which held the deed for two years.⁹ The subject building was constructed in 1938 by contractor George Wagner, under the ownership of the title company.¹⁰ This indicates that the building was constructed on speculation as a generic warehouse without a particular occupant or use in mind. Upon the building's completion, California Pacific Title and Trust Company sold the property (in March 1939) to Otto R. and Edna I. Schrader, and Francis W. and Frieda Schrader.¹¹ Census records indicate that Otto R. and Francis W. Schrader were brothers.¹² Otto was the president of Schrader Iron Works, while Francis was vice president.¹³ The structural steel contracting business was family-run and based in San Francisco for 101 years (1892-1993); a remnant of some of the earliest industrial development in South of Market. Schrader Iron Works was located on Harrison Street, however, and does not appear to have been associated with the subject property.¹⁴ Under the Schader's ownership, the building at 572 7th Street was occupied by Coynes Freight Lines, which continued the site's original use as a freight depot. Coynes Freight Lines had been known as California-Utah Freight Lines only a few years previously.¹⁵

In 1949, the Schrader brothers' wives relinquished ownership of the property to their husbands, and, in the early 1970s, the deed transferred to the Schrader Investment Company, which continued to hold the property until 1976.¹⁶ Coynes Freight Lines remained in the building until at least 1940. The 1950 Sanborn Fire Insurance Map shows that the building continued to house a freight depot, although it is unknown whether this referred to Coynes or Inland Freight Lines, which had moved into the building by 1953. Inland Freight Lines remained through the late 1950s, but by 1960 had been replaced by still more freight companies that occupied the building simultaneously; Ringsby Truck Lines, Inc., James E. Nolan Co. trucking, and Tyler Bros. Drayage.¹⁷

In 1976, the Schrader Investment Company sold the subject property to B.R. Funsten & Company, which was a wholesale floor covering business.¹⁸ For the first time in its history, the subject property was used as something other than a freight depot, although it still functioned in a warehouse capacity. This reflects the shifting trends of use in South of Market, with heavy industry leaving the area and light industry, retail, and offices staying or coming in. B.R. Funsten & Company also occupied a building across the street at 598 7th Street.¹⁹

Two years later, in 1978, B.R. Funsten & Company sold the property to a group consisting of the Florence H. Hillis Trust (¼ ownership), Edna H. Lowery (¼ ownership), and E.W. Hopkins Realty Trust (½ ownership). A month later, the Florence H. Hillis Trust sold its share to the other two parties. During this time, the building appears to have been vacant.²⁰

In 1986, George Georgiou purchased the property. He owned a women's clothing retail business. The business had begun as a small shop on Union Street in 1974 and grew to a nationwide chain of boutiques that sold clothing

⁸ Advertisement in 1939 San Francisco city directory.

⁹ San Francisco Assessor's Office, sales ledgers.

¹⁰ San Francisco Department of Building Inspection, building permit #36147, 1 August 1938.

¹¹ San Francisco Assessor's Office, sales ledgers.

¹² U.S. Federal Census, 1930.

¹³ San Francisco city directories.

¹⁴ Schrader & Son, "History," <http://www.schraderandson.com/aboutus.html>.

¹⁵ San Francisco city directories, ca. 1938.

¹⁶ San Francisco Assessor's Office, sales ledgers.

¹⁷ San Francisco city directories, 1940-1960.

¹⁸ San Francisco Assessor's Office, sales ledgers. San Francisco city directories, ca. 1976.

¹⁹ San Francisco city directories, ca. 1976.

²⁰ San Francisco Assessor's Office, sales ledgers. San Francisco city directories, 1978-1982.

***B10. Significance: (continued)**

designed by George Gerogiou and sold under his name.²¹ Georgiou's headquarters was next door at 808 Brannan Street. A Sanborn Fire Insurance Map from the mid-1990s shows that 572 7th Street was used as a carpet warehouse at that time, suggesting that it continued to be occupied by B.R. Funsten & Company or a similar tenant. Georgiou owned the property through 1999, when the deed was transferred to 808 Brannan Street, Inc., also a holding of George Georgiou.²²

Building Type: Warehouse

The function of a warehouse is to store large quantities of goods for eventual distribution. Warehouses may be dedicated storage spaces for the products of a particular commercial enterprise or be a space rented to one or more tenants for use as a distribution point, where goods are brought in from a source point and distributed elsewhere as commerce dictates. The warehouse at 572 7th Street functioned as the latter for much of its history, serving as a freight depot where trucking companies brought cargo for storage before redistribution.

As suggested by the history of the subject parcel alone, warehousing has been an active business since well before the construction of 572 7th Street. Illustrated by earlier development on the site, pre-automobile transport and warehousing (drayage) often required large lots with complexes of multiple buildings to house wagons, horses, and the cargo itself. Plenty of space was needed in open yards for the maneuvering of wagons and the distribution of cargo, and buildings were relatively small since cargo quantities and packaging methods were minimal and restrictive.

After 1906, there were two primary periods of warehouse development: the recovery and reconstruction period from 1906-1919 and a later period of growth focused on progressing the industry from 1920-1956. After the earthquake and fires of 1906, warehouses in San Francisco were increasingly constructed of concrete for its fireproof properties, but also because buildings could be made larger and sturdier; more capable of handling the heavy use of the industry. Large open drayage yards were less prevalent and, as time progressed, operations became more condensed, often housed in a single building with the means of cargo transportation housed elsewhere. However, large open spaces were still necessary within warehouse buildings, as large containers needed to be maneuvered and stacked.²³

The interior spatial organization of warehouses typically included two main spaces; a warehouse floor and an office mezzanine. The processing, packaging, movement, and storage of cargo took place on the warehouse floor, which occupied most of the building's internal space. Partitioning was minimal to maximize valuable storage space and allow sufficient lighting throughout the space, while flooring was durable and roofs were high, including many forms of truss roofs pierced by skylights. The office mezzanine, usually located at one end of the building, allowed management to have an overview of the warehouse floor in order to supervise the work going on there. Warehouse buildings generally took on generic and functional forms and contained features to accommodate a variety of tenants and their varying uses and goods; however, facades were often given decorative treatments to attract these tenants. This was especially true of distribution warehouses leased to manufacturing or freight companies, who desired some aesthetic appeal as a form of advertisement. Modernist architectural styling, especially, was seen as a symbol of progressive and efficient methods of freight transport and storage.²⁴

Builder: George Wagner

The building at 572 7th Street was constructed by George Wagner, who owned and operated the George Wagner Construction Company. George Wagner (1881–1982) was born in San Francisco and graduated from Lowell High School in 1899. He was a founding member of the San Francisco Architectural Club in 1901 and, after the 1906 earthquake and fires devastated much of the city, joined the booming construction industry to help rebuild. Within a few years he founded the George Wagner Construction Company, which worked with the architecture firm Bakewell & Brown in 1915 to construct San Francisco's new City Hall.²⁵

²¹ Georgiou Store, "Our Company," <http://www.georgioustore.com/ourCompany.htm>.

²² San Francisco Assessor's Office, sales ledgers.

²³ Page & Turnbull, "Market & Octavia Area Plan Historic Resources Survey," December 2007.

²⁴ Ibid.

²⁵ Page & Turnbull, Department of Parks & Recreation 523 District Record: South End Historic District Addition, June 2009.

***B10. Significance: (continued)**

Wagner's company is known to have been particularly active during the 1920s, when he worked throughout California, including a number of projects in Los Angeles. At this time, well-known San Francisco architect Herman Carl Bauman is known to have been employed by Wagner's firm and the two appear to have worked closely together.²⁶ Wagner was the contractor who made Miller & Pfleuger's design for the Paramount Theater in Oakland a reality in 1931, and he is known for constructing other landmark buildings such as the Medico-Dental building, Oakland City Hall, Alameda County Courthouse, the Civic Center War Memorial complex, Temple Emanu-El, and Mather Field near Sacramento. In partnership with builder Adrian Martinez, the Wagner-Martinez Co. built many of the major buildings at Stanford University, including the medical center.²⁷

In addition to these illustrious projects, Wagner was prolific in building more modest buildings. Within the South of Market area, he was responsible for a number of small to mid-sized light industrial buildings such as: 630 3rd Street (Colgate & Co. warehouse, 1924), 85 Columbia Square Street (small 20th Century Commercial style light industrial building, 1921), 1019-1021 Mission Street (Classical Revival style garage, 1922), 927-931 Howard Street (20th Century Commercial style light industrial building, 1923), 414 Brannan Street (Mediterranean Revival style light industrial building, 1924), 921 Howard Street (20th Century Commercial style light industrial building, 1924), and 1061 Howard Street (Classical Revival style light industrial building to which he made alterations in 1935).²⁸ These examples were undertaken during the 1920s, which seems to be regarded as the height of Wagner's career; however, issues of *Building & Engineering News* from the early 1930s show that Wagner maintained offices in South Park and completed a number of projects at that time as well. They included a chemical plant for Shell Oil Company in Contra Costa County, the gymnasium and two stone gate towers on the Stanford campus, a residence in Hillsborough for W.W. Crocker, a six-story factory in South of Market, a warehouse and office building, and a service station, as well as some additions and remodels for dwellings and other buildings. During these years, he worked alongside well-known local architects Bakewell and Brown, and Frederick Meyer on many projects.²⁹

In 1941, Wagner reconstructed the north and west facades of the 1910 H. Levi & Co. building at 435 Brannan for the Hercules Equipment and Rubber Company. Here he employed the Art Moderne style, which makes it comparable to the subject warehouse at 572 7th Street.³⁰ None of the other buildings cited above are known to be rendered in the Art Moderne style. Wagner worked until his late 80s and died in 1982 at the age of 101.³¹

Architectural Style: Art Moderne

The Art Moderne style was popular in the 1930s and 1940s. It was applied to a wide variety of building types, from residences to industrial buildings. It was characterized by a horizontal emphasis, with flat roofs, horizontal groupings of windows, smooth wall surfaces with horizontal bands of raised or incised trim (known as "speedlines"), flat canopies, rounded corners, and geometric details. Corner windows and glass block were common, as were porthole windows, which made direct reference to the transportation-related industrial design of cars, ships, trains, and airplanes that inspired the style. Sometimes referred to as Streamline Moderne, it drew on the influences of the motor age and the evolution of streamline design that increased airstream efficiency around moving vehicles, but also had an appealing and strikingly modern aesthetic.

The warehouse at 572 7th Street has characteristics of the Art Moderne style, including raised and incised horizontal speedlines and decorative brackets with rounded corners. At the time it was built, the style was widely popular, but also very appropriate to the use of buildings such as warehouses, which were directly associated with the transportation industry. As freight depots, warehouses were terminals for trucks and trains; collecting, storing, and distributing goods far and wide and readily representing the new technologies and stimulated commerce of their time. Designing a warehouse in the Art Moderne style was a direct commentary – almost an advertisement – of the

²⁶ Pacific Coast Architectural Database (PCAD), "Wagner, George, Construction Company," <https://digital.lib.washington.edu/architect/partners/4594/>

²⁷ Page & Turnbull.

²⁸ Page & Turnbull.

²⁹ *Building & Engineering News*, 1930-1932. The 1932 issue of *Building & Engineering News* is the last available that is closest in date to the subject building's construction.

³⁰ Page & Turnbull.

³¹ San Francisco Public Library biography card files; George Wagner.

***B10. Significance: (continued)**

building's use and connections with cutting-edge commercial and industrial activities.

Other warehouses and industrial buildings in South of Market designed around the same time also exhibit the Art Moderne style. Nearby, the most comparable warehouse to the subject building is located at 617 7th Street. It was built in 1937 and features Art Moderne vertical and horizontal decorative elements on its facade. It is called out by the *SoMa Historic Resource Survey* (San Francisco Planning Department, 2009) as representative of the style, along with light industrial buildings at 1301 Folsom Street (built in 1942) and 560 3rd Street (1941). 1295 Folsom Street (1940) also appears to be an example of the style applied to an industrial building type and others undoubtedly appear elsewhere in the neighborhood. In the area immediately surrounding the subject property there are approximately ten contemporary buildings; built between 1935 and 1940.³² The subject building and the building at 617 7th Street express the Art Moderne style most strongly, while others show a more vertical, but no less Modernistic aesthetic, and others feature utilitarian designs with some concession to horizontality, speedline decorations, or other Modernist characteristics.

CRHR Eval. & Integrity

Criterion 1 (Events)

The building at 572 7th Street appears to be eligible under Criterion 1 (Events) for its association with a significant pattern of development. The warehouse was built at a unique time of prosperity and building activity between two distinct eras when new construction in South of Market was minimal to non-existent. Prior to the building's construction, the Great Depression had halted new development in South of Market and greatly decreased industrial productivity. In 1938, however, the economy had started to recover from the Depression, making new construction projects like the subject warehouse possible. This period was then followed closely by years of rationing and shortages during World War II, when little new construction occurred. Therefore, the subject building can be seen as part of a pattern of development – a small boom, in fact – that occurred between two periods of near total stagnation. Its similarities to a number of other buildings of the same age and architectural vocabulary in the surrounding area illustrates that it is indeed part of a wider trend. The building therefore appears to be eligible for listing on the California Register as a resource that is associated with events that have made a significant contribution to the broad patterns of local and regional history.

Criterion 2 (Persons)

The building at 572 7th Street does not appear to be eligible under Criterion 2 (Persons). Although a few prominent business owners and industrialists owned the warehouse over the years – such as the Schrader family, B.R. Funsten, and George Georgiou – most appear to have been more strongly associated with other buildings or facilities elsewhere in South of Market and simply used the subject property as an auxiliary warehouse or leased it to other businesses. No direct associations with important persons justify the building's inclusion in the California Register under this criterion.

Criterion 3 (Architecture)

The warehouse at 572 7th Street appears to be eligible under Criterion 3 (Architecture) as a building that “embodies the distinctive characteristics of a type and period.” As such, the warehouse at 572 7th Street is a typical example of a motor freight warehouse from the era between the Great Depression and World War II. The building's simple, rectangular massing and open interior space are perhaps most indicative of its function. It also demonstrates many other character defining features of a warehouse such as concrete construction, a truss roof and interior mezzanines.

More significant than its form, however, is the subject building's exemplary use of the Art Moderne style in an industrial application. The Art Moderne style was extremely popular in the late 1930s and 1940s and was inspired by the motor age of cars, ships, trains, and airplanes. The horizontal emphasis and rounded corners seen in the speedlines and decorative brackets on the facade of 572 7th Street are characteristic of the style. Perhaps even more

³² On the same block, or on the blocks to the northeast to 6th Street and east, between Brannan and Townsend streets. These three blocks provide a sampling of about 100 buildings. Blocks to the southeast, southwest, and northwest either feature full-block, non-comparable development or are separated from the subject property by some logical boundary, such as a freeway.

***B10. Significance: (continued)**

poignantly than in many Art Moderne style buildings, the subject warehouse's association with actual transportation and motor age developments, such as freight transport by truck and train, makes its styling all the more appropriate to its use. As noted, a number of other contemporary buildings in the immediate area also exhibit Modernistic styling and show a definite aesthetic trend of illustrating the sleek modernity of the motor age through clean-lined architectural styling. Within that grouping, however, 572 7th Street is one of two buildings that express the Art Moderne style most strongly.

The building is also the work of a well-known and prolific local contractor, George Wagner. Although Wagner was a contractor rather than a designer, he worked with some of the area's most renowned architects and was a respected member of many project teams. Wagner was associated with notable projects such as the Paramount Theater, Oakland City Hall, and the Stanford Medical Center. However, he also built numerous more modest buildings like offices, industrial plants, and warehouses. The bulk of his work was likely these smaller, utilitarian buildings and therefore 572 7th Street fits well into his portfolio. It is notable for being built relatively late in Wagner's career and appears to be one of few examples of his use of the Art Moderne style, especially in a project where no architect was involved, meaning the design as well as the physical product was his own.

Because of its status as a typical example of the work of a master builder, its industrial characteristics, and meaningful application of the Art Moderne style, the building appears to be eligible for the California Register under this criterion.

Criterion 4 (Information Potential)

The building at 572 7th Street does not appear to be eligible under California Register Criterion 4 (Information Potential), as no evidence exists to suggest that it might yield important information in the future.

Integrity

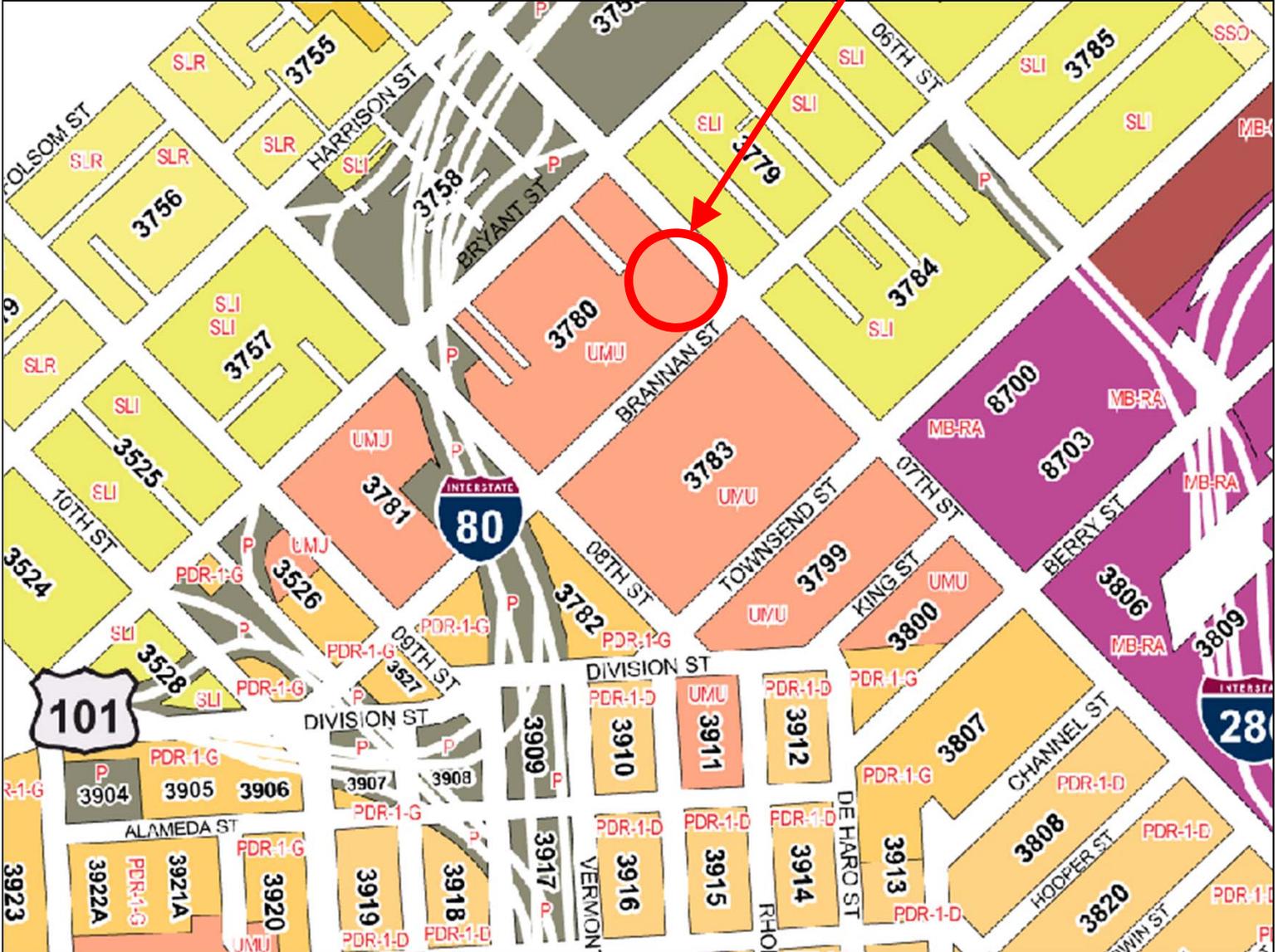
The exterior of 572 7th Street has undergone some alterations. These alterations include the enclosure of the first story of the primary facade with fixed, aluminum-sash window assemblies. These windows replaced what was originally a recessed loading dock, wide service entrance, and sliding doors. The changes also relocated the primary entrance from the northwest side of the primary facade to the center and replaced the door. On the rear facade, two service entrances were infilled and a new service entrance was introduced along with window openings at the first and second story levels. The rear facade was also stuccoed, whereas it was historically clad with corrugated iron.

The interior of the building has undergone modifications, including the resurfacing of the floor, reconstruction of the mezzanine at the front of the building (which was once enclosed and is now open), and new construction of the mezzanine at the rear of the building. Two restrooms were removed and a small room at the south corner of the warehouse space was added. Additionally, one or both service entrances into the adjacent building to the southeast were added.

The building retains integrity of location and setting, having never been moved from the South of Market neighborhood where it is surrounded by other light industrial buildings and indicators of industrial use such as alleyways and rail spurs. The building's integrity of design, materials, and workmanship have been diminished somewhat by the physical changes that have been made to the structure; however it retains its overall massing, interior organization, and architectural style. Also, the most significant character-defining features, including the Art Moderne façade treatment on the exterior, and the vaulted, trussed ceiling and open volume on the interior, remain intact. The infill assembly used to enclose the original loading dock is well differentiated from the historic, character-defining Art Moderne second story above. The building's industrial aesthetic that supports its integrity of feeling and association is basically intact, so that it is readily interpreted as a warehouse facility built just prior to the Second World War.

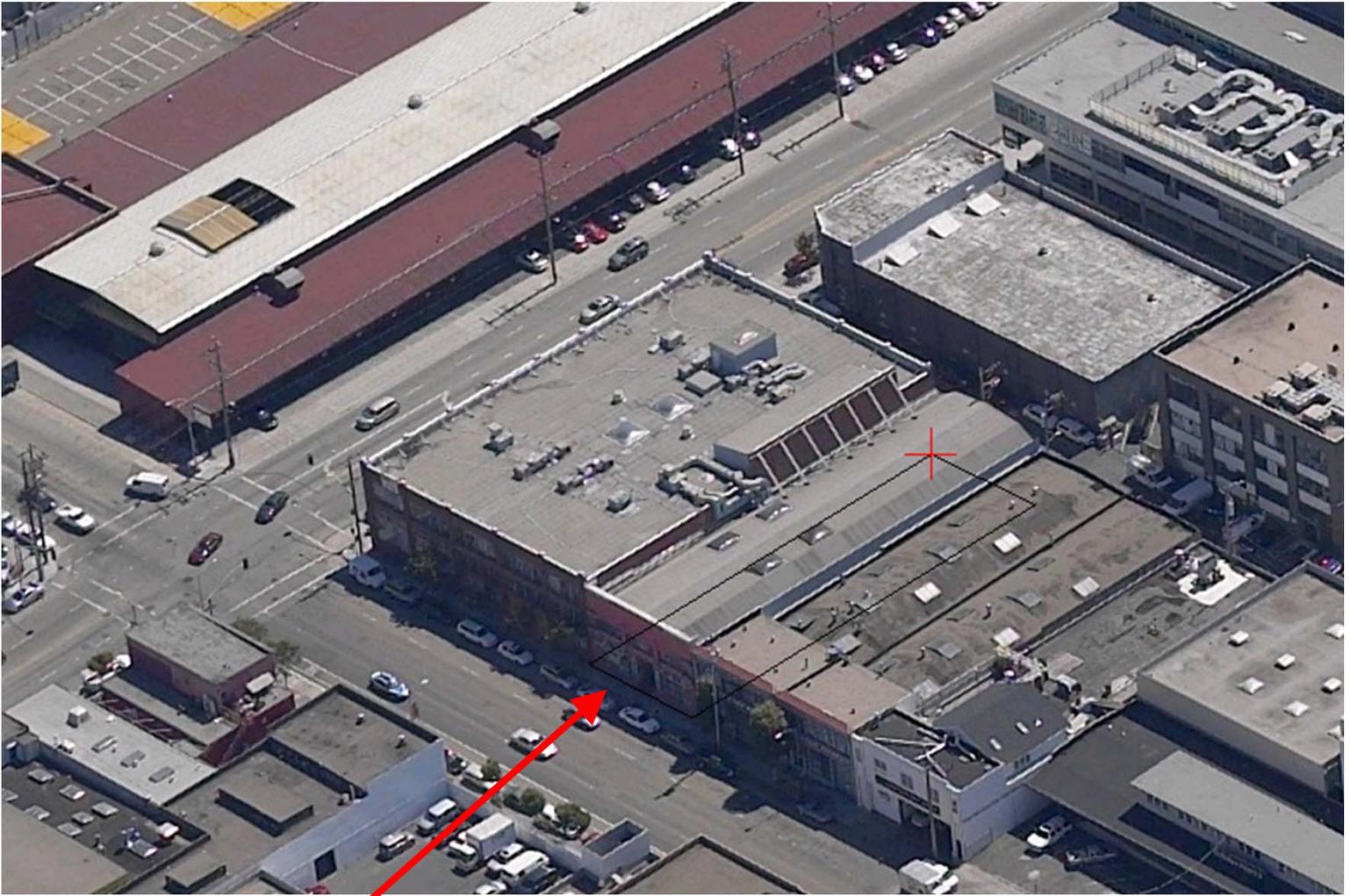
Zoning Map

SUBJECT PROPERTY



Review & Comment
Case Number 2012.0179U
572 7th Street

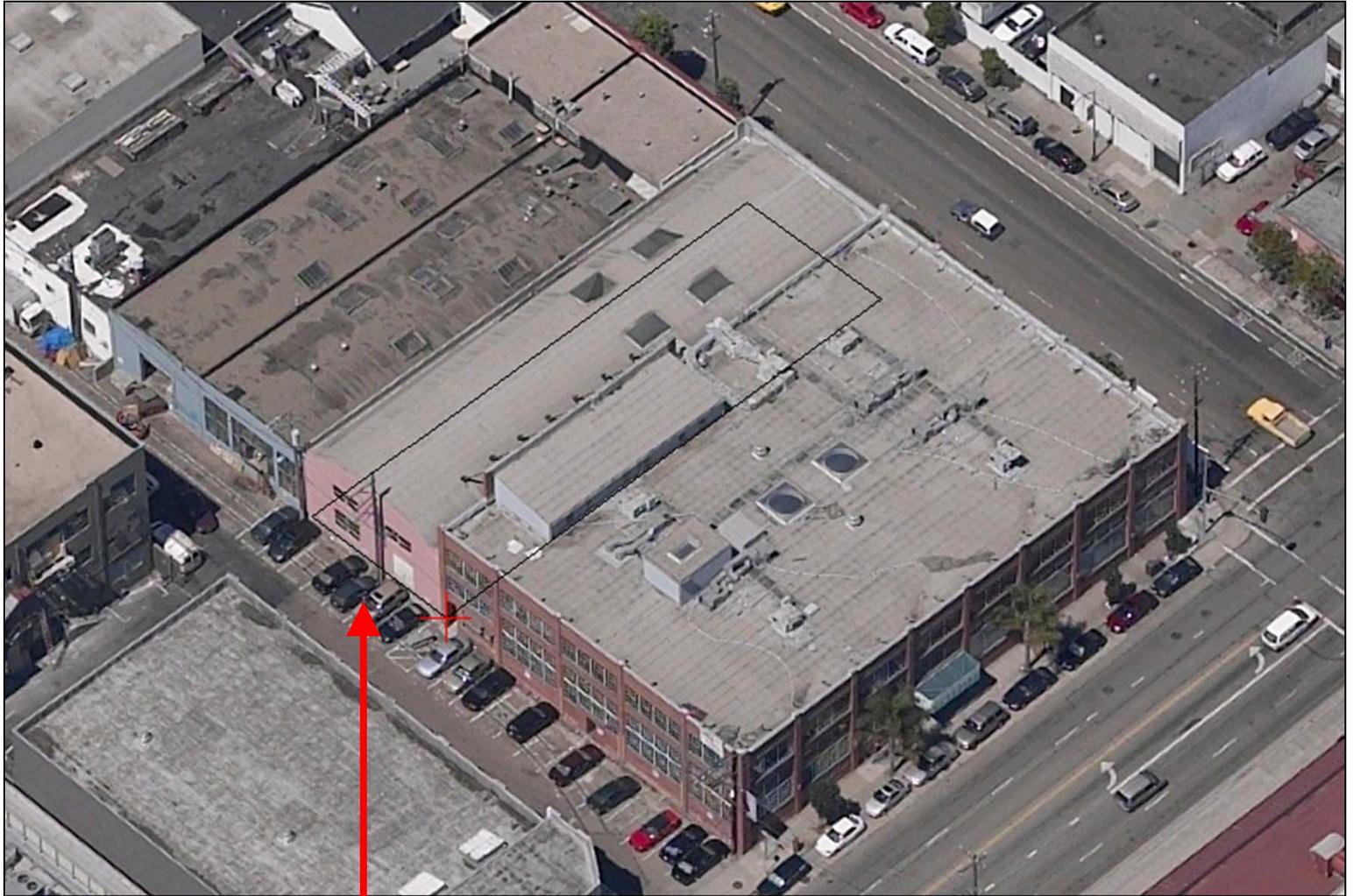
Aerial Photo



SUBJECT PROPERTY

Review & Comment
Case Number 2012.0179U
572 7th Street

Aerial Photo



SUBJECT PROPERTY

Review & Comment
Case Number 2012.0179U
572 7th Street

Site Photo



View of 572 7th Street along 7th Street

Review & Comment
Case Number 2012.0179U
572 7th Street

Site Photo



View of 224 Townsend Street

Review & Comment
Case Number 2012.0179U
572 7th Street

Site Photo



View of 435 Brannan Street

Review & Comment
Case Number 2012.0179U
572 7th Street

572 Seventh St.
street address

3780
block number

4F
lot number

2
summary

C-2 warehouse
building type/use/number of floors

landmark number

RELATIONSHIP WITH SURROUNDING BUILDINGS

Relationship of setting to building -2 -1 0 1 2 3 4 5

Importance as contribution to a cluster/streetscape -2 -1 0 1 2 3 4 5

ARCHITECTURAL DESIGN VALUATION

Facade proportions -2 -1 0 1 2 3 4 5

Richness/Excellence of detailing/decoration -2 -1 0 1 2 3 4 5

Unique visual feature of interest 0 1 2 3 4 5

Example of a rare or unusual style or design 0 1 2 3 4 5

Overall architectural quality -2 -1 0 1 2 3 4 5

PROPOSED FOR FURTHER INVESTIGATION

CORNICE, PARAPET, APPENDAGE
Importance of cornice to building design -2 -1 0 1 2 3 4 5

Cornice contribution to streetscape -2 -1 0 1 2 3 4 5

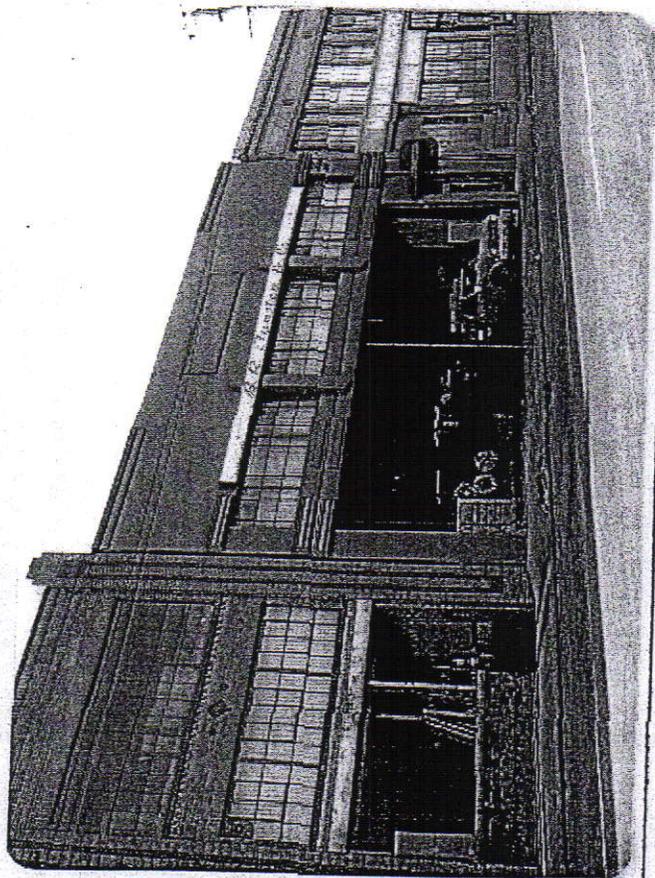
FACADE CONDITION
Physical condition -2 -1 0 1 2 3 4 5

Paint/Material color -2 -1 0 1 2 3 4 5

REMODELING
Appropriateness of improvements -2 -1 0 1 2 3 4 5

Engle 12.2.74
date

Field Notes



Review Notes

- Junior League Listing
- text index file
- Northern California Guide
- Other Listing _____

moderne

photo 365118